



Cawangan Pulau Pinang
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IJCHT-21
Beyond Smart Tourism
Powered by Passion, Enriched by Values, Governed by Technology



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SOUTH FLORIDA
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PROCEEDINGS OF THE INTERNATIONAL JOINT CONFERENCE ON HOSPITALITY AND TOURISM 2021

BEYOND SMART TOURISM

Inspired by People, Balanced by Nature and
Driven by Technology



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NURUL HUDA HASHIM, ARNIEYANTIE ABDUL HADI AND NOORLIZA ZAINOL



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THE INTERNATIONAL JOINT CONFERENCE ON HOSPITALITY AND TOURISM 2021

BEYOND SMART TOURISM

Inspired by People, Balanced by Nature, and Driven by Technology

13 – 15 September 2021 | Virtual Conference

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MESSAGE FROM RECTOR UNIVERSITI TEKNOLOGI MARA CAWANGAN PULAU PINANG

Assalamualaikum Warahmatullahi Wabarakatuh,

It is my pleasure to welcome you to the International Joint Conference on Hospitality and Tourism 2021 (IJCHT-21) which is organized by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang. The conference is held in conjunction with the 2nd Penang International Conference on Hospitality, the 2nd Global Congress on Smart Tourism, the 4th Graduate School of Tourism Management International Conference and the 3rd International Conference on Home Economics. It is indeed a challenging task as this conference is an international collaborative effort by several universities from Indonesia, Thailand, Turkey, and the USA.



Although the COVID-19's presence has changed how we live our lives, it cannot stop us from progressing. This conference is an example of how we can continue to thrive during this pandemic. With the theme "Beyond Smart Tourism: Inspired by People, Balanced by Nature, Driven by Technology", the conference created a platform of exceptional value for knowledge sharing and networking. I sincerely believe this theme was brilliantly chosen as we are indeed in a smart and innovative era. Without technology, we cannot function. Technology has become an essential part of our lives, and intelligent humans like us can manage and balance our lives with the comforts of technology. Now, we expect this comfort is extended to the way tourism marketing is done. We want technology to make life easier, and currently, we are enjoying the beauty of artificial intelligence incorporated technology, so smart tourism is the way to go. Hopefully, tourism players are clever enough to make full use of this pandemic to improve their marketing tools. Ideas from this conference can be promoted to help develop tourism to prepare for the post-pandemic boom.

I am confident that the conference objectives have been met, and that all have benefited immensely from the IJCHT-21. In line with our university's Vice-Chancellor aspiration to advocate academic collaboration at regional and international level, we look forward to more collaborative work that create a win-win situation with other foreign universities in the coming years. Ultimately, this will enrich the academia and consequently benefit the younger generation as we bring all our knowledge into the classroom for the betterment of all students. A big thank you to our conference partners, sponsors, supporters and industry partners for your support and contributions. Also, I would like to express my sincere appreciation to the organizing team for their outstanding job in organizing this conference. Together, we can achieve greater success, thank you.

**Professor Ts. Dr. Salmiah Kasolang
Rector
Universiti Teknologi MARA
Cawangan Pulau Pinang**

MESSAGE FROM DEAN FACULTY OF HOTEL AND TOURISM MANAGEMENT



Assalamualaikum Warahmatullahi Wabarakatuh,

The Faculty of Hotel and Tourism Management is equally responsible for achieving UiTM's aspirations. Our new Vice-Chancellor mentioned in her speech that *"If no one knows us, we have no reputation at all"*. So, we have to make ourselves visible. I am sure our collaborative partner universities would have a similar aim. The management cannot do this by themselves. We need our staff, our academics to support us in delivering the mandate.

Tourism has been hit hard by the COVID-19 crisis. Since the onset of the pandemic, Tourism destinations recorded one billion fewer international arrivals in 2020 than in 2019. Global travel losses are estimated to be about USD 1.3 trillion in export revenues, which is 11 times more than the losses suffered in 2009, during the last economic crisis. A total of 100 to 120 million tourism jobs were put at risk, a large portion in small and medium-sized enterprises. Developing countries with their developing economies are deeply concerned as they move towards recovery. Tourism is an essential source of foreign currency. It creates jobs and provides income for the local people. Tourism creates value for local communities. With the current bleak scenario, governments and their tourism players are seriously discussing the future of tourism within the limits of the current challenges. Everyone is hopeful of bringing tourism out of the current bleak state.

For Malaysia, we have started with Langkawi, in the state of Kedah. Langkawi will be open to locals under a travel bubble plan from September 16, as announced by our Prime Minister. Other destinations will be allowed to operate when the localities' vaccination rates hit 80 per cent. Malaysia's tourism industry players have called for a controlled travel itinerary throughout the country, not just Langkawi alone, to allow for a more effective and balanced recovery of the tourism sector. With controlled travel or fixed itinerary, fully vaccinated travellers could choose local tourism destinations that had achieved herd immunity. This is a more effective recovery strategy as it will allow more tourism destinations like Penang, Terengganu, Pahang, Melaka, Sabah and Sarawak to open up after Langkawi eventually. We are all waiting to see if Langkawi will succeed in bringing back the tourist.

Thank you, Universiti Teknologi MARA, Cawangan Pulau Pinang, especially Professor Ts. Dr. Salmiah Kasolang, Rector of Universiti Teknologi Mara Cawangan Pulau Pinang for hosting this conference. Thank you also to the organizing team and those who made this possible. As the Dean of the Faculty of Hotel and Tourism Management, I am happy that many of our faculty members are actively involved in this international collaboration. Keep up the excellent work, and we will continue to excel.

Professor Dr. Mohd Salehuddin Mohd Zahari
Dean
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
Cawangan Selangor

**MESSAGE FROM HEAD OF STUDY CENTRE
FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN PULAU PINANG**

Assalamualaikum Warahmatullahi Wabarakatuh,

The International Joint Conference on Hospitality and Tourism 2021 provided an excellent platform for participants to expand knowledge by sharing and networking while we deal with a global pandemic. We have to carry on and do what we have to do. I am glad to see all participants taking this opportunity to mingle on this online platform and exchange brilliant ideas.



Congratulations to Dr. Anderson Ngelambong, the dedicated Chairperson and his equally committed Co-Chairs, Prof. Dr. Cihan Cobagnalu, Prof. Dr. Luthfiyah Nurlaela, Assoc. Prof. Dr. Ann Suwaree Ashton, and Assoc. Prof. Dr. Lutfi Atay. Supporting them is a superb organising team as, without them, this conference would not be a success. This conference kept me busy as the Head of Centre for the Faculty of Hotel and Tourism. I supported my colleagues whenever possible, and I was delighted to see the outcome. It is great to see local and international team members collaborating and making this conference a reality. I could see that the whole team was still hyped up, and despite the challenges, they worked hard to keep the fire burning and make it happen. Thank you for the job well done.

Tourism is our core business. There is a lot to be done to bring the tourism business back on track. We need to improve traveller confidence, understand, and track new market trends, and identify demand drivers. Apart from that, we need to commit ourselves to build a more resilient and inclusive tourism sector. Our Dean has explained how academics play a vital role in doing all these. We know education plays a crucial role in any nation's development, and it is a driver of economic growth. During this conference, you would have gained a lot by attending the sessions. There is a renewed interest in sustainability, as we have seen through this conference. We envision a greener pasture for tourism in the post-COVID world. Tourism recovery programmes could be focused on rebuilding tourism locations to be more sustainable, which would create jobs in the rebuilding process and enhance its attraction. These activities should already be in place. It would be too late to wait till it runs entirely.

On this concluding note, I hope that this sort of collaboration that benefits all parties continues. We can grow together through education and research. We want the future generation to be equipped with the necessary knowledge and skills to succeed, not only as our workforce but also as a potential global workforce. There are challenges, of course, but that is the way to go if we aim to be a high-income society. We do apologise for any flaws in this IJCHT-21 edition. To our international and local participants, thank you for joining us, and I hope you have had an enjoyable and insightful conference. See you again in future programmes.

**Associate Professor Dr. Hashim Fadzil Ariffin
Head of Study Centre
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
Cawangan Pulau Pinang**

MESSAGE FROM THE CONFERENCE CHAIRMAN



Greetings Conference Delegates,

On behalf of the organising committee, it is a great privilege and honour to welcome you to the first edition of the International Joint Conference on Hospitality and Tourism 2021. With the theme “Beyond Smart Tourism: Inspired by People, Balanced by Nature, and Driven by Technology”, this three-day event gathers scholars, practitioners, and policymakers from around the world to share their research findings, experiences and thought on emerging issues and trends surrounding Smart Tourism. Hosted by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia, the event merged four international conferences, namely the 2nd Penang International Conference on Hospitality, Malaysia, the 2nd Global Congress on Smart Tourism, Turkey, the 4th Graduate School of Tourism Management International Conference, Thailand and the 3rd International Conference on Home Economics, Indonesia. This remarkable feat has made this conference a platform of truly exceptional value for articulating new knowledge and idea.

This event would be impossible without the collaborative efforts of the National Institute of Development Administration, Thailand; Forum Program Studi-Pendidikan Tata Boga Indonesia; Çanakkale Onsekiz Mart University, Turkey; King Mongkut’s Institute of Technology Ladkrabang, Thailand; Universitas Negeri Surabaya, Indonesia; Muma College of Business, University of South Florida, USA; Association of North America Higher Education International, and TROAS International Tourism Research Association. The event’s great success is primarily contributed by the esprit de corps of the international conference partners, which saw 180 academic research papers presented during the conference. The event’s success also manifested during the pre-conference webinar and workshop series, which has recorded a substantial number of participants from across the globe.

I would like to take this opportunity to thank Professor Ts. Dr. Salmiah Kasolang, Rector of Universiti Teknologi MARA Cawangan Pulau Pinang, and Assoc. Prof. Dr. Hashim Fadzil Ariffin, Head Centre of Studies, Faculty of Hotel Universiti Teknologi MARA Cawangan Pulau Pinang, for their trust and support rendered to my team in organising this conference. My utmost appreciation also goes to all the conference co-chairs Prof. Dr. Cihan Cobanoglu, Prof. Dr. Luthfiyah Nurlaela, Assoc. Prof. Dr. Ann Suwaree Ashton and Assoc. Prof. Dr. Lutfi Atay, for their concerted efforts in making the event a reality. A big thank you to the organising committee members from Universiti Teknologi MARA campuses all over Malaysia for their dedicated commitment, diligence and enthusiasm. A special thanks go to our sponsors, strategic partners and industry panels for their valuable support. To all participants, I would like to say, “let us continue to celebrate intellectual diversity towards global unity, peace and prosperity.” Thank you.

Dr. Anderson Ngelambong
Conference Chairman
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
Cawangan Pulau Pinang

MESSAGE FROM THE CONFERENCE CO-CHAIRS



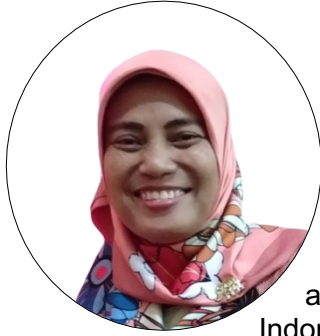
As the Dean of The School of Hospitality and Tourism Management and M3 Center for Hospitality Technology and Innovation in the Muma College of Business at the University of South Florida, USA, it is a great pleasure to be part of the International Joint Conference on Hospitality and Tourism 2021. This is a unique conference as it is a collaborative effort of different universities across the globe. IJCHT-2021 includes several other conferences such as the 2nd Penang International Conference on Hospitality (PitCH), the 2nd Global Congress on Smart Tourism (GLOSTOUR), the 4th Graduate School of Tourism Management International Conference and the 3rd International Conference on Home Economics (Iconhomecs). I would like to thank Professor Ts. Dr. Salmiah Kasolang, Rector of Universiti Teknologi MARA Cawangan Pulau Pinang and her organising team for the job well done. It is indeed no easy feat to organize this international conference. The conference theme, “Beyond Smart Tourism: Inspired by People, Balanced by Nature, Driven by Technology”, clearly explains the main reason why we have organized this conference. Technology is a definite tool that increased productivity, speed, guest satisfaction and other metrics. However, one must never forget the main reason for all of the technologies we utilized: people. This applies to our guests, employees, and those impacted by tourism- locals, state and country. With this primary focus on people in mind, we welcome you to this great conference. Even though the pandemic forced us to conduct this conference online, we need to look at the positivity of this medium: easier attendance from all around the world.

Professor Dr. Cihan Cobanoglu, CHTP
Dean and McKibbon Endowed Chair Professor
Muma College of Business
University of South Florida, USA

This jointly organized conference is one of the excellent samples of international networks. We held the 1st Global Congress on Smart Tourism (GLOSTOUR) in Canakkale, Turkey, and we are indeed very proud of being a part of this conference for the 2nd GLOSTOUR. This conference is a good opportunity for academics, the private sector, policymakers and students to share their ideas and create a strong network. We experienced the importance of technology currently with the COVID-19 pandemic. Smart applications are getting more common in use and helps to increase the quality of our life. I feel this conference themed “Beyond Smart Tourism: Inspired by People, Balanced by Nature, Driven by Technology” will positively impact us. I am sure that this conference will be very beneficial for all participants and interested parties. Organizing a congress is a team-intensive and challenging job. On this occasion, I congratulate the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia. They did a great job setting up and running all processes as the host university. I have no doubt we will have a great time and a gratifying scientific activity for three days. I would like to express my gratitude to each member of the organization team and management of Universiti Teknologi MARA. We hope to see you at our future events as well.



Associate Professor Dr. Lütfi Atay
President of TROAS International Tourism Research Association
Head of Travel Management and Guidance Department
Faculty of Tourism, Canakkale Onsekiz Mart University
Canakkale, Turkey



Welcome. I am very proud of this IJCHT-21 event. This event is a tangible form of collaboration between educational and research institutions from various countries. This collaboration significantly contributes to increasing the capacity of lecturers and the university itself. IJCHT-21 is a forum that synergizes various international conference events that have previously been held in each country. Some of these countries are Malaysia, Turkey, Thailand, USA, and also Indonesia. IJCHT-21 is a collaboration event for us from Indonesia to organize The 3rd International Conference on Home Economics (Iconhomecs). This is an extraordinary opportunity for us to develop networks further, share experiences, insights, and friendships with fellow lecturers, researchers, observers, and education practitioners from various countries. The highest gratitude and appreciation goes to the Rector of Universiti Teknologi MARA, Cawangan Pulau Pinang, Malaysia, and all of her staff as the main organizer of this event. Thanks also to all co-organizers, as well as to the sponsors, supporters and industry partners. Hopefully, this online event will run smoothly and benefit all of us. We also hope that this COVID-19 pandemic will end soon so we can go back to live a normal life. Happy conferencing and networking!

