



Universiti Malaysia
KELANTAN

e-proceeding

HoTWeC 3.0

(3rd Hospitality, Tourism & Wellness Colloquium 2019)

Nurturing Hospitality, Tourism & Wellness World

Universiti Malaysia Kelantan
2nd December 2019

VOLUME 1 | HOSPITALITY

E-PROCEEDING

NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD

HOSPITALITY CLUSTER

Editors:

Mazne Ibrahim, Derweanna Bah Simpong, Velan Kunjuraman, Normaizatul Akma Saidi & Raja Norliana Raja Omar

Copyright: Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan 2020

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness.

No ISSN: 978-967-2229-34-6

Published by:
Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan,
Kampus Kota, Pengkalan Chepa
Karung Berkunci 36
16100 Kota Bharu, Kelantan.

ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on poster presentations from the 3RD Hospitality, Tourism & Wellness Colloquium 2019 (HoTWeC 3.0), held on December 2, 2019 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields with the theme was “Nurturing Hospitality, Tourism and Wellness World”. The conference was organised and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organising committee which comprised of the following:

Khairil Wahidin Awang, PhD
Ghazali Ahmad, PhD
Roslizawati Che Aziz, PhD
Mohd Fadil Mohd Yusof, PhD
Marlisa Abdul Rahim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Normaizatul Akma Saidi, PhD
Velan A/L Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Hafizah Muhammad, PhD
Nur Mazne Ibrahim
Raja Norliana Raja Omar
Hazziyati Hashim
Nur Aliah Mansor
Nurzehan Abu Bakar
Nurul Fardila Abd Razak
Mohd Hafzal Abdul Halim
Nor Maizana Mat Nawi
Nur Azimah Othman
Fadhilahanim Aryani Abdullah

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

The Effectiveness of Banana Leaf as a Food Wrapper in Pasar Siti Khadijah

Ariawatella Vanessa Anak Watt, Dayang Hazizah Johan, Muhammad Affiq Jalil, Yong Xin,
Harnidah Samengon, Nur Azimah Othman & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: derweanna@umk.edu.my

ABSTRACT

The focus of this study involved the observation of variables such as hygiene, aroma and cost-effectiveness. This study was conducted in Pasar Siti Khadijah, Kota Bharu. A set of questionnaire was distributed to 364 respondents in Pasar Siti Khadijah. Descriptive analysis was used to obtain the frequency, percentage and mean by using Statistical Package for Social Science (SPSS) windows version 24.0. The test for the reliability was undertaken to provide information about the consistency through the data collected that has been rated by the respondents. The analyses were separated into four (4) sections. The first section was about the hygiene of the banana leaf as food wrapper. The second section was about the aroma of the banana leaf as food wrapper. The third section was about the cost-effectiveness of the banana leaf as food wrappers and the fourth section was about the purchasing behaviour of the consumer which all of them were analysed using descriptive statistics. At the end of this analysis, the result indicates the inferential statistics to respond to all the formulated hypotheses using the regression method. Inferential analyses were performed by using Pearson Correlation Coefficient (r) and Regression (r^2) to examine the relationships and influence that exist between the two variables; the independent variables and dependent variables. The result of all these analyses method were positive for hygiene, aroma and cost-effectiveness which mean the entire objectives were achieved. The objective of this study was to determine the hygiene, aroma and cost-effectiveness influence towards the effectiveness of banana leaf as food wrappers.

Keywords: *Food wrapper, Hygiene, Aroma, Cost-effectiveness*

INTRODUCTION

Food packaging aims to preserve, extend the stretch, retain nutrients, and serves food to use for the end users, among other uses. Therefore, there are many technologies and techniques used in packaging and wrapping food. This contrasts with the geographic location, tradition/culture, level of industrialization, urbanization, economic status, producing the desired effect, and of course, the main priority in food preparation (Ojekale, 2007). Banana is the second largest artificial fruit after citrus, contributing about 16% of the production of fruits worldwide. The largest producer is India which accounted 27% of world banana production. Incidentally, the productions of bananas in India have exceeded the mango productions. In India, Tamil Nadu is a major producer of bananas, followed by Maharashtra (Mohapatra, 2010).