Professor Dr. Luthfiyah Nurlaela, M.Pd
President
Forum Program Studi-Pendidikan Tata Boga Indonesia

I am very grateful to see many tourism experts, professionals, and distinguished hospitality industry representatives at this International Joint Conference on Hospitality and Tourism 2021. One of the key goals of this conference is to integrate and exchange knowledge, experience, academic opinions, and research contributions. I fully expect that after the conference ends, we will further continue developing academic networks in tourism to meet the needs of the tourism sector and actively encourage investments in infrastructure and tourism markets development. We will ensure that tourism is integral to global economic positioning, as a vibrant and connected hub enables the exchange of goods and services and the exchange of ideas, experiences, and talents. Although COVID-19 might be at the top of our minds and the tourism sector is already facing disruption, in this conference, there are two significant key topics which will present opportunities for us in the longer term. The first is "Sustainability," and the second is "Leveraging Technology to Create Innovative End-to-End Experiences." I would like to thank the many organising team members and committee members who worked very hard to turn our initial visions for this conference into a reality for their dedication before and after this unique conference. Also, I would like to thank all the authors warmly. They generously contributed their presentations for the lively exchange of tourism research, vital to the endurance of conferences of this kind. I wish you good health and safety.



Associate Professor Dr. Ann Suwaree Ashton
Associate Dean for Administration
Graduate School of Tourism Management
National Institute of Development Administration, Thailand



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13 – 15 September 2021 | Virtual Conference

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EDITORIAL NOTE

Dear Conference Participants,

On behalf of the conference publication committee, I am pleased to present you the e-proceedings of the International Joint Conference on Hospitality and Tourism 2021. With the theme “Beyond Smart Tourism: Inspired by People, Balanced by Nature, Driven by Technology”, this conference has attracted more than 200 abstract submissions from all over the world. After a careful reviewing process, only 152 abstracts were accepted for paper presentation, and 150 for the conference e-proceeding. This signifies the importance of the conference’s theme, which have gained international academia’s attention from different parts of the world such as Ireland, Spain, Bulgaria, Turkey, Sri Lanka, Canada, China, Thailand and Indonesia. This remarkable feat has made this conference a platform of truly exceptional value for articulating new ideas, knowledge and practice among students, academics, practitioners and policymakers from all over the world.



Given the increasing significance of smart tourism in the 21st century, the conference focuses on recent theoretical and practical development in smart tourism from worldwide perspectives. The conference covered topics related to the effect of COVID-19 on the hospitality and tourism industry, community-based destination development, and the application of robot, artificial intelligence and service automation in the tourism industry. All of these have been encapsulated in this IJCHT-21 e-proceeding book that covers various smart tourism topics related to the following three categories:

- 1. Smart Tourism inspired by people:** *Community-based Tourism; Food Science and Gastronomy; Food Tourism; Culture, Heritage and Arts; Fashion; Cosmetology; Quality of Life; Human Capital; Smart City, and Innovation in Hospitality and Tourism Education.*
- 2. Smart Tourism balanced by nature:** *Marine, Coastal and Terrestrial Conservation; Health and Wellness Tourism; Sports Tourism and Sustainable Tourism.*
- 3. Smart Tourism driven by technology:** *Disruptive Technologies; Tourism in the Era of Industrial Revolution 4.0; Social Media Application; Virtual Reality and Augmented Reality; Service Automation in Tourism; Artificial Intelligence, and Robotics Application.*

To conclude, I hope that the IJCHT-21 e-proceeding will provide you with a critical summary of current development in understanding the roles of people, nature and technology in uplifting the smart tourism concept. The successful publication of this conference’s e-proceeding signals a beacon for more future research collaborations at the regional and international level. We hope you will enjoy reading the e-proceeding as much as we have enjoyed producing it. I would like to take this opportunity to thank the authors, reviewers, editorial team and everyone who have contributed to the successful production of this e-proceeding.

Dr. Rafidah Aida Ramli
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A CRITICAL LOOK AT COMMUNITY-BASED TOURISM DEVELOPMENT IN THAILAND

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Keywords: community-based tourism, destination development, reflective practice

Research Background: Community-based tourism (CBT) has been promoted as an effective tool used for local economic growth, income generation, poverty reduction, and community development (UNWTO, 2017). The involvement of the host community in planning and maintaining tourism development so-called Community-based Tourism (CBT) can create more sustainable tourism (Hall, 1991; Henama, Mangope, & Strydom, 2019). However, the CBT development has been extensively questioned in practices (Lee & Jan, 2019) especially in fostering community development (Blackstock, 2005). This article critically reviews the CBT approach in light of a fieldwork in Yala province, which is located in the Deep South of Thailand. It aims to highlight challenges for community participation and make suggestions about ways of addressing the identified challenges.

Originality/value: This article was inspired by a two-year fieldwork of CBT development in the Deep South of Thailand. It situates CBT initiatives within sustainable community development, identifies the three failures and discusses challenges of the development in the host communities.

Research Methodology: This research employed reflective practice to assimilate insightful information and knowledge gathered through a reflection of the project fieldwork (Lyons, Stolk, & Young, 2015). The two-year CBT development project (2019-2020) covered four villages, namely Ban Chulaporn Pattana 9, Ban Chulaporn Pattana 10, Ban Ta Phayao, and Ban Ai Yerweng of Yala province, Thailand. The reflective practice includes several meetings with the local leaders and residents during CBT planning, implementing, and managing processes in the four villages.

Finding and Discussion: The CBT literature has three major failings from the development perspective. Firstly, the community tends to lack knowledge about inadequate product design and presentation, and marketing skills which are the main barriers to market access experienced by CBT communities in developing countries (Forstner, 2004). Secondly, it tends to ignore structural inequity in the host community. The imbalance of power in the community can be an obstacle to a successful collaboration (Jamal & Getz, 1995) because community voices in group decision-making often reflect the needs of powerful stakeholders (Blackstock, 2005). Finally, it neglects the limit of local control of tourism development. Due to the regulation, the communities have little control in managing the natural resources to facilitate tourism activities. This is the major barrier of the CBT initiatives because there exist conflicts of interest between local communities and external stakeholders regarding tourism benefits, management of natural resources, and environmental preservation.

Research Implications: This study uncovered aspects of CBT identified in the fieldwork that attracted limited attention in the tourism literature including knowledge and skills in supporting CBT implementation, the role of leaders and traditional management structures, and power imbalance as barriers in the CBT development. Attention to these constraints can contribute

to more sustainable and equitable tourism. Applying the insights from CBT fieldwork could help CBT proponents in better understanding the relationship between local participation and local power structures and locating the structural constraints to local control in tourism development. Acknowledging the internal and external forces is the first step in tackling them and will help to dismantle rather than reinforce barriers to the CBT development in host communities.

Research limitations: The context of this paper is limited to the CBT Deep South communities of Thailand. It also uncovered cultural/ethnic barriers in communities and the role of community norms and rules in the success or failure of an initiative. Future research should explore the CBT development in its broader socio-political context.

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KEY SUCCESS FACTORS OF COMMUNITY-BASED TOURISM MANAGEMENT: THE CASE STUDY OF BAN KHOK MUANG PROTOTYPE COMMUNITY IN BURIRAM PROVINCE, THAILAND

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Keywords: key success factor, community-based tourism, Ban Khok Muang, Banteay Chhmar, prototype community

Research Background: Ban Khok Muang, established in 1937 with over 80 years of historical background, is located in Jorakae Mak sub-district, Pra Khon Chai district in Buriram province (Jorakae Mak Sub-District Administrative Organization, 2019). An outstanding tourism perspective of the community was 13 tourism learning choices and activities provided for visitors (Seerachai, 2017). In Cambodia, Banteay Chhmar, considered as a prototype CBT village in the country, held a regional relationship and had similar CBT contexts to Ban Khok Muang. Although a consistency of the two countries' regional connections was indicated, comparative studies regarding CBT were rare. Therefore, this study considered to investigate (1) a progress of Community-based Tourism (CBT) found in Ban Khok Muang compared with Banteay Chhmar community in Cambodia and (2) key success factors of CBT management in Ban Khok Muang and Banteay Chhmar that corresponded to the present. The findings of the research may be applied to promote cultural tourism and villagers' quality of life simultaneously.

Originality/value: This study was based on CBT in Ban Khok Muang which has been developed over 10 years in the form of homestay accommodation, local production, allocations from Thai government, and a local tourism committee to support cooperation resulting in fair distribution of income to its villagers. There were numbers of visitors and organizations coming to the village for outside observations; significantly, some representatives of the committee developed techniques, knowledge, and service skills to serve customers, making this place as a successful CBT prototype community in Buriram.

Research Methodology: Mixed methods were applied in this study. For qualitative research, interview and focus group were arranged for a total of 30 CBT respondents chosen by purposive sampling. The respondents comprised 15 representatives of Ban Khok Muang and 15 Banteay Chhmar key villagers responsible for CBT and could present significant information concerning their communities. Descriptive Analysis and Benchmarking were employed to analyze and compare effectiveness of their community management (American Productivity & Quality Center, 1996). Concerning collection of quantitative data, survey questionnaires were distributed to 365 volunteer visitors, selected by accidental sampling. Descriptive statistics (frequency, average, and standard deviation) along with inferential statistics (multiple regression analysis) were employed for data analysis.

Finding and Discussion: According to the comparative analysis, Ban Khok Muang and Banteay Chhmar held potential for tourism such as tourism resources, local organizations and participations, tourism management, and learning among villagers and visitors. Additionally, as the location of the two communities was not far, similar historical background, tourism

destinations, and CBT management were found. Significantly, attractive tourism destinations near the border between Thailand and Cambodia, initially supported by the governments and private organizations of the two countries, are to be developed as potential CBT communities. Key success factors in Ban Khok Muang, analyzed by multiple regression analysis, were learning process, community management, and community organizations including people's participation, forecasting the community success as 64.4 % (Adjust R2 = 0.644). The results found in this study corresponded with the studies of Seerachai (2017) and Rodrungsud (2013) in that a CBT successful management relied on a high quality of co-operation with participation among inside and outside organizations, including stakeholders such as clients, suppliers, investors, and competitors. The comparative findings between the two villages were also consistent with American Productivity & Quality Center (1996) stating that benchmarking was helpful to state current effectiveness and real capability in order to establish competitive advantages by applying local resources and human skills. Significantly, community management with public participation could directly promote unknown tourism destinations in the communities (Joachim, 2021), resulting in an enhancement of infrastructure in the areas to meet a wide variety of customers' needs (Bengt and Syante, 1993).

Research Implications: As the successful of CBT management relied much on a high quality of co-operation of all parties including stakeholders and organizations reported in this study, it was crucial for all to build a good strategic plan on improving the CBT. Besides, the findings spark an idea on establish and distribute the tourism security, professional management, benefits and satisfactory services derived from local tourism resources.

Research limitations: Some beautiful tourism attractions located along the areas were considered as undeveloped. They lacked necessary infrastructure and other significant facilities to access. Respondents lacked satisfactory services to increase their tourism product values. Sustainable CBT management, mutual CBT advantages, distributions, and satisfactory CBT services were not also stated in this study.

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LANGKAWI'S UNESCO GLOBAL GEOPARK: THE REGENERATION STRATEGY AND NATURAL HERITAGE SITES ENVIRONMENTAL CONSERVATION POST COVID-19

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Keywords: regeneration, natural heritage, geopark, participation, post-COVID-19

Research Background: The continued success of island eco-tourism is dependent on the stakeholders' ability to ensure continuous protection of the UNESCO Global Geoparks in Langkawi. The praxis of the geopark island's adaptation to the changing environment includes good participation in environmental conservation policies that are applicable and suitable to Langkawi attractions. The preservation of the natural area will promote and maintain the entitlement of Global Geopark as awarded by UNESCO. Langkawi was the first UNESCO Geopark in Southeast Asia (Authority, 2015), and an initial evaluation was completed in August 2019 to keep the UNESCO Global Geopark (UGGp) designation for the third time (TTR Weekly, 2020). Eder (2008) said that environmentalists and local authorities noticed that conserving the geological places and protecting endangered species would provide a "fundamental tool for geo-scientific research, education, training, and also socio-economic development". This is where, by deploying the epistemological foundations, the study will revolve around the perceptions of the islanders on safekeeping nature. There are calls for a shift towards tourism that regenerates destinations and provides economic, social, and environmental benefits, while not losing sight of global challenges such as climate change. As a result, the study's research goal is to raise awareness of the regeneration approach among the local community, local government, and tourists.

Originality/value: There are needs for research to develop a sustainable heritage-led regeneration planning framework for the community and local authority. In addition, sustaining strategy, preserving, and conserving the natural sites have a symbolic significance of heritage and distinctive sense of island tourism. The value of this study lies in the inclusion of 'people' who can be considered the nearest to natural heritage sites which are heritage sites workers, communities nearby, communities on islands including authority and government agency, and tourists on sites.

Research Methodology: The design and approach in this research is qualitative-based. Primary data are gathered through interviews with respondents who work at heritage sites, the tour operators, travel promoters, tourists on sites and local communities living nearby. Furthermore, as the focus of this study is only Langkawi heritage sites, local authorities on the island such as Langkawi Development Authority (LADA), Langkawi Municipal Council (MPL), Langkawi Land and District Office (LLDO) and Tourism Malaysia office, are included. This

research will also provide insights through qualitative analysis of interviews and observations of millennials in the local communities.

Finding and Discussion: Analysis from interview transcripts will be tallied with the research objectives. Research indicates that the local authorities, academic institutions, and government, through active interventions, have resulted in better environmental conservation through regeneration strategies. The findings of the study were grouped into three major themes: (1) social interaction, community, and conflict, (2) empowerment, and (3) aspirations.

Research Implications: To promote the Social Exchange Theory, in which some social scientists viewed social involvement as "community participation." People can engage in a variety of social activities through a variety of official and informal social networks (Baum et al., 2000). The needs of special attention to conserve the natural heritage sites shaping unique sense of place and character in Langkawi. As a practical implication, private sector also has a role to play in sensitizing people to the social and environmental considerations of the heritage sites at Langkawi. This idea was shared by Katherine Cheng, Head, Global Corporate Social Responsibility and Community Relations at Expedia Group in Culture, Tourism and COVID-19: Recovery, Resiliency, and Rejuvenation 2020. She also claimed that it is the narratives and stories that draw people to a destination, and tour operators and travel promoters are to work with local communities to tell the stories about the heritage sites. Indirectly, this action will promote sustainable tourism pillars through partnership with UNESCO on Sustainable Tourism Pledge. This research includes discussions on economic strategies for regeneration projects utilizing natural heritage sites as assets in differentiating Langkawi from other tourism islands in Malaysia which might mobilize investments and promote local economic growth of the local community. Within importance is providing the travelling public with the tools to make informed and responsible travel choices.

Research limitations: There are limited study approaches in presenting different methodologies of regeneration strategies and natural heritage sites environmental conservation activities. The time needed in order to restore 'normal' activities is another such limitation – everything from the postponement of environmental legislation following the case of COVID-19. The researcher emphasizes on studying different hands-on experiences to understand the practical challenges to deliver successful heritage sites led regeneration strategies.

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VALUE CO-CREATION IN COMMUNITY-BASED TOURISM: A MARKETING MANAGEMENT PERSPECTIVE

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Keywords: value co-creation, digital marketing competences, resource advantage theory, service dominant logic, community-based tourism

Research Background: The aim of this conceptual paper is to gain understanding on the role of digital marketing competences and its influence on value co-creation behaviour of CBT partners which leads to financial sustainability.

Originality/value: This conceptual paper adopts resource advantage (R-A) theory with embedded service dominant (S-D) logic perspective on value co-creation to examine the relationship between digital technology capability, marketing capability, value co-creation behaviour of CBT partners and financial sustainability.

Research Methodology: The authors explored relevant literature on digital technology capability, marketing capability, context of value co-creation, R-A theory and S-D logic. Next, a conceptual framework organised by digital marketing competences, value co-creation behaviour, and firm performance is developed.

Finding and Discussion: The main findings suggest the relationship between digital technology capability and marketing capability should be identified; how value is co-created among multiple CBT partners should be analysed; and the effect of digital marketing competences and value co-creation behaviour on firm performance should be explored.

Research Implications: Resource advantage (R-A) theory is a dynamic, evolutionary theory of competition, and service dominant (S-D) logic also has gone through several important conceptual turns. This paper contributes to the growing literature on R-A theory and S-D logic which provide insights into value co-creation and firm performance.

Practical implications: This conceptual paper may assist CBT operators in utilising digital marketing competences to co-create value with multiple partners towards financial sustainability.

Social implications: This study contributes to sustainable development goals (SDG) Goal 8 Target 8.9: by 2030, and helps to devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Research limitations: This study is limited to a marketing management perspective. Future research should include other important competences such as organisational and entrepreneurial competences.

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DEVELOPING MALAYSIA'S SMART COMMUNITY BASED TOURISM MODEL

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Keywords: smart tourism, community-based tourism, homestay

Research Background: The Malaysian government is currently putting efforts to form smart tourism destinations in the rural areas (Malaysia National Tourism Policy, 2020). However, it was recently discovered that lack of readiness for smart tourism is one of the main challenges in the Malaysian tourism industry (Amran, 2021). Hence, community-based tourism (CBT) especially the homestay owners will need to cope with the incoming difficulties. This is due to the challenges faced by tourism providers in developing smart tourism. These challenges include digital exclusions, knowledge, and investment gaps (Gretzel, Reino, Kopera & Koo, 2015). Due to this, the fundamental investigation on CBT and smart tourism is a necessary endeavour as it will help grasp the difficulties and needs faced by homestay owners in adopting smart tourism. Furthermore, the lack of policy direction in supporting CBT can limit development (Zielinski, Jeong, Kim, Milanec (2020). Hence this study will help establish a standard model that could assist in governmental policy making in different regions in Malaysia. It could be used to create a framework for the government and private sector to work together to support development of smart CBT particularly, the homestay business. Therefore, the purpose of the study is to identify smart CBT from Malaysia's context, to determine the readiness of CBT towards smart tourism, and identify strategies for smart CBT that could be used as reference for Malaysia National Tourism Policy.

Originality/value: This study explores the concept of smart tourism within Malaysian context as an effort on developing smart tourism in Malaysia tourism industry.

Research Methodology: A qualitative research approach will be adopted for this study. By using purposive sampling, this study will interview at least 46 respondents. The informants will include an expert from Malaysia Ministry of Tourism, Culture and Arts (MOTAC), representative from Homestay Association of Malaysia and chairman of homestay program from each state in Malaysia. Academic experts and industry practitioners also will be interviewed. The questions are open-ended, and the interview is informal and semi-structured in nature. The interview will be audiotaped, transcribed, and the data will be analysed using Atlas.ti software.

Finding and Discussion: The expected result will establish the readiness, potentials and grouses faced by industry players towards implementing smart CBT. It will help to formulate a model for smart CBT in Malaysia. This is parallel to Malaysian's government vision of 'Shared Prosperity Vision 2030' and restructuring Malaysia's Development Priorities, which are under KEGA 3 (Industrial Revolution 4.0 as move towards smart community) and KEGA 15 (Malaysia Truly Asia, the smart community-based tourism). It is also at par with Sustainable Development Goals 11 on Sustainable Cities and Communities.

Research Implications: The study of smart tourism on CBT is a 21st-century knowledge that has not been fully studied. The findings on these two interchangeable areas will significantly contribute towards new academic theories in the field of tourism management and smart tourism. The study will enable the homestay community to recognize approaches that can be undertaken to adopt smart tourism. It will provide understanding on homestay's current position (strength and grouses) which can assist them for 'readiness' to apply smart tourism. The local government can identify the current needs and shortcomings faced by the communities such as infrastructures, facilities, and knowledge requirements. This research will impact the local communities that are involved in CBT by upgrading their existing knowledge and improve their business through smart tourism. In the long-term, the knowledge can help leverage the communities' skills in using smartphones to greater advantage by directing them towards smart CBT

Research limitations: The study on smart tourism juxtaposed with CBT in Malaysia is still almost absent as the closest studies can only be found in an Indonesian context. This results in limitation on literature review reference. From the community's side, there are questions whether the rural community is fully aware of the concept of smart tourism.

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MUSLIM COMMUNITY-BASED TOURISM DEVELOPMENT: PHRA NAKORN SRI AYUTTHAYA, THAILAND CASE STUDY

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Keywords: tourism destination development, Muslim community, stakeholders, community-based tourism

Research Background: The purpose of this research is to investigate stakeholders on the potential of Muslim community-based tourism development, a Phra Nakhon Sri Ayutthaya Province case study. The main stakeholders and the three main organizations that will be investigated are the public sector, the private sector, and the community sector. The Muslim community is a niche market in the tourism industry. It is important to study this area because it will make a huge contribution to income generation and cultural sustainability to the community. It has been predicted that the number of Muslim populations in 2060 will be increasing up to approximately 2.9 billion people around the world (Diamant, 2019).

Originality/value: The increasing Muslim population is causing the growth of the halal tourism trend. This current trend does not pass by The Tourism Authority of Thailand (TAT), and they aim to support a Muslim community-based tourism in relation to the development of the destination and preparation for such a high demand soon. They found there is a potential for the Muslim community in the Phra Nakhon Sri Ayutthaya Province (VoiceTV, 2015) to be developed as a cultural tourism destination. The result of this study can help to create value towards a tourism destination attraction, income generation, employment opportunities in the area, and awareness of the tourism resources value that contribute to a sustainable environmental development.

Research Methodology: This research employed a qualitative method and a semi-structured interview was used as a tool for collecting data from September to December 2020. Open-ended questions were used and participants from three organizations were interviewed. The analytical method of this study is Content Analysis.

Finding and Discussion: The results reveal that the government's roles and responsibilities in supporting Muslim community-based tourism development are as follows: 1) Policy designing: there are four main policies designed: annual project support of the Khlong Takhian community; policy on development facilities for the community; policy on creating knowledge for community development for villagers; and policy on community landscape improvement. 2) Facility management: in the past, the Khlong Takhian community encountered many facilities problems; in relation to this, the government has allocated budgets to help develop facilities such as parking lots, mosque roofs, etc. 3) Funding: government sectors provide funding for the Khlong Takhian Muslim community in two areas: funds for the development of facilities, and annual project funding. 4) Marketing planning and public relations for tourist attractions: if the government has more concern for support, it will enable the community to develop continuously and be successful in the future. The main roles and responsibilities of the private sector in the development of Muslim communities-based tourism are as follows: 1) Development of community products and services: the community itself has famous products and services, especially Rose Roti, Khanom Bodin, and handmade fish net. The entrepreneurs

are always developing new products and services, and they receive orders from all over Thailand. In addition, they always try to keep up and improve their store by making it look good and inviting to customers, such as being consistently creative in designing interesting souvenirs based on community identity. 2) Government policy strategy, and 3) Public Relations strategy, by promoting on behalf of the community. If cooperation from the private and government sector is obtained, it will enable the community to develop sustainably. The main roles and responsibilities of the community are as follows: 1) Government policy strategy promoting a multicultural society, namely Thai Buddhists and Muslims living together. The identification of the community since ancient times is through the identity of the community committee, which leads in driving government policy. 2) Development of the physical attributes of the community 5 As: Attraction – A tourist attraction is Khok Chindaram Temple, which is surrounded by four beautiful mosques. Accessibility – mostly, the way to reach the community is by private car; if it is a group of tourists, there will be two main vehicles, buses and bicycles. Accommodation – there is a lounge/multipurpose room along with bedding equipment such as mats, pillows and blankets for tourists to spend the night at a mosque, along with bathrooms, religious classrooms and a study room. Amenities – extra services include a community shop selling souvenirs and tourism documents of Phra Nakhon Si Ayutthaya Province to be distributed to tourists. Activity – there is a short cruise trip to see the Chao Phraya River and the view between St. Joseph's Church, Khok Chindaram Temple, and Khlong Takhian Mosque. During important festivals, there will be local cooking activities and Rose Roti making.

Research Implications: This research presents a Muslim community-based tourism management strategy. The most important strategy is the collaboration between the three main sectors namely the government, private organization, and community sector. A study of the framework for community development involved in the government sector, private sector, and community sector can apply to be the educational framework to create cooperation between relevant agencies for the development in various communities. The results of this study help social community in maintaining sustainable traditional culture, an awareness of participating in the development of the originality of the tourist attractions.

Research limitations: Future research should aim to investigate other provinces that have different destination attractions, and may compare each role for its similarities and differences.

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RESIDENCE ATTITUDE AND QUALITY OF LIFE POST COMMUNITY-BASED TOURISM DEVELOPMENT IN THAILAND

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Keywords: attitude, quality of life, tourism development, community-based tourism

Research Background: Community-Based Tourism (CBT) exists in many regions around the world, especially in developing countries, for example Indonesia, Lao and Thailand. To develop and promote tourist attractions, DASTA divides the of 38 provinces into area 6 special areas and 3 tourism clusters in which many famous and standardized tourism communities are located such as Mae Kampong, are over one hundred-year-old village. Mae Kampong village a unique place is situated in the Chaing Mai, Thailand with a nature environment. CBT is a tool to strengthen the villagers' organization, it can be based on nature, culture, local lifestyle to develop as a tourism product and service. The most crucial aspect for developing CBT is having an agreement and participation by the local community. The contribution of adoption CBT is to create job opportunities for the community, increasing income, and expected to have better health wellness among the community. However, there may be some negative impacts after CBT has been developed, such as environmental damage, lost local identity, and tourists may bring some disease to the village, hence causing unhealthy wellness. Ministry of Tourism and Sports (2017). In order to develop CBT, the community needs to understand and prepare both resources and people to be ready and to strengthen the community tourism development. This study will be employing a qualitative approach with in-depth techniques, and participants were collected from residents who live in community-based tourism destinations. This study is still ongoing and is in the stage of conducting in-depth interviews with the local community at the CBT destination. Hence, a total of 3 participants were interviewed, and a summary result, according to the study, it was found that everyone who lives in Mae Kampong village is involved in tourism, whether directly or indirectly, such as being a homestay operator, selling souvenirs, selling food or being a maid. The principal income of the community comes from tourism. Initially, people in the community had been farmers, but when tourism was introduced, they turned to tourism. This results in the community being affected both positively and negatively as follows: Increased income improves the economy in the community, which makes people in the community have a better quality of life. The environment is destroyed by the household waste increasing from the opening of homestay and the arrival of more tourists. And problems involving foreigners running the business and buying the land in the community have occurred. This study continues the data collecting process.

Originality/value: This research contributes a model for improving residential quality of life in the community. The community-based tourism affects the quality of life of the people in the community. Therefore, this model can be applied to improve the quality of life of those who are involved in tourism, making the people in the community have a good life.

Research Methodology: A qualitative study was used for this study. The data collecting process for this study employed in-depth interview technique, because it most reflects the reality, which are meaningful to the aim of the study to obtain the groups of samples most suitable to the study's aims. The community residents' group, consisting of residents from the

Mae Kampong Village in Thailand. The researcher follows Colaizzi (1978)'s data analysis process.

Finding and Discussion: According to the study, it was found that everyone who lives in Mae Kampong village is involved in tourism, whether directly or indirectly, such as being a homestay operator, selling souvenirs, selling food or being a maid. The principal income of the community comes from tourism. Initially, people in the community had been farmers, but when tourism was introduced, they turned to tourism. This results in the community being affected both positively and negatively as follows: 1) Increased income improves the economy in the community, which makes people in the community have a better quality of life, 2) The environment is destroyed by the household waste increasing from the opening of homestay and the arrival of more tourists. Problems involved foreigners running the business and buying the land in the community have occurred

Research Implications: The researcher proposes the theoretical framework of product life cycle, residence attitude and quality of life. Residents in the community may apply the findings and impacts of this study by improving their quality of life to achieve environmental and cultural sustainability. The community leader should seriously apply a quality life strategy with the local community, especially the place where there are tourism attractions. It is not focused on improving income, but the quality of life of the people in the community should be concentrated on.

Research limitations: Further studies may be applying the quality-of-life development model to the community and collecting the results for further model development.

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SHARIA COMPLIANT HOTELS: A STUDY OF SERVICE QUALITY AND SATISFACTION AT PERDANA HOTEL KOTA BHARU, KELANTAN

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Keywords: sharia, sharia compliant hotel, service quality, satisfaction

Research Background: Hotels that comply with sharia i.e. rule of law that is derived from the Quran and Hadith is scarcely found as majority of hotels do not consider what is halal (permitted in Islam) and what is haram (not permitted in Islam) in their daily operations but there is growth in terms of sharia compliant hotels based on the current demands for a Muslim centric or friendly accommodation (Jamil, 2019; Yusof, 2011). Perdana Hotel Kota Bharu is one such example of a hotel that is sharia compliant. Being a concept that is relatively new, this study's aim is to address whether guests of a sharia compliant hotel are satisfied with the service quality offered.

Originality/value: The paper provides a better understanding on the concept of sharia compliant hotels which would be of value to the legislature, business operators and to some extent the customers.

Research Methodology: In answering the research questions posed for the study, the questionnaire was adapted to the hospitality setting from the work of Halim Mahphoth et. al. (2018) which provides an instrument that could measure the relationship between service quality and customer satisfaction. Pearson's Correlation Coefficient was used to analyse the relationship of the two noted variables.

Finding and Discussion: The main objective of this study is to examine the relationship between service quality (tangibility, reliability, responsiveness, assurance, and empathy) and guest satisfaction of a sharia compliant hotel. The results obtained from Perdana Hotel Kota Bharu Kelantan shows that all hypothesized relationships in this study were supported.