The leaves are widely used for weaving baskets, mats, food wraps for marketing and cooking, spicy food, forests and plates for food and cups for soup. Outsiders use triploid banana leaf as an umbrella during the rainy season. In India, people use banana leaves for traditional rituals and provide special dishes with oil or steamed wrapped with banana leaves (Mohapatra, 2010). This study aims to find out the effect of the usage of banana leaf as a food wrapper, by taking into account the three variables which are hygiene, aroma and cost. Therefore, this study aims to find the relationship between the independent variables and the dependent variable of this study.

Purchase Intention towards Organic Food among Generation Y in Malaysia

Fatin Nabila Mohd Nazri, Han Kah Wei, Nursyafiqah Abd Halim,
Nur Syafiqah Zulkifli & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: derweanna@umk.edu.my

ABSTRACT

The study aimed to examine the relationship between price, organic food knowledge, health consciousness, environmental consciousness and purchase intention towards organic food among Generation Y in Malaysia. Specifically, this study has two objectives which is to identify the factors influence the purchase intention towards organic food among Generation Y in Malaysia and to assess the relationship between Generation Y purchase intention and factors influencing the purchase intention towards organic food. To achieve the research objectives, quantitative study has been used in this research. A survey was carried out and 384 respondents completed questionnaires which consisted of 29 questions.

Keywords: Price, Organic Food, Health, Environmental, Purchase Intention, Generation Y

INTRODUCTION

The popularity of consuming organic food is increasing all over the world including Malaysia. Increasing in consumers' concern and care towards the safety and quality of food as well as health and nutritional aspect of food resulted in the increasing of demand towards organic food (Wang, Pacho, Liu & Kajungiro, 2019). Such trend is a kind of reaction to numerous health affair related to processed food. However, in Malaysia, organic food is much more expensive than conventional food, with substantial price differences as much as 100% to 300%, compare to approximately 25% to 30% price gap in the U.S. and European countries (Somasundram, Razali & Santhirasegaram, 2016). In a study about Environmental Influences on Food Choices, Physical Activity and Energy Balance stated that price plays an important role for a particular person to choose what kind of food they eat. This is because when a person is on a tight budget, the price of food is their main concern, as long as it is cheap and can fill up their stomach.

Knowledge is important when purchasing organic products (Siti, Loi & Kok, 2018). Inadequate information will discourage consumers from purchasing organic food as they are conscious of the main components of the organic products. They lack of knowledge about the agricultural process (Padel & Foster, 2005). According to Yiridoe, Bonti and Martin (2005), consumers do not buy organic food for two reasons which are lack of knowledge and their inability to clearly distinguish the unique attributes of organic products from the conventionally grown alternatives.

Malaysia has been rapidly expanding in agricultural farming and ranked seventh in the world that imports US1.7 billion chemical fertilizers (Wee, Ariff, Zakuan, Tajudin, Ismail & Ishak, 2014). These chemical fertilizers which used to grow fruits and vegetables not only bring side effects to consumer health, but also creating pollution to the environment. Consumers are increasingly getting pro environmental in any means. They tend to consume food that is nutritious, healthy, safe, and friendly to the environment and animals. Thus, the green concept is now steadily being disseminated among consumers in conjunction with the sustainability and conservation of agricultural development. Therefore, this study is focused on the purchase intention towards organic food among Generation Y in Malaysia. The purchase intention towards organic food among Generation Y in Malaysia relatively can be managed with price, organic food knowledge, health consciousness and environmental consciousness.

The Effectiveness of Electronic Word-Of-Mouth (eWOM) On Social Media Tools towards Viral Food Advertising

Fatin Nuramyzaitul Lily Lokman, Ho Yoke Hong, Nurin Syahirah Anwar,
Nur Syafiqah Roslan & Derweanna Bah Simpong

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: derweanna@umk.edu.my

ABSTRACT

The main purpose of this study is to investigate the effectiveness of electronic word of mouth (eWOM) on social media tools such as social networking sites, blogs, microblogs and content communities towards viral food advertising. This study is also to identify the main social media tool in food advertising industry. The basic design of this study is questionnaire which was distributed throughout Malaysia. Sampling was used to collect data in Malaysia with 364 questionnaire responses received. The analysis of the respondents' demographic profile is done by using the Cronbach's Alpha reliability analysis whereas the relationship between the variables are analyzed using the Pearson Correlation test. The study found all social media tools to be positively related to the effectiveness of eWOM towards viral food advertising in Malaysia