Research Implications: From the academic perspective, the observed findings of this research can be used as a reference for the study of the tourism industry, particularly in Malaysia. This present study provides a better understanding of the aspect of guest satisfaction. Taking into account that the present study contributes additional evidence with respect to guest satisfaction in service quality that one follows trends and understands the selections of customers' needs. The standard of guest satisfaction with sharia compliant hotels Perdana hotel Kota Bharu Kelantan could even help with this research project.

Practical implications: From the practical perspective, this study will assist the government of Malaysia in understanding the value of a sharia compliant hotel and how it could be a niche market for the country which in turn could enhance the profitability of the country's tourism industry, hotel sector, develop the neighbouring economy and increase the country's earnings. In terms of the hotel operators, the finding of this study can provide information on

what makes the customer be satisfied in regards to the offerings of a sharia compliant hotel.

Research limitations: Being only a case study, the results gathered would not suffice to be able to generalize for the whole population as it is only a representation of what transpired at Perdana Hotel Kota Bharu Kelantan. The study is also limited due to the Covid-19 pandemic where the means of acquiring data is restricted based on the strict regulations set by the government. Therefore, to find further the significance of the study's result, future studies should look to expand the sampling and gather sufficient data to enable generalizability towards the population of interest. Another recommendation for future research is to apply a more diverse method of data collection such as interviews to provide a more holistic view of the area.

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FORMULATION AND EVALUATION OF HAIR MASK PREPARATIONS USING NATURAL INGREDIENTS FOR DAMAGED HAIR

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Keywords: hair mask, natural ingredients, damaged hair treatment, strawberry, yogurt

Research Background: Hair coloring, curling, and straightening may negatively affect hair conditions. The solutions lie in cosmetic hair care, specifically hair masks made with natural ingredients such as soy flour, yogurt, and strawberries. Hair masks made with natural ingredients are purportedly more efficient than their synthetic counterparts in repairing damaged hair due to hair styling treatments.

Originality/value: Common hair masks for treating damaged hair contain chemicals that may prove to be toxic for human hair and scalp. Therefore, this study aims to make hair care products with natural ingredients to help restore the properties and behavior of the hair following hair styling treatments such as hair coloring, curling, or straightening by minimizing the use of synthetic chemicals.

Research Methodology: This research is experimental in nature. The data collection method in this study includes observation by 30 panelists. Data was analyzed using a single Anova test and Duncan's test with the best results on aspects, color, aroma, adhesion, and easy rinsing.

Findings and Discussion: Two prototypes were developed – X1 and X2. X1, formulated using 2 grams (g) of soybean flour, 13 milliliters (ml) of yogurt, and 10 milliliters (ml) of strawberries, boasts the best result, while X2 which was formulated using 4 grams (g) of soy flour, 11 milliliters (ml) of yogurt, and 10 milliliters (ml) of strawberries delivers the best consistency. Microbiological tests were run on the products and the results show that microbial growth increases rapidly in a short amount of time as a result of omitting preservatives in the formula.

Research Implications: The main content that must be included in a hair mask is protein because hair that has been chemically treated will experience loss of protein, making it coarse, branched, and fall out. Proteins and hydrolyzed proteins are widely applied in hair care cosmetics as conditioning agents to improve softness, elasticity, gloss, and hair resilience. Yogurt contains lipids which is beneficial for treating hair and many other nutrients, such as potassium, calcium, protein, and vitamin D, and various nutritious minerals which prevents hair fall by as they strengthen the roots. The use of strawberries offers pleasant scent as an added value to appeal to potential customers, aside from the beneficial properties of the fruits which include vitamin C and high levels of antioxidants, all of which help in keeping hair fresh for longer, improving strength and flexibility, and preventing hair from getting damaged and split ends. Two formulas of hair mask have been identified as possessing the best results in terms of color, aroma, texture, adhesiveness, ease of rinsing namely, X1 and X2. Evaluation by panelists reveal that they preferred X1 to X2, though X2 appears to be the best in terms of

its viscosity. The formula for X1 is 2g of soy flour, 13ml of yogurt, and 10ml of strawberries and for X2, it is 4g of soy flour, 11ml of yogurt, and 10ml of strawberries. Furthermore, in the microbiological test, the shelf life of both X1 and X2 is maximum seven days because on the seventh day, the test reveals that the products may contain $3,4 \times 10^5$ microbes. The results of this research advocate the use of natural ingredients in producing hair care products. The success of this product may prove important to limit exposure of toxic chemicals to human body which may negatively affect health, and in the case of this study, human hair.

Research limitations: This is just preliminary research on the use of natural ingredients such as strawberries and yogurt for hair care cosmetics. Further research is needed on improving the shelf life and quality of the products, as well as its effectiveness to restore deeply damaged hair as the damage and porosity of the hair also has several criteria.

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SICHUAN CUISINE TOURISM RESOURCE DEVELOPMENT: THE DISTINCTIVE REGIONAL CULTURAL VALUE

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Keywords: Sichuan cuisine, tourism resource development, cultural value, city of gastronomic, Chengdu China

Research Background: Culinary arts of China are extensive, elaborate, and sophisticated, as they are often meant to highlight the esteem that Chinese community place in their food. The eight well-established cuisines in China all have distinct features, and Bashu region, being one of those eight is renowned for its rich food culture. It was formed and competed with many other cultures in China to form a splendid and long history and civilization of Chinese clan. Food is undoubtedly indispensable, not just as source of life but also an important factor of economic growth related to tourism industry. Therefore, this study aims to critically review and highlight the distinctive regional cultural value of Sichuan cuisine and its reflection on the personality of the gastronomic tourism city. The dialectical relationship between Chengdu tourism and Sichuan cuisine culture is also investigated based on Chengdu's characteristics underlying dimensions of local cuisine image by identifying the key Sichuan cuisine attributes in supporting the city brands.

Originality/value: This study places the focus on Sichuan cuisine which has a long history since the Shang and Zhou Dynasty. It has experienced thousands of years of development, has created a dazzling food culture for Sichuan and China, and has condensed the life attitude, values, and outlook of life of the Sichuan people. Sichuan cuisine has recently been given a recognition through the practice of gastronomic tourism. Previously disappearing ethnic foods have regained visibility in the haute cuisine market. Though the trend of ethnic cuisine restoration is a worldwide phenomenon, China is unique in that the food consumption pattern reflects the reconstruction of national identity as a significant reaction to previous colonial experiences and the globalization of food cultures.

Research Methodology: The research is theoretical exploratory study, in which literature from Google Scholar is systematically gathered. The city of Chengdu is chosen as the study setting. Chengdu is a major birthplace of Sichuan cuisine and among the originating places of the Sichuan Cuisine – one of the eight well-recognized cuisines. Sichuan cuisine has always been a very important part of Chengdu's urban culture. UNESCO officially awarded Chengdu the honor of "Gourmet City" in February 2010; in 2018, Chengdu proposed the development of "Gourmet City" strategy. As one of the important contents of the construction of "Gourmet Capital", Sichuan cuisine will surely attract more attention to Sichuan cuisine culture, and the influence of Sichuan cuisine culture will continue to expand.

Finding and Discussion: The findings suggest that the image of local Sichuan cuisine is investigated by accumulating a multi-attribute approach in which several Sichuan food attributes as regional cultural values are specified and incorporated into the analyses of Sichuan cuisine culture and Chengdu gastronomic tourism. The local Sichuan cuisine image comprises several components (dimensions) which show that these dimensions differ in

terms of their relative importance in explaining the overall tourist experience of food consumption. In addition, Sichuan cuisine is not only very famous in China, but also has a very high reputation overseas. Chinese continue to open Sichuan restaurants to Southeast Asia, Europe, America, and other places. The findings of this review can help policymakers uphold the Sichuan food identity and minimize the encroachment of other non-Chinese cuisines in the future.

Research Implications: This study provides valuable insight to tourism practitioners who are seeking to integrate local food (cuisine) into the tourism product. It illustrates the social milieu which accounts for the changing cultural images of Chinese foods, as well as the way in which cultural identity is fashioned by producing and consuming these cultural images. The main limitation of this study is related to the geographical area where this study process is carried out. Hence, future research with greater geographical scope is required to explore tourists' reliance on their evaluations of local cuisine; and to identify those dimensions of local cuisine image which have the strongest influence of tourist satisfaction with food experience as well as the personality of tourism city.

UNDERSTANDING USERS' EMOTIONAL USAGE EXPERIENCE AND RETENTION TOWARDS FOOD AND BEVERAGE MOBILE APPLICATION

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Keywords: mobile application, usage experience, foodservice industry, content analysis

Research Background: Despite the rising interest and investment in mobile application market, the retention rate for most food and beverage mobile applications still remains poor. On the global level, Statista (2021) reported that mobile applications in the food and beverage category have among the lowest retention rate (3.9%) as compared to other categories of mobile applications such as Finance (13.4%), News (13.3%), Sports (9.9%), and Shopping (8.7%). A similar trend is also found in southeast Asia as a report published by Liftoff (2019) indicated that mobile application retention rate has fallen more than 77 percent across countries such as Indonesia, Myanmar, Malaysia, Singapore, and Thailand. Given the growing importance of food and beverage mobile application market, an in-depth understanding on how food and beverage mobile application attributes may affect consumers' emotional usage experience, and continuous usage retention is urgently warranted. Hence, the primary purpose of the study is to explore users' emotional usage experience towards food and beverage mobile applications. The specific research objectives are two-fold: 1) to investigate the current state of food and beverage mobile application performance in Malaysia, and 2) to evaluate the negative service experience attributes that users associate with food mobile applications performance.

Originality/value: The paper is among the few studies that responded to the call to evaluate attributes that relate to food mobile application usage retention from users' usage experience standpoints. The study emphasizes the role of negative usage experience as a significant factor in mobile application usage retention.

Research Methodology: A qualitative method was viewed as the most suitable research approach to realize the research objectives. The population of interest was the Top 20 food and beverage mobile applications listed on Apple App Store and Google Play Store in Malaysia. Among the most popular food and beverage mobile applications downloaded in Malaysia are international brands such as Kentucky Fried Chicken (KFC) Malaysia, McDonald's and Pizza Hut Malaysia. The unit of analysis of this study was an individual consumer's review which was readily available and accessible in the food and beverage mobile applications. In relation to the sampling design, the study would purposefully select all consumers' reviews within a specific period of 1 year from 1 January 2020 to 31 December 2020. Inclusion and exclusion criteria were applied to eliminate irrelevant food and beverage mobile applications such as mobile application related to food delivery, health, diet and government agencies. The collected data was first transferred into Excel for data cleaning

before being transferred to Nvivo software for further analysis. The valid data were analysed using Nvivo to identify patterns and themes.

Finding and Discussion: In general, the findings of the study revealed that the Top 5 food and beverage mobile applications downloaded from the Apple Apps Store performed poorly as compared to those food and beverage mobile applications downloaded from the Google Play Store. The top 5 food and beverage mobile applications included in the study were KFC, Starbucks, McDonald's, Pizza Hut and Domino's Pizza. The mobile application overall performance is measured based on users' rating of 5 being the highest point (excellent) to 1 being the lowest point (terrible). On average, the Top 5 food and beverage mobile applications downloaded from the Apple Apps Store scored lower at 3.20 as compared to Google Play Store at 3.78. In particular, two food and beverage mobile applications recorded a rating below the average baseline of 2.50, namely Starbucks at 1.70 and Domino's Pizza at 2.20.

Research Implications: The study may deepen the mobile application literature by exploring the attributes that relate to consumer's emotional usage experiences. By conducting a qualitative investigation on the topic, the study may help extend current understanding on the underpinning mechanism of mobile application usage retention. Significantly, the study stresses emotional usage experience as a significant variable in mobile application usage retention. The introduction of emotional usage experience in the development of mobile application usage retention may extend current theoretical framework on technology adoption and usage. The study may provide beneficial guidelines for food and beverage mobile application usage retention strategy via the improvement of consumers' emotional usage experience. The outcomes of the study can pinpoint important attributes that are vital for the development of favourable consumers' emotional usage experience with food and beverage mobile application. By having such knowledge, food and beverage brand marketers could have formulated precise strategies on how to improve mobile application usage retention via consumers' emotional usage experience. This is essential as Malaysia is progressing towards becoming a digital economy in 2030. The study could assist to facilitate the advancement of the nation's digital economy through the improvement of food and beverage mobile application which in turn will contribute to better socio-economic, productivity, and quality of life.

Research limitations: As with other similar research, there are several limitations of the current study that should be noted. Thus, it is advisable to interpret the findings with caution. First, the findings were based on Top 5 most popular food and mobile applications in Malaysia which might be applicable to other types of mobile applications. The samples used were also limited to Top 5 food and beverage mobile applications which might not be a representative of the entire population. Given the study limitations, future studies should include bigger samples or include other types of mobile applications for a comparison study. A quantitative research method could be considered to support the qualitative findings of the study.

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PENANGITES FOOD HABIT CHANGES DURING COVID-19 MOVEMENT CONTROL ORDER

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Keywords: food habit, movement control order, COVID-19, personal factor, environmental factor

Research Background: A research in Spain found various patterns of alterations in eating behaviour in adults during COVID-19 lockdown (Carmen et al., 2021). Also, the Covid-19 pandemic caused Italy to go into a state of emergency for nearly two months, and Italians were forced to relocate in compliance with government regulations and this shifted food pattern and behavior (Cavallo et al., 2020). During this trying time, significant changes can be seen in how Malaysian consume their food daily, with the prohibition to dine outside and the strict rules in purchasing groceries. All food services have been shifted to delivery or take-away services only and causes huge alterations in the business and way of consumption. Therefore, understanding the changes in the consumer's food habits will shed some light into areas of services that can be offered to the changing consumers behavior.

Originality/value: This is one of the few studies to examine Penangites food habit changes during COVID-19 movement control order by using the Social Cognitive Theory (SCT) developed by Bandura (1971).

Research Methodology: Aligned with rationalist point of view, this study intended to adopt a quantitative research design. The current study employs online survey method of data collection based on purposive sampling method. The unit of analysis for the current study is Penangites of age 25-40 years old and the acceptable sample size for sample size decisions according to Krejcie and Morgan (1970) generalized scientific guideline table is 384. This study will be analyzed using IBM SPSS Statistic 21 software and multiple regression analysis will be used to assess the relationship between the independent variables and dependent variables.

Findings and Discussion: Researcher conducted pilot test and received 30 respondents. The analysis of Cronbach alpha for food habit during movement control order is 0.798, personal factor with result of Cronbach alpha 0.886, goal showed 0.878 Cronbach alpha, self-efficacy with Cronbach alpha of 0.885, environmental factors with social-media effects variable showed 0.785 Cronbach alpha, sociology factors with 0.875 Cronbach alpha and food accessibility with Cronbach alpha of 0.721. There are changes on food habit among Penangites during COVID-19 movement control order where consumption of daily food intake have been shifted into other services or method.

Research Implications: By referring to the SCT, this study aims to investigate how food habits are influenced by personal factors that compromises knowledge in food, the goal of the consumer in food habit and self-efficacy. Also, by referring to SCT, this study evaluates the environmental factors which influence food habit. This research contributes to the hospitality industry's understanding towards the changes that occurs during Movement Control Order. In practical aspect, it is hoped that this study will give more understanding on the changes of

food accessibility during the movement control order. The results from this research help food service sectors to cater the changes in food habit during a pandemic or social and economic isolation in the future.

Research limitations: This study is limited to the factors influencing changes in food habits of Penangites only, during the COVID-19 movement control order.

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PERSONAL ATTITUDE AND CONSUMPTION INTENTION OF SEMAI ETHNIC FOOD

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Keywords: tourists' attitude, *Semai*, consumption intention, ethnic food

Research Background: This study aims to examine the significant relationship of personal attitude on consumption intention towards *Semai* ethnic food. There is an increasing intention of consuming ethnic food among tourists. Due to tourists' positive attitude, ethnic food serves as a significant point for the stimulation of ethnic food consumption. Therefore, this study investigates the personal attitude towards *Semai* ethnic food consumption. The empirical research builds on a survey with a sample of 400 tourists, using a questionnaire with an adaptation of key constructs through personal attitude and consumption intention. PLS-SEM was used to perform the analysis. The results show that the personal attitude has a positive relationship with consumption intention of *Semai* ethnic food. Thus, the results also present a great indication of the intention-behaviour relationship. These findings provide a better understanding of the tourists' attitude towards ethnic food. Food providers should consider utilizing ethnic food at the destination attraction. Understanding the tourists' attitude is a critical approach that contributes to tourists' significant impact to visit destinations.

Originality/value: This study contributes to the aboriginal food studies by investigating the consumption intention of tourists in the context of *Semai* tribe's foods in Malaysia. Thus, this study enriches the body of knowledge that could be studied by future researchers and the findings can be studied, established, and imitated based on other perspectives.

Research Methodology: Questionnaires of self-reported and close-ended questions were distributed to respondents. All the questionnaires were self-administered. The questionnaire was divided into two main sections, which are demographic profile questions and construct-specific questions. Likert-scale were used to identify how strongly the samples agreed or disagreed. There were three items of personal attitude and five items of consumption intention. Descriptive statistics and inferential statistics were used in this study. Tabulation of percentage, frequency distributions, and measures of central tendency were incorporated to analyse the data obtained. The data from the respondents also provided a way to formulate recommendations and a conclusion of the study.

Findings and Discussion: This study examines the significant relationship between personal attitude and consumption intention of aboriginal food among tourists. Thus, it explores the probability that may provide some enlightenment of the construct of personal attitude and its relationship towards consumption intention of *Semai* ethnic food. The results reveal that personal attitude does have a significant relationship to *Semai* ethnic's aboriginal food consumption intention among tourists.

Research Implications: Since there is a growing demand for ethnic food, aboriginal food in Malaysia should improvise and extend its offering that could function as a part of destination

attraction. Thus, this study is expected to provide knowledge regarding the aboriginal food in Malaysia in terms of understanding various aspects of the tourist perspective and the uniqueness of the aboriginal food. This study contributes to increasing the awareness of local people and tourists about the presence of native food and the chance to encounter something extraordinary and distinctive inside the nation. This may subsequently open doors for native individuals to build up their items and fabricate an extraordinary undertaking. In other words, exposure to the aboriginal food scene may improve sustainability and contribute to ecotourism in Malaysia. Precisely, this study may provide distinct new knowledge to the industry stakeholders in scheming an effective plan with aboriginal food as one of the aborigine conservations cultures.

Research limitations: The limitation of this study is related to the lack of generalizability of the study findings to use across different states and tribes due to the emphasis on the *Semai* ethnic food at Taman Negara, Pahang. Future studies can explore, compare, and replicate this study with other perspectives or other aboriginal tribes.

ANALYSIS OF ANTIOXIDANTS CONTENT IN SPICE SYRUP FORMULATED BY CARDAMOM: CLOVE AND TELENG FLOWER (*Clitoria ternatea*) AS COLORANT

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Keywords: syrup formula, spices, antioxidants, cardamom, cloves

Research Background: The aim of this study is to analyse the antioxidants content in spice syrups formulated by different ratios of cardamom and clove with teleng flowers (*Clitoria ternatea*) as a colorant. Spices that are widely grown in Indonesia contain lots of antioxidant compounds. It can be manufactured as functional food products. The aim of this study is to analyse the antioxidants content in spice syrups formulated by different ratios of cardamom and clove. Research design was an experimental study done by observing the effects of different ratios of cardamom clove to the antioxidant content in spice syrup, added with teleng flowers (*Clitoria ternatea*) as a colorant. The obtained data were then analysed using the Independent Sample T-Test. Results showed that syrup with higher ratio of cloves had stronger antioxidant activity. This result is in line with other analytical results such as flavonoid compounds, tannins, and saponins that showed higher value of syrup parameter with a higher ratio of cloves. It can be concluded that using different ratios of cardamom and cloves had significant effects on antioxidant content in spice syrup.

Originality/value: Spices are empirically recognised for their ability to prevent disease because of their active components. Spices are generally used as herbal medicine, which is a traditional Indonesian drink. During the COVID-19 pandemic, herbal medicine has become a drink that is believed to be able to prevent infection against Coronavirus. Research on spice processing has made practical drinks as supplements during the pandemic.

Research Methodology: Research design was an experimental study done by observing the effects of different ratios of cardamom clove to the antioxidant content of spice syrup added with teleng flowers (*Clitoria ternatea*) as a colorant. The obtained data were then analysed using the Independent Sample T-Test.

Findings and Discussion: Results showed that syrup with higher ratio of cloves had stronger antioxidant activity. This result is in line with other analytical results such as flavonoid compounds, tannins, and saponins that showed higher value of syrup parameter with a higher ratio of cloves. It can be concluded that using different ratios of cardamom and cloves had significant effects on antioxidant content in spice syrup.

Research Implications: By its high levels of antioxidants, spice syrup and telang flower can be used as functional drinks as a preventive measure to the degenerative diseases such as cancer, cardiovascular, diabetes mellitus and infective diseases. It is hoped that the spice syrup and telang flower products could be used to boost the immune system during the

pandemic. The results of this study are to produce more local foods with cardamom, cinnamon, cloves and telang flowers; as diversification of food products. Spices used to make herbal medicines are developed into syrup that would probably attract people's interest to consume them, compared to traditional medicines such as *jamu*.

Research limitations: The limitations are about packaging and shelf-life. It can be suggested to identify further the antioxidant compound in the spice syrup.

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MALAYSIAN CONSUMERS' INTENTION TO HOARD FOOD DURING THE COVID-19 PANDEMIC

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Keywords: COVID-19 pandemic, perceived risk health, perceived risk food scarcity, herd mentality, panic buying

Research Background: The purpose of this study is to investigate the impact of the ongoing pandemic Covid-19 movement control order (MCO) on the Malaysian food hoarding behaviour. This study also investigates the relationship between Malaysian consumers' intention to hoard food and the perceived risk on health, perceived risk on food scarcity and availability, herd mentality, and panic buying using Theory of Planned Behaviour (TPB) model by Icek Ajzen (Ajzen, 2015). Consumer panic hoarding occurs for a variety of reasons, the primary one being disruptions in the supply of goods. Consumer panic hoarding is currently being fueled by the spread of a novel Coronavirus called COVID-19. Numerous countries have imposed a lockdown on their country or imposed movement restrictions on certain countries to assist in containing the spread of the COVID-19. These movement restrictions have altered people's behaviour and perceptions of grocery shopping. The disease outbreak in Malaysia prompted significant changes in people's behaviour, ranging from panic buying to a casual approach to daily life despite the movement control order. Consumers who are prone to purchase more than they require, fearful of running out of stock, have left those who lack economic capacity to suffer from food scarcity. Even few studies have been conducted on consumer buying behaviour during a pandemic, but few investigate the underlying factors such as perceived risk on health, risk on food scarcity and availability, herd mentality and panic buying.

Research Methodology: This study is based on Ajzen's (1991) work of theory of planned behavior with the decomposition into dimensions. These dimensions are perceived risk on health, perceived risk on food scarcity and availability, herd mentality and panic buying. Thus, from these dimensions, four hypotheses are constructed. This research employs a quantitative approach by administering questionnaire to evaluate the current theory and population perception related to intention to hoard food.

Findings and Discussion: The result showed Cronbach's Alpha for variable perceived risk health is 0.744, perceived risk scarcity with result of Cronbach alpha 0.846, herd mentality showed 0.881 Cronbach Alpha, panic buying variable with Cronbach alpha 0.943 and hoarding behaviour with Cronbach alpha 0.935. Multiple regression is used by researchers to see if the desire to hoard food can be predicted using factors such as perceived risk (health and food scarcity and availability), herd mentality, and panic buying behaviour. It also aids researchers in determining the overall fit of the Theory Planned Behaviour (TPB) and the relative contribution of each predictor to the total variance explained.

Research Implications: This study contributes to the existing literature by developing future scopes and learning opportunities in the subject, and this research work will comprehend various aspects and elements associated with Malaysian consumers' food purchasing behaviours (Arifin et al., 2020). This study serves as a prelude to a later study on the search

for and analysis of resources, which will help supplement literature review for the advancement of research and journal articles related to the Covid-19 pandemic in a Malaysian context. The outcomes of these studies are useful to policymakers because they can assist in considering panic-related behaviours and domino effects, and help countries design anti-crisis economic policies. It will also help policy and industrial strategies during this study to strengthen the resilience of the food supply chain. This study will promote the understanding of consumer intentions that affect food hoarding during the Covid-19 pandemic. It can assist various organisations in identifying and evaluating their cash flow to meet consumers' demands effectively.

Research limitations: The limitation of this study is the Malaysian consumers which is the general population. The survey responses are self-reported which is individual oriented. In addition, this study focuses only on consumer intention and does not observe the actual behaviour by consumer as in Theory Planned Behaviour. Future researchers might want to spend more time to observe consumer actual behaviour linked with intention. Furthermore, it is suggested that future researchers include empirical observations and data from retailers and consumer services. In addition, further research might want to expand the data using Stimulus, Organism, Response (S-O-R) model. In the S-O-R framework, social influence can be thought of as amplifying or dampening the effects of cognitive and emotional states on behavioural responses (Neal & Chartrand, 2011).

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THE POTENTIAL OF SMART MOBILITY IN FOOD BANK DISTRIBUTION EFFICIENCY

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Keywords: smart mobility, distribution efficiency, food bank, food distribution

Research Background: This is a concept paper highlighting smart mobility that focuses on the distribution potential of food banks. It is undeniable that smart mobility is well-known in logistics operations that involve companies with large networks. However, smart mobility involving the distribution of food banks for charitable purposes is very rarely known and explored. Therefore, it will explore the potential of smart mobility in food bank distribution. Smart mobility is a new and revolutionary way about how to get around in a cleaner, safer, and more efficient system. Smart mobility refers to using modes of transportation alongside vehicle. This can take on many different forms, including ride-sharing, public transportation, and more. The need for Smart mobility arose out of increasing traffic congestion and wasted time. Food bank is government initiatives to prevent food waste among society and especially from food industry. It is a distribution centre which was launched under the name Malaysia Food Bank program. It is a charitable organisation serves as a place to collect food donated from food industry or civil society to be distributed to the poor and the needy, free of charge. The program is managed by the Domestic Trade and Consumer Affairs Ministry with the cooperation from several strategic partners.

Research Purpose: The objective of this concept paper is to better understand the possibilities for an integration of urban distribution infrastructure through smart connectivity. Smart mobility can possibly increase the opportunities for greater distribution and mobility especially for food bank initiatives.

Originality/Value: This study highlights the benefits and possibilities of the smart mobility system which could enable the authority to make the best choices for transportation while increasing safety, minimising commute time, decreasing the negative effects of congestion, and maximising productivity.

Significance of the Research: Food bank helps the baseline poor by channelling the potential waste food from industry or society into the system to be distributed to the groups. The program manages food, volunteers and other resources in the distribution channel to reach the potential recipients. However, collection and distribution of donated food are the typical challenges faced by food bank managers. This is due to the food bank's limited transportation resources, resulting in sub-optimal performance in terms of demand fulfilment, food waste, and logistics costs (Gharehyakheh & Sadeghiamir, 2018). The objective of the study is to explore the potential use of an integrated system in smart mobility of food bank distribution channel. Specifically, to explore the extent of other resources that could improve the efficiency of food distribution to reach vast geographical region of the sub urban and small-town population. This research project provides general data of the insights on the potential

of smart mobility in an integrated internet of things in helping the food bank distribution efficiency.

Research Methodology: The study utilised qualitative method using interviews and focus group approach. Interviews were conducted with stakeholders such as food aid program implementers, academic experts, food industry, policy makers, and the general public for views and suggestions on the smart mobility for the distribution of the food banks in Malaysia. Data were analysed using theme-based content analysis in an inductive, deductive and comparative manner.

Research Implications: This study intent to help authority and policy makers in analysing the potential collaborative effort between several agencies in the system. The use of integrated approach in managing the distribution channel will include the internet of things and IR4.0 to set up a plan system to improve the services and later provide information to food banks managers. The study will support society wellbeing to improve distribution channel of food banks that are targeted to help the poor. The urban poor and the B40 group will gain benefits with the improvement of the distribution channel of the food bank in Malaysia.

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THE EFFECTS OF CASSAVA LEAVES AND GELATINE PROPORTION ON THE ORGANOLEPTIC PROPERTIES OF CATFISH ROLLS

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Keywords: cassava leaves, gelatine, catfish rolls

Research Background: In this study, the development of rolls which generally use eggs as skin material is innovated using cassava leaves that have been in the form of sheets with gelatine and then catfish are used as stuffing. Nowadays, there is a lack of knowledge to use cassava leaves properly due to limited knowledge and ideas for processing cassava leaves. So, there is a need for food product innovations that can later increase the economic value of cassava leaves and increase public interest in cassava leaves.

Originality/value: Cassava leaves and catfish are food ingredients that are rarely processed to be used as food innovations. The abundance of cassava leaves and catfish and the prices are very affordable, but people have not been able to use them due to the limited ideas.

Research Methodology: The research method used was true experiment. The experiment on the effects of the proportion of cassava leaves and gelatine on catfish rolls was carried out by using organoleptic tests which included color, aroma, taste, texture, shape, and favorite. There were 90 respondents selected to respond to the catfish rolls. Response data were analyzed using SPSS 26 with the ANOVA method.

Findings and Discussion: The Duncan test shows that the color in the proportion S6:1 has a reddish-brown color criterion, while the proportions S5:2 and S4:3 have a dark brown color criteria and the proportion S3:4 has a greenish-brown color criterion. This is influenced by the proportion of cassava leaf extract which has chlorophyll elements or green pigments found in green vegetables (Krisnadi, 2012). The results of the chemical test on catfish roll show the range of vitamin A content, with the lowest content of 1,626.67 IU and the highest 2,040 IU, the range of fiber content with the lowest content of 5.86 g and the highest content of 9.71 g, the range of fiber content of the lowest content of 5.86 g and the highest content of 9.71 g. Calcium with the lowest content of 284.279 mg and the highest 314.486 mg, and the range of potassium content with the lowest potassium content of 483 mg and the highest 786 mg. Percentage fat (dry-matter basis) in the carcasses of cage-reared channel catfish averaged 38%. Organoleptic evaluation of fillets indicated that the fat complex flavor was significantly higher intensity ($P < 0.05$) in cage-reared fish than in pond-raised fish (Webster et al., 1993) (Solicah et al., 2021), (Solicah et al., 2021). Meanwhile, the texture of the catfish roll is not only influenced by the protein content but there are other factors that also influence it. In addition, the texture will change with changes in water content (Harmain et al., 2017).

Research Implications: There is an influence of the proportion of cassava leaves and gelatine proportion on the organoleptic properties of catfish rolls. The range of vitamin A content is with the lowest content of 1,626.67 IU and the highest 2,040 IU, the range of fiber

content is the lowest content of 5.86 g and the highest content of 9.71 g, the range of calcium content is the lowest content of 284.279 mg and the highest is 314.486 mg, and the range of potassium content is with the lowest potassium content of 483 mg and the highest of 786 mg. The percentage of the highest nutritional content of catfish roll (proportion S6:1) to the nutritional adequacy rate of PJAS is in the range between 170% - 2040%, Potassium is 87%, and Fiber is in the range between 162% - 187%. The research result gave information that types of lumu used as the essential ingredient in the making of wadi of catfish had a significant influence on consumer preference based on the result of the organoleptic test consisted of texture, color, and taste; however, it had no significant influence on aroma (Dewi et al., 2018).

Research limitations: We highly recommended to determine the shelf life of catfish roll.

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THE IMPACT OF ZERO PERCENT ALCOHOLIC BEVERAGES TOWARDS MALAYSIAN HALAL MARKET: A SYSTEMATIC LITERATURE REVIEW APPROACH

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Keywords: zero alcoholic beverages, alcohol terminology, halal beer, Malaysian halal market, PRISMA

Research Background: Food and beverage products manufacturing is a fast-changing industry due to the hyper-competitive environment and to stay ahead of the competition, innovation has often become a game-changer for food manufacturers. Recent developments in alcohol-free beverages have heightened the need for rigorous research on its impact on the Malaysian Halal market. Alcohol-free beverages can potentially cause a lot of confusion among Muslim consumers due to various issues particularly on the halal status of this product. The issue has grown more confusing due to terms of Alcohol in *Bahasa Malaysia* translated as any flammable liquids and beverages products that contain intoxication liquor. This view is supported by Hashim (2010), who writes that misunderstanding occurs due to the incorrect translation of the term the *khamr* to alcohol in English. Hence, confusion of terms raises the issue of whether zero percent alcoholic beverages are free from alcohol and consumable for Muslim consumers. Apart from that, in recent years' beverage products originating from the Middle East have entered the Malaysian market and these products are marketed as "*halal beer*". Despite these products' failure in their attempt to get certification from Halal Malaysia due to the usage of the word "*beer*", the products are still widely available in the Malaysian market and consumed by many including Muslims. Hence, this study aims to investigate the impact of zero alcohol beverages on the Malaysian Halal market.

Originality/value: This study highlights confusion in terms of the terminology of "alcohol" in the Malaysian language and how it will lead to confusion among Muslim consumers when dealing with zero alcohol products.

Research Methodology: This paper employs a systematic literature review approach and is performed according to guidelines of Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). Significantly, this method is particularly useful generally in publication standards that are required to assist the authors with the related and necessary information that will enable the researcher to evaluate and examine the quality and precision of a review. In brief, PRISMA assists in analyzing a comprehensive database of scientific literature at a specific period which allows a precise search of terms to be conducted relating to the implication of zero percent alcoholic beverages towards the Malaysian halal market (Mohamed Shaffril et al., 2019).

Findings and Discussion: The findings from this research highlight the implication of zero percent alcoholic beverages to the Malaysian Halal market. One of the obvious findings is related to the confusion among Muslim consumers due to the confusing terminology and the existence of similar products in the market labelled as "*halal beer*". Such confusion also can lead to more problems in the future for the halal market as certain products are not supposed

to be associated with halal because such association can influence consumers' tolerance towards non-halal products. Apart from that, this study also highlights the importance of new product category emergence in the market as these products can potentially challenge consumers' understanding in differentiating what is halal and vice versa.

Research Implications: This paper contributes to the body of knowledge in Halal-related study including consumer behavior. Apart from that, this study also highlights the impact of ambiguous products such as zero percent alcohol beverages on the Halal market in Malaysia. Findings from this study will be used in highlighting the confusing definitions of alcohol and possible amendments can be executed for future references. On the other hand, the results of this study may be applied by the authorities in preventing manipulation of information by marketers as far as the term zero percent alcohol is concerned. This study will enhance knowledge and awareness for Muslim consumers on zero percent alcohol beverage products. In addition, the outcome of this study will educate consumers in decision-making towards ambiguous products in the market. Hence, this study contributes towards increasing precautions in monitoring new products with uncertain Halal status and ensuring that halal and non-halal products are always separated in the supermarket.

Research limitations: The most important limitation lies in the fact that this study uses particularly systematic Literature review findings. Thus, a future survey will need to be used in gaining extensive results. In addition, this study is also limited by the lack of information on implications towards halal marketing from a product review perspective instead of consumers' perception which potentially enhances the results of this study.

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MARKET ENTRY BARRIERS AND SUSTAINABILITY CHALLENGES FOR MALAYSIAN FOOD RETAILERS IN SAUDI ARABIA

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Keywords: market entry barriers, sustainability, food retailers, Saudi Arabia, Malaysian expatriate

Research Background: This study aims to explore the market entry barriers and sustainability challenges for Malaysian food retailers in Saudi Arabia. Asian expatriates including Malaysian are the most preferred expert especially in oil and gas to be hired in Middle East (Kapiszewski, 2006). Thus, the demand for Malaysian products is high in Saudi Arabia but the supply is short due to numerous barriers for Malaysian food retailers to penetrate Saudi market. Furthermore, food retailers are reluctant to venture on a big scale in Saudi Arabia due to the sophisticated legal requirements from the local government as Saudi Arabia is practicing “Saudinization” to give more business opportunity to their citizen or a specific local family business rather than outsiders. Plus, the minimum to invest by outsider in general business is not less than SR (Saudi Riyal) 2 million which pose a problem for small and intermediate Malaysian food retailers (Rice, 2004).

Originality/value: Malaysian expatriate literatures have emphasized many personnel and organizational factors which affect expatriates’ job performance and adjustment but the factor on the insufficient Malaysian home food ingredients in the Middle East is still not clear and/or ignored by past researchers. For example, the role of food in daily life as an expatriate has not been well reported in past studies. In addition, only a few studies have explained the limited source of Malaysian home food availability and the hardship of bringing Malaysian food to the Middle East (Rice, 2004). As mentioned in the problem statement, barriers experienced by Malaysian food retailers are the main reasons that led to insufficient Malaysian food product supplies. Thus, this study might give a transparent detail to any Malaysian food retailers to bring in more Malaysian products upscale with understanding the legal requirements and business culture of Saudi Arabia.

Research Methodology: This research employed a qualitative approach using phenomenology contemporary. The data will be collected using expert opinions involving an individual that have experience in the food retailing business in Saudi Arabia. Data are collected using a semi-structured interview and the session will be recorded. After the transcription, thematic analysis will be carried out to determine the themes and findings.

Findings and Discussion: The expenses of entering the Saudi market are high because of the large social distance between most Westernized foreign investors and the Saudis (Rice, 2004). Therefore, the Saudis are more westernized now due to the high market of Western products rather than Asian products. The result of the study indicates the importance of Malaysian food product availability affects the local market and also to the Malaysian expatriate lifestyle, psychology, and spirit to work abroad longer.

Research Implications: The theoretical contribution in this study is to provide an opportunity for researchers and academicians to further explore in a different study setting especially in

the uncommon area, towns, and regions with Malaysian expatriates rather than top areas with expatriates such as London, Dubai and South Africa. In addition, theoretically, this study will contribute more output as the body of knowledge to the education sector in Dammam itself to use this research study as a reference on expatriates' business phenomena. The findings of this study will provide a big leap to the Malaysian government and Malaysian food retailers in providing sufficient Malaysian home food ingredients supplies in Saudi Arabia to support not only Malaysian expatriates' life but also bringing Malaysia's name upscale in term of various Malaysian food brand available. Plus, it could also bring small and medium-sized enterprise (SME) company forward at international level. Furthermore, Saudi Arabia's authority will be more feasible in terms of the regulation as that is the major barrier to the limited Malaysian brands been imported there. Finally, the findings of this research will suggest that more Malaysian food retailers will have to attempt to expand their venture to provide a better source of Malaysian food supplies for not only Malaysian expatriate but also the locals as we know GCC (Gulf Cooperation Council) countries including Saudi Arabia itself has tied a good relationship with Asian and African countries in investing in long-term agriculture projects for food supplies (Raouf & Banjar, 2016), thus, making it easier for Saudi Arabia to tie the knot on more business opportunity in supplying Malaysian goods. The demand of home food supply by the Malaysian expatriate could improve with the continuous supplies. When the Malaysian expatriate is happy and does not feel craving frequently, the expatriate's working performance will be at an optimum point as the psychological burnout is controlled. The second social implication is when locals, the Arabs get to know more about Malaysian food products as they recognize Malaysia as their vacation country with 15% of contribution towards Malaysian tourism industry (AlBattat et al., 2013) and/or place for them to further study. This will result in an increasing local economy when numbers of Malaysian food retailers could penetrate the Saudi market.

Research Limitations: The scope was limited as this study is not seen from a government perspective. Saudi Arabia's government and the Malaysian government might have their point of view in putting strict regulations to penetrate the Saudi market. Furthermore, this study generally focuses on the food business perspective whereas different business sectors will generate different data and analysis.

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THE APPLICATION OF GULA APONG IN MALAYSIAN LOCAL KUIH: A SENSORY EVALUATION

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Keywords: *gula apong*, palm sugar (*gula Melaka*), *kosui*, sensory evaluation

Research Background: The research aims to identify how the consumers describe *kosui* prepared with either *gula melaka* (palm sugar) or *gula apong*. Malaysia has her own choices of local sweeteners used in making local foods such as palm sugar (*gula Melaka*), *gula kabung* (Kamaruzaman et al., 2020), local honey and *gula apong*, to name a few. All these products can now be obtained from markets throughout the country, although *gula apong* is more widely used in Sarawak (East Malaysia), and only recently making its debut in Peninsular Malaysia. *Gula apong* is made from the nipa palm tree (*Nypa fruticans*), which can be found abundantly in coastal areas of Sarawak. It has a distinct golden caramel colour, and a unique sweet taste. The potential of these sweeteners is huge, and its impact on the local economy could be significant. This study is conducted to assess how consumers perceive the attributes of the *kosui*, a local *kuih*, when palm sugar or *gula apong* is used. A total of 60 respondents are asked to determine the sensory characteristic of these two samples. Respondents evaluate the samples based on colour, aroma, texture, and sweetness. The colour of *kosui* made using palm sugar is darker, on the other hand, the *kosui* made with *gula apong* has a stronger aroma and firmer texture. As for sweetness, both samples show the same level of sweetness.

Originality/value: This study looks at the differences in attributes of a local *kuih*, *kuih kosui* when palm sugar or *gula apong*, sweeteners native to the Peninsular Malaysia and Sarawak, respectively, are used in the recipe.

Research Methodology: A hedonic sensory evaluation is conducted for *kosui* with palm sugar or *gula apong* among 60 respondents. Respondents are asked to assess the *kosui* in terms of colour, aroma, texture, and sweetness.

Findings and Discussion: There are distinct differences in the attributes of *kosui* when different types of sugar are used. The texture and aroma of *kosui* made with *gula apong* is more intense. On the other hand, the colour of *kosui* made with palm sugar is darker. In terms of sweetness, both samples are comparable.

Research Implications: Besides contributing to the scarce literature on Malaysia foods, this study also documents the characteristics of *kosui* prepared with two different sugars, prominently used in making Malaysian *kuih*. The results from this study show the versatility of local sweeteners, thus adding variation to the current practice. This will indeed widen the market for locally produced sweeteners. Promotion of locally produced sweeteners can be used as a gastronomic tourism product. This study attempts to improve the status or image of these products. As the producers of these sweeteners are economically challenged villagers, new markets and opportunities are opening for them.

Research Limitations: The data for this study is limited to *kosui* produced from palm sugar and *gula apong*. The data is also based on the panellist's perception, without any training in

the descriptive terminology other than generally accepted by the public. Furthermore, this study is conducted in Sarawak, where, although palm sugar is available, *gula apong* is widely used in the making of traditional delicacies.

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INFLUENCING FACTORS OF CONSUMER PURCHASE INTENTION: CONSUMER CONSUMPTION OF INSTANT NOODLES IN MALAYSIA

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Keywords: instant noodles, product, price, consumer consumption, consumer purchase intention

Research Background: The behaviour and condition of students who are generally busy and far from their families signify how this population tends to consume instant food frequently. Instant noodles made in Malaysia are not as well recognized as those made in Indonesia and Korea. The researcher is also aware that the instant noodles marketers and brand manufacturers do not keep notice of their product packaging, where we can see that the packaging of the product does not change for more than five years. The aims of this research are to identify whether product and packaging have any significant influence on consumer purchase intention and which factors influence consumers the most towards purchase intention of instant noodles in Malaysia.

Originality/value: The findings can be seen from several existing writings, providing clear support that this study's findings are valid and applicable for further use as other past studies may have achieved similar findings. Strict attention needs to be paid to the fact that college students have bad dietary habits. This is because they consume instant noodles a lot and may be at an increased risk of adverse health consequences, referring to a recent survey done that shows an increasing trend in early premature cardiovascular disease (CVD) deaths among adults as young as 20-49 years old in South Korea (Huh, Kim, Jo, Lim, Kim S. J, Kim J. S, 2017; Kim & Ahn, 2015). Hence, the packaging of the product may also influence the choice of consumers. The development of product packaging such as instant noodles in plastic cups and bowls is highly in demand. Some of the products have the same quality and quantity, but their packaging designs distinguish them from their competitors (Tan et al., 2016).

Research Methodology: The research design used in this study is quantitative research, with the final results in the descriptive analysis. Most of the previous studies done were more related to the cultural factor, economic factor, consumer behaviour, price, country of origin, and packaging of instant noodles. As for this study, the focused factors were the product and packaging design. Hence, in this study, these factors were studied through the data collected from the survey conducted, which is then analysed using several different approaches including descriptive analysis, multiple linear regression, and Pearson's coefficient correlation. A self-administered questionnaire was designed using an online survey, Google Form, that is more efficient, easy to answer, and professional looking.

Findings and Discussion: For this study, the stated standardized coefficient value for the Product factor is 0.363, indicating that product has the chance percentage of 36.3% to influence the consumer with the p -value of 0.00. Next, the stated standardized coefficient value for the Packaging factor is 0.335, indicating that packaging has the chance percentage of 33.5% to influence the consumer purchase intention with the p -value of 0.00. From the analysis, it is noted that all variables are positively correlated with consumer purchase

intentions: product ($r = 0.691$, $p < 0.01$) and packaging ($r = 0.681$, $p < 0.01$). Therefore, packaging has the strongest r – value followed by product.

H1: There is a significant relationship between product and consumer purchase intention.

H2: There is a significant relationship between packaging and consumer purchase intention.

Research Implications: The implications occur because this study was conducted during the Pandemic of COVID-19, therefore the questionnaire must be submitted using online survey only. The questionnaires collected were highly received from the demographic background of students and not from consumers who work either in the private or government sector. Several implications for the instant noodle brands may gain market sales volume. Firstly, the study shows the relationship between product, packaging and consumer purchase intention of instant noodles. Therefore, by viewing several types of instant noodles in the questionnaire may influence the respondents to purchase the instant noodles.

Research Limitations: The methods of conducting the research affect the results. This questionnaire is only received by people who explore more in social media; thus, the researcher needs to use a written survey to get respondents of various ages of Malaysian citizens. This is because controlling the data and not manipulating factors may affect other researchers to use this research as their guideline.

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EXAMINING THE RELATIONSHIP BETWEEN ATTRIBUTES OF QUICK SERVICE RESTAURANTS, SATISFACTION AND REVISIT INTENTION AMONG THE HIGHER EDUCATION INSTITUTION STUDENTS IN TERENGGANU

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Keywords: quick service restaurants, student satisfaction, revisit intention, higher education institution

Research Background: The popularity of fast-food intake bought from quick service restaurants is increasing rapidly around the world. Undeniably, this industry is growing so fast. Quick service restaurants are facing strong competitions in terms of attracting and retaining their customers due to the fast change in the global market (Chow, et al., 2013). Therefore, in order to succeed in their business, it is very important to put more emphasis on the factors that influence customer satisfaction which in turn leads to revisit intention. In the case of Malaysia, the demand for buying and enjoying food and drinks from quick service restaurants has become a trend over the past 40 years. It was found that the majority of young Malaysian citizens preferred to buy and eat food and drinks from quick service restaurants, particularly established and international chain brands (Bakar, et al., 2017). To them, established and popular international brands indicate trust and quality of service of the quick service restaurants. However, it was also reported that young-age consumers in Malaysia, especially students, have lower or zero spending power and financial status which is often discussed as the core factor in their decision making (Mokhtar, et al., 2020). Regardless, it is crucial to have a deeper understanding and examine the non-financial perspective which influences their decision and satisfaction with the service sector such as choosing and dining at any quick service restaurants.

Research Purpose: This study aims to examine the relationship between factors that influence attributes of quick service restaurants, student satisfaction and revisit intention among students of higher educational institutions in Terengganu.

Originality/value: Confirming the theoretical understanding of human behaviour towards food-related aspects (i.e., food quality, service quality, ambience quality, brand image or convenience) via examination of the relationship between restaurant attributes, student satisfaction and return intention.

Research Methodology: This is descriptive study. A quantitative approach was used for this study using self-administered questionnaires. Close ended questions were formed through the adaptation of questionnaire from journals written by previous researchers which are Chow, et al., 2013 (Food Quality, Service Quality, and Ambience Quality), Andreani, Taniaji and Puspitasari, 2012 (Brand Image) and Ergin and Akbay, 2010 (Convenience). 240 self-

administered questionnaires were distributed to Universiti Teknologi MARA Cawangan Terengganu (UiTMCT) and Pusat Teknologi dan Pengurusan Lanjutan (PTPL) in Terengganu.

Findings and Discussion: Cronbach's alpha was used to examine the internal reliability of the total 43 items used to measure the five constructs. The results show that all constructs exceeded 0.6 where customer satisfaction is the highest (0.950) followed by ambience quality (0.938), brand image (0.926), revisit intention (0.915) and service quality (0.913), food quality (0.912) meanwhile convenience show the lowest alpha coefficient of 0.871. Pearson Correlation was used to measure the correlation between measured variables. The results show that there is a positive relationship between all quick restaurant attributes and student satisfaction ($r=0.867$).

Research Implications: The findings from this study confirm and extend, from higher education institution student behaviour, the body of knowledge within the study of customer satisfaction and revisit intention to quick service restaurants. Apart from that, this study may be used as supporting information for further study as this study uses current journals and articles pertaining to the fast-food restaurants demands and trends. The findings from this study provide an overview to quick service franchisees with information regarding the student satisfaction and revisit intention towards their restaurant products and services in Terengganu. Therefore, it will indirectly boost the development of the quick service restaurant franchising industry in Terengganu.

Research Limitations: The questionnaires were only distributed at only two institutions in Terengganu namely UiTMCT and PTPL in Terengganu over a total of nine universities established in Terengganu. Thus, it is advisable to include all of higher institutions in order to obtain greater responses as well as wider perspectives. Secondly, it would be interesting to know the barriers that limit the quick service restaurant chain or company expansion in Terengganu by observing the local customs and culture contexts. Thus, the future study could further investigate and analyse the roles, brand and image, and competitive status of quick service restaurants between local and international chains in Terengganu.

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COMMON ISLAMIC BRANDING SYMBOLISM IN MALAYSIAN MARKET: A SYSTEMATIC LITERATURE REVIEW APPROACH

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Keywords: Islamic branding, halal branding, halal symbolism, low involvement purchase, marketing manipulation

Research Background: Halal Malaysia represents the halal certification program that is responsible for the endorsement of halal products in Malaysia. Despite the presence of strong halal endorsement with the clear presence of halal logo in food packaging, many consumers still take it for granted and often do not refer to this halal logo when making their halal food purchase (Syafiq et al., 2015). This problem occurs because it is related to the nature of the low involvement purchase, where consumers often made their decisions based on habit where the decision on food choices is often made without referring to the halal logo. Apart from that, lack of trust in the halal logo is also becoming a factor that contributes to this problem as consumers' trust is often shaken by the various controversies affecting Halal Malaysia (Sago and Hinnenkamp, 2014). Hence, Muslim consumers often refer to certain existing symbols on the food packaging that are associated with halal such as a Muslim brand name or a mosque symbol (Akbari et al., 2017 and Butt et al., 2018). This situation has created an opportunity for dishonest individuals and food producers to exploit this opportunity and target the unsuspected consumer. Therefore, this study aims to explore the common symbolism used to represent Halal products in the Malaysian market.

Originality/value: The study of common Islamic branding symbolism drives Muslim consumers to believe that the product is permissible. Studies on the Halal logo are commonly discussed but the Islamic branding attributes are neglected. Hence, this paper is an explanatory study on Islamic branding. Furthermore, it is proposed that Islamic branding symbolism is unique for the Malaysian market as Muslim consumers in Malaysia interpret the symbol as halal.

Research Methodology: This paper employed a systematic literature review approached and performed according to guidelines of Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). Significantly, this method is useful generally in publication standards that are required to assist the authors with the related and necessary information that will enable the researcher to evaluate and examine the quality and precision of a review.

Findings and Discussion: The findings of this research highlight the implication of common Islamic branding symbols that influence Muslim consumers. The halal logo image is tarnished by the introduction of such symbols to convince consumers that the products are halal. Even though introducing Islamic branding symbols is just a marketing tool for certain manufacturers, it has led to misunderstanding among Muslim's consumers because they tend to depend on the symbols that represent halal. Apart from that, the credibility of JAKIM is disputed due to a lack of confidence among Muslim consumers.

Research Implications: This paper contributes to the body of knowledge in the Halal industry that is related to consumer behaviour. Apart from that, this paper aims to enhance the

information of the Halal department in providing clear and understandable information to society.

This study has also extended the practical implications of highlighting issues related to Islamic branding. The Muslim consumer needs to understand and differentiate the Islamic branding symbolism that exists in markets. Furthermore, this also identifies the loopholes concerning marketing manipulation. This can add value to the marketing practice to enhance the marketing communication to the target audience.

Research Limitations: The clear limitation that lies in the study is the fact that this paper is using a systematic literature review. Thus, future studies are recommended to use the survey method in gaining comprehensive results. This study is also limited due to the lack of information on the consumers' side regarding the authenticity of the halal logo which potentially brings them to look for Islamic branding symbols instead. Thus, strict enforcement is needed from the authority which is JAKIM.

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IDENTIFYING THE DRIVERS OF CUSTOMER PURCHASE INTENTION ON PRIVATE LABEL BRANDS IN MALAYSIA

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Keywords: perceived quality, price consciousness, customer purchase intention, private label brands

Research Background: The changing of consumer trends and economic conditions has affected the evolution for private label brands especially on groceries and daily basic products. Nowadays, customers also intend to purchase products that have price consciousness and perceived quality instead of choosing established brands. Thus, the aim of this research is to identify the drivers of customer purchase intentions towards private label brands. Indeed, the study takes on a survey to identify the main factors that influence customer purchase intention towards private label brands such as perceived quality and price consciousness in Malaysian supermarkets.

Originality/value: This is one of a few studies that investigates the factor influencing customer purchase intention towards private label brands in a supermarket context. Besides that, it proposes that perceived quality and price consciousness directly affects customer intention to buy private label brands.

Research Methodology: This study used a quantitative approach through online survey as it is considered as the appropriate method to determine the relationship between variables and situation. Convenience sampling was used in this study, which involved respondents who are willing to contribute to this online survey. To analyse the data, IBM SPSS software version 26.0 was used to examine the reliability analysis and multiple regression.

Findings and Discussion: It can be observed that perceived quality as overall does have the most significant relationship with a customer purchase intention towards private label brands. Anyhow, it is also shown that both factors have a positive relationship with customer purchase intention.

Research Implications: This study shows the overall interest of customer purchase intention in perceived quality and price consciousness in Malaysia towards private label brands. This study is also limited to supermarkets operating in Malaysia and the findings generalize the relationship between variables. Consequently, the significance of this study will help the academicians by building a conceptual framework and include perceived quality and price consciousness and customer purchase intention. This research is significant and relevant as it emphasizes the private label brands as one of generating money techniques in the retail industry and also helps the consumer to be more careful in purchasing. Jaafar, Lalp and Naba (2012) in their study indicated that private label brands offer essential products which produce at reasonable price and decent quality products in Malaysia. Thus, this study will help in creating awareness among customers in Malaysia about the private label brands for shopping

and lifestyle. It can also be used in all retail industries to provide more effective development marketing strategies to enhance private label brands in the future.

Research Limitations: Although the study offers important information about private label brands, there are a few limitations that can be considered which are the methods of conducting the research that influence the results gained. Thus, for future research, the researcher can use another sampling method such as purposive sampling so the researcher can conduct the research in a scientific manner to control the manipulating factor that may affect the respondent's answer. In addition, focused on specific demographic factors such as gender or ethnicity and income range among customers. Therefore, the researcher can identify more accurate relationships that exist among the data. This is due to; customer demographic factor that can determine which segments are most appropriate to the private label brands.

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TOURIST PERCEPTION TOWARD STREET FOOD MANAGEMENT: A CASE STUDY KASHMIR, INDIA

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Keywords: destination management, street food tourism, Kashmir street food, food culture tourism, tourist behaviour

Research Background: The purpose of this research paper is to investigate tourist perception toward street food tourism in Kashmir, India. Street food tourism has become a popular destination attraction for several years because tourists always willing to explore and taste local food whenever they travel to the place (Choi, Lee, & Ok, 2013; Draper, 1996; Gupta, Sajnani, & Gupta, 2019; Hsu & Scott 2020; Lertputtarak, 2012). It is important to conduct this study because once a destination has good management, it in turn helps to increase the number of tourists into a destination. It has been proven that street food generates substantial income, reduces the unemployment rate, and provides unique experience if managed properly (Acho Chi, 2002; Richards, 2015). For instance, mobile street food service should have good practice, convenient accessibility, and reasonable price. It is understanding of proper food-handling practice and taking responsibility for food safety which will help to increase service quality and give great value (Ashton, Limisariyapong, & Islam, 2019a; Ashton, Limisariyapong, & Islam, 2020).

Originality/value: This research provides original value and significant conceptual framework for street food destination management, especially in response to tourist feelings about place managing the street food site, a good atmosphere, ensuring environmental sustainability. Lastly, the food five-sense experience needs to be emphasized because it helps to add a destination sophistication atmosphere, including food products presentation, and the use of IT as the most important part to add value to street food destination management.

Research Methodology: A qualitative approach was used with in-depth interview technique employed for the data collecting process; content analysis was used for this study. A total of twenty-five participants were interviewed.

Finding and Discussion: The results revealed firstly that the construction site of the street food area needs to provide good seating arrangement area; the food stall needs to be well designed, such as enough area to display food, a place to clean up properly, not close to traffic area for safety when walking around the street, and decorate the street site based on local unique culture of the that area. Secondly, the place needs to consider environmental sustainability, such as the surrounding area might be in a natural environment and place must be sustained and be well managed, such as not to destroy natural resources in developing tourism activity but should build based on what the environment has to offer by nature. Thirdly, to be well managed on tourism products and services particularly, the sophistication of food outlets, well presented and colourful, the good quality of food, especially hygiene, cleanliness. Finally, the development and management of new information technology, such as to have an application that tourists can find food information, showing some good pictures, the availability of food menu, prices and online payment method should be also available.

Research Implications: This study proposed a theoretical model of street food destination management, the model comprises three important constructs: firstly, the design and layout of the street food site management; secondly, the environmentally sustainable management; thirdly, the tourism product and services quality management. Tourism stakeholders, including food stall owner, supplier, and tour operator may find this study's findings useful as guidelines for enhancing destination image. It is important to launch a food policy to keep place cleanliness, a professional food processes, food stores, and stall owners must obtain a food certificate issued by the government official food department. Especially, it is food handling certificate training issued by the government's food policy. The management should ensure a comfortable society, between tourist and host destination. The best social interaction by enhancing the image of food five senses, including sight, taste, smell, sound, and touch. In addition, the finding of this study emphasizes on offering food culture experiences. Hence it is important for the host to be part of the street food management, for instance, to promote famous ethnic food dishes. In turn, it helps to strengthen the value of destination culture and tradition, especially the decoration sophistication of a luxury place, and blending in with nature with authentic culture.

Research Limitations: Further studies may conduct research from a stakeholder's perspective, such as dealing with pandemic crisis, and the strategies for food service delivery in the new normal. The participants from this study employed all domestic tourists due to COVID-19 pandemic. It will be interesting research to conduct interviews from an international tourist perspective.

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FOOD VENDOR ADOPTION OF ONLINE FOOD ORDERING: A PILOT SURVEY

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Keywords: TOE framework, SME food vendor, online food ordering, COVID-19, pilot survey

Research Background: During the pandemic COVID-19, many businesses were badly affected. In the foodservice industry, the small and medium (SME) food vendor has a problem in finding the most effective way to distribute their products to the consumer. Using the food delivery platform has been known to help to gain more customers and profit the food establishment. Thus, the purpose of this study is to develop relevant questions for research by gaining an initial understanding of food vendor adoption of online takeaway food ordering platforms by using the Technology-Organizational-Environmental framework.

Originality/value: The popularity of the online food ordering sector has increased since the uprising pandemic of Covid-19. This pilot study uses the TOE framework to understand the effects of the current situation on the adoption of online food ordering platforms by food vendors in Johor, Malaysia. Besides providing an overview of the finding, the pilot study reveals that the TOE framework can be used to understand the adoption of online takeaway food ordering platforms among food vendors.

Research Methodology: This study used a quantitative approach by using a questionnaire survey method as a tool. The pilot survey was developed based on variables taken from past studies that employed TOE as a framework to understand the adoption of technology in SME (Albar & Hoque, 2019; Chatzoglou & Chatzoudes, 2016; Ghobakhloo et al., 2011; Min et al., 2018). However, to ensure the validity of the questions used in the study, a pilot survey is required. Due to the difficulties of getting the data through an online method, the collection of data via face-to-face survey was conducted to gather the data. By using a convenience sampling technique, the data collection began from March 2021 until April 2021. The data collection successfully gained responses from 29 food vendors in Johor, Malaysia. The sample size of the pilot study was based on the suggestion made by Johanson & Brooks (2010) who mentioned that a total of 30 respondents would suffice as the sampling size. To ensure the validity and reliability of the questionnaire of the study, the study uses two different methods of reliability and validity tests. The first test was based on the content validity by gaining the opinions from five experts in the field of hospitality industry. The second test, the reliability test, was conducted by analyzing the data using partial least square structural equation modeling analysis.

Finding and Discussion: The review of the questionnaire survey by the expert reveals that there are several areas of the questionnaire that needed to be improved. Among the understand the questions and additional choices to closed-ended questions and grammatical errors. The Cronbach Alpha's test revealed that all the variables have a value greater than 0.7, which showed the reliability of the variable. Whereas the composite reliability test indicated that all variables were greater than 0.6 which is acceptable, except for Relative

Advantage which is less than .6. The paper concludes that the questionnaire survey is valid and reliable to be tested on larger sample sizes.

Research Implications: The finding clearly showed that the TOE framework could be used to understand the adoption of online takeaway food ordering platforms among food vendors.

Research limitations: The framework is limited to food vendors that have small and medium-sized businesses. However, in the future, the framework could be used to test different types of foodservice establishments.

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KNOWLEDGE, ATTITUDE AND PRACTICES OF FOOD SAFETY AMONG THE FOOD DELIVERY RIDERS IN SHAH ALAM, SELANGOR

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Keywords: food safety, knowledge, attitude, practices, food rider

Research Background: Foodservice industry has evolved recently to cope with globally changes and demand. Food riders have been recruited to keep food business significant in the area with food safety issues on their minds. Even though it is not a compulsory for the food riders to attend any food safety and hygiene courses, no doubt the foodborne illness outbreak prevention is their responsibilities. Food safety issue cannot be compromised, despite the number of food riders growing since everyone is free to be recruited (Yuchen, 2020). Foodborne illness due to contaminated food may occur if food riders neglect the proper food handling practices while delivering the food to the customer (Pigatto et al., 2017). So, in order to reduce cross-contamination and protecting the customer from getting a foodborne illness, the food delivery riders should have knowledge, attitude, and practice towards food safety (Martins, Hogg, & Otero, 2012). Hence, this study is initiated to evaluate the knowledge, attitude, and practices (KAP) level of food delivery riders in Shah Alam.

Originality/value: This study will assist food delivery riders in understanding the proper procedure for with foodborne illness while delivering food to customers. The Ministry of Health can also assist in providing the proper standard operating procedure for food riders to follow when performing their duties. This study would also lead to a new body of knowledge within the food delivery industry in Shah Alam as it is the first few topics been discussed in the food delivery industry.

Research Methodology: This study was a quantitative survey which was conducted through correlational study. Shah Alam was the main focus area in order to achieve targeted amount of 84 respondents, FoodPanda rider. Yet, snowball sampling was applied in order to cater them. SPSS v26 software also was used to analyse the relationship between variables (Pearson Correlation Coefficient) while the mediating effect was investigated using Hayes' PROCESS.

Finding and Discussion: Both the direct effect and the indirect effect remained significant. Approximately 58.26% of the predictors' variance in food safety attitude was accounted for ($R^2 = 0.5826$) thus show that food riders' attitudes mediate the relationship between food safety knowledge and food safety practices. The food safety knowledge has a strong correlation with food handler attitudes ($r=0.763$, $p<0.05$) and 53generaliz ($r= 0.725$, $p<0.05$). The food riders' attitudes also found to have a strong correlation with their practices ($r=0.714$, $p<0.05$). The range of the mean scores have explained that the level of the knowledge, attitude and practices of the food riders were in a good level in performing their jobs as a food delivery person, as well as responsible in preventing foodborne illness outbreak.

Research Implications: A study of food safety knowledge, attitudes, and generalizability among food riders will help many food riders in Malaysia improve their level of food safety knowledge and hygiene in order to deliver food to the public yet educating the food riders as well as the delivery company owners to always take the matter of food safety to another level. Food safety and hygiene knowledge, attitudes, and generalizability must be generalized in order to reduce the number of cases of food poisoning, food borne outbreaks, and even death in the future. The study of food safety and hygiene will also aid in raising food riders' and Malaysian citizens' awareness of proper food handling

Research limitations: Future studies are advised to conduct the study in depth in terms of sample size, area, and the approach of conducting the study based on the study's findings

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EXAMINING ACCEPTANCE FACTORS OF SHARIA-COMPLIANT HOTEL AMONG HOTELIERS IN KLANG VALLEY: THEORY OF PLANNED BEHAVIOR PERSPECTIVE

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Keywords: sharia-compliant hotel, Theory of Planned Behavior, halal, hoteliers

Research Background: Sharia-compliant hotel is an innovative and creative service to meet the increasing demand and awareness for Islamic products and services. This service can be found in countries where Muslim residents are the majority like Malaysia and Indonesia. There have not been many studies on the acceptance of sharia-compliant hotel among hoteliers, particularly in Malaysia. Thus, the main purpose of the study is to examine the factors that contribute to the acceptance towards the implementation of sharia-compliant hotel concept among hoteliers. This study focuses on the middle-management level employees of three to five-star hotels situated in the Klang Valley, Malaysia. Drawing from Theory of Planned Behaviour, the research objectives of this paper are three-fold: 1) to examine the relationship between acceptance of sharia-compliant hotels and (1) attitude, (2) subjective norms, and (3) perceived behavioral control.

Originality/value: This paper is among the few research that highlight the predictors of sharia-compliant hotels' acceptance among hoteliers from the perspective of planned behavior theory in Malaysia.

Research Methodology: The study utilized quantitative research approach to achieve the stated research objectives. For data collection, a self-administered questionnaire was deployed which was developed based on the studies by Paul, Modi, and Patel (2016), and Chen and Tung (2014). In the survey, respondents were required to indicate their level of agreement using the Likert scale from 1 (strongly disagree) to 7 (strongly agree). For the study, the data collection process was conducted in fifteen hotels in the Klang Valley area, specifically in Kuala Lumpur, Selangor, Putrajaya, and Cyberjaya. Using a cluster sampling technique, hotel employees from supervisory level to senior managers were identified and selected to participate in the study. The sampling size was determined using the Cochran's formula (Cochran, 1977) which established 400 as an adequate sample size for the study.

Finding and Discussion: Out of the 400 questionnaires distributed, only 391 were considered valid and were processed for further data analysis. The socio-demographic profile of respondent reveals that most of them were female (51.7%). Nearly three-fourths of the respondents were Muslim (81.3%) aged between 20 to 30 years old (51.7%). A total of 32.4 per cent of the respondents had working experience between one to five years in the hotel industry. In terms of research instrument reliability and validity, the statistical results show satisfactory scores: attitude $\alpha = 0.968$, subjective norm $\alpha = 0.948$, and perceived behavioral control $\alpha = 0.824$. The results indicate that all measurement items used in the study were considered reliable. To test for data normality, the Shapiro-Wilk test was employed in which the result show that the data was normally distributed. On the other hand, common method bias was tested using Harman's single factor analysis in which the results indicate that neither

a single factor nor a general factor accounts for most of the covariance in measures. This informs that there was no issue with common method bias found in the study. Pearson's correlation analysis was applied for hypotheses testing with the significance level was set at 0.01 level (2-tailed). The statistical analysis results confirm that there is a significant relationship between the acceptance of sharia-compliant hotels and attitude, subjective norms, and perceived behavioral control among hoteliers. The multiple regression analysis demonstrates that the R^2 value is 0.664, which means the three exogenous variables proposed in the research model successfully explained 66.4% of the endogenous variable of sharia-compliant hotels' acceptance. Among all the predictors, attitude managed to explain the largest portion of acceptance of sharia-compliant hotels among the hoteliers.

Research Implications: The findings of the study extend the current body of knowledge in the field of Islamic and halal tourism. Specifically, the study has verified the notion that hoteliers' attitude, subjective norms, and perceived behavioral control are salient attributes of acceptance toward the implementation of sharia-compliant hotels in the hotel industry. Moreover, the findings support the robustness of the theory of planned behavior in examining the predictors of behavioral intention of sharia-compliant hotels' acceptance. The theory of planned behavior which serves as the basis of this study managed to explain more than 60% of the variance in sharia-compliant hotels' acceptance. The findings of the study can act as a guideline to pinpoint specific attributes that enhance employees' acceptance of the concept of sharia-compliant hotels. This can help design better sharia-compliant hotel training programs to educate hoteliers on the importance of the topic. This is essential as Halal tourism is becoming a new sensation in the tourism industry specializing in providing hospitality service following the Islamic beliefs and practices. For example, in 2016 alone, Malaysia received a total of MYR2.56 billion revenues from tourists coming from the Middle Eastern countries. Other than that, the findings can be used to develop a comprehensive human resource strategy to promote the concept of sharia-compliant hotels in the hospitality industry especially in this part of the world.

Research limitations: This study is without its limitations. First, the research setting only covered three to five-star hotels in Klang Valley, Malaysia. Further study should be conducted in other areas and countries to substantiate the current findings. Second, based on the theory of planned behavior, the current findings are limited on a specific set of the theory's variables. This has contributed to the R^2 value that reveals 33.6% of the variance in sharia-compliant hotels' acceptance is still unexplained. Future researchers should consider other attributes that might influence the behavior intention of sharia-compliant hotels' acceptance among hoteliers.

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A TASTE OF BIZARRE LOCAL FOODS AS PART OF TERENGGANU'S FOOD TOURISM EXPERIENCE

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Keywords: Terengganu's local food, food tourism, bizarre food

Research Background: Local food has gained its popularity and become one of the important key elements in a food tourism campaign to promote many tourism destinations. It was found that local food enables to connect tourists to the culture and culinary taste and practice of a people who live in a particular place or country (Bessiere, 1998; Jalis et al., 2014). In the effort of destination marketing to promote local food as part of tourism experiences, proper planning and understanding of specific dishes or meals are often emphasized by relevant food and tourism authorities. The choice and selection of specific dishes or meals enable tourists to have a broad understanding of the type of food tourism experience that they will encounter while traveling to a place or country. However, this exercise will, at the same time, diminish the potential of some of the local food specialties to educate the tourists on the actual food ways and the identity of the local people. Unfamiliarity and the unclear of local dishes and/or meals images of tourism destination may be unappetizing to some tourists (Yoshino, 2010). In short, those local foods provide a bizarre food experience to the tourists. It is vital for food and tourism marketers as well as relevant stakeholders to not only put a careful attention and details in their choice of certain dishes and meals, but to weigh whether their choices have the strength to speak and represent the local food identity of a place or country (Seo et al., 2017). In the case of Terengganu, a preliminary study through web-content analysis has found that several local dishes and meals were categorized as underprivileged or treated as second class (i.e., unattractive appearance to the international market and only made available for local daily consumption) (Jalis, 2019). This study, therefore, further explore by analyzing the underprivileged dishes and meals or more appropriately to be named as the hidden gem of Terengganu delicacies as part of the state's food tourism packages.

Originality/value: This paper critically discusses the role of food by using the case of hidden gem local food of Terengganu to strengthen a place or destination identity. This study further analyzed on how local food shaped people/community lifestyle which is seen as one of core elements of food ways theories.

Research Methodology: This paper has employed the Systematic Literature Review (SLR) approach and further analysis was conducted using the Preferred Reporting Item for Systematic Reviews and Meta-Analysis (PRISMA). These approaches allow researchers to have a deeper understanding on relevant local food concepts as well as place or destination and food tourism theories through secondary data. SLR and PRISMA, in addition, enhance the standard and accuracy of this study due to the specific method that gives the author a clear-cut data and eliminating unnecessary information which is good in any general publications.

Finding and Discussion: The findings of this particular study are local cuisines have been adapted through various variables that influence the food identity itself. Mostly the local are the one who makes its food identity unique through their food ways, local socio-economic activities, and their geographical locations. Through these variables, it is possible to highlight the local food and to make it known to the public as well as marketers.

Research Implications: Due to insufficient coverage on this particular topic especially in this region which is Terengganu, there are a few points that have been explained using a reasoning approach to construct explanations of one particular variable. Thus, this will give a new point of view on how Terengganu foods are different and unique compared to others. This study provides details for tourism boards, marketers, or travel agencies to narrow down the scope and promoting food tourism experience through specific dishes or meals to the potential tourist. Thus, this will better represent and speak about a place or destination as well as enhance tourist understanding towards the local people food creation and destination. The impact of this study will clarify the society about the uniqueness of one's culture and how their foods are correlating with their ways of life. This study also will enhance patriotism traits, make the locals become prouder of their culture and practice on making local cuisines thus will prevent them from disappearing from this world.

Research limitations: The limitation of this study is that the timeframe of this study is affected by the Covid-19 pandemic. Thus, the information and the data gained for this study can be improved in few different aspects and more coverage on the local cuisine of Terengganu