Keywords: *Hospitality, Social Media, Viral Food, Electronic Word of Mouth*

INTRODUCTION

Tourism industry is a major contributor to the Malaysian service sector economy. In supporting Malaysian tourism, the hotel industry plays a major role. Through the steady flow of business and travel, Malaysian hospitality industry is experiencing a healthy growth in hotel openings and hospitality-related services. Today, the hospitality industry is considered as a successful sector especially when there are more and more consumers looking at the quality not merely quantity. Consumers will not be merely attracted by a large quantity of products offered, but they will pay attention to the quality of the products and services provided (Lee, 2016). Food and beverage is one of the contributing factors for tourism and hospitality industries to bloom. People can't live without food. A local food service provider may sometimes continue to cater over time to the resident market. In other cases, the business often shifts its focus away from the residents due to financial pressures to better cater for the tastes of the visitors. With electronic word of mouth (eWOM), food service providers can reach more potential customers be it residents or visitors.

Nowadays food and beverages industry players tend to use social networking sites to reach out with their possible customers with less cost on marketing. For instance, they tend to create a Facebook page of their own company so that customers may interact with them in a more efficient way. Besides that, eWOM plays a major role in promoting products and services provided by the industry players. For example, consumers tend to look for food bloggers to find out new places or interesting places to dine in. In addition, food bloggers not only use blogs to share their food experiences with their media, but also Instagram to share pictures with their followers. With easy access for Instagram users, the posts of food bloggers can be viewed directly in their timeline.

There are three objectives of this research:

1. To identify the social media tools attribute towards the effectiveness of eWOM in viral food.
2. To investigate the relationship between the effectiveness of eWOM on social media tools towards viral food.

The Awareness of Practising Traditional Food among Generation X in Kelantan

Jumaini Syarifuddin, Keshnidewi Ganeson, Nur Syahirah Nordin,
Nursyahidah Mohamad Amiruddin & Derweanna Bah Simpong
Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: derweanna@umk.edu.my

ABSTRACT

This study aims to examine the relationship between knowledge, attitude, lifestyles, culture and the awareness of practising traditional food among generation X in Kelantan. Specifically, it has two objectives which are to identify the factors influencing traditional food practice among generation X in Kelantan and to assess the relationship between Generation X and factors influencing their traditional food practice. To achieve the research objectives, a quantitative study has been employed in this research. A survey was carried out and 268 respondents completed the distributed questionnaires which consisted of 47 questions.

Keywords: Knowledge, Attitude, Lifestyles, Culture, Traditional Food Practice, Generation X

INTRODUCTION

Traditional food is the expression of the cultures, history and traditions inherited from previous generations undergoing evolution in culinary taste (Trichopoulou et al., 2007). Year by year, the traditional food of the multi-ethnic communities of Malaysia was assimilated in interesting ways around the nation and has developed into a distinct Malaysian traditional identity (Salleh, 2006). Apart from its cultural diversity, traditional food has nutritionally been found to have a number of healthful qualities (Trichopoulou et al., 2007). Previous research has proven that traditional food such as traditional snacks contain a variety of vitamins and minerals, which are crucially important for the development and maintenance of the body (Tee, 1989). Moreover, the authenticity of locally accessible ingredients used in the preparation of traditional food has undoubtedly contributed to palatability properties, at least for the majority of dishes (Trichopoulou et al., 2006).

Many scholars urged on the significance of preserving the techniques and skills in the preparation of traditional food by transmitting them to the next generation (Kwik, 2008). Passing down traditional food information of the ethnic food identity and cultural heritage from generations to different generations usually takes over a prolong period of time (Albayrak & Gunes, 2010). In Malaysia, modern society especially the young generation has gradually ignored the practices of traditional food, which is being replaced with the commercial food products. The above statement clearly indicates that preserving food practices including some traditional ones are crucial or important for every ethnic group.

Generation X is the generation that has to practise traditional food and pass the knowledge to the next generation. So who is generation X? Generation X was born during the 1960s and 1970s. For Generation X, multiculturalism and thinking globally have become the norm. They are highly educated even though they are pessimistic, sceptical, disillusioned with almost everything, and are very questioning of conventionality (Moore, 2008). The characteristics, lifestyles, and attitude of Generation X include balancing family, life, and work they do not believe in sacrificing time, energy, and relationships for advancement just like the Boomers did (Lager, 2006).

The United Nations through the International Workshop on Traditional Knowledge emphasizes that traditional food knowledge should continuously be retained for future generation as they will carry out the profound spiritual and identity for self or as peoples, (United Nations, 2007). Some ethnics are reported not only facing the problem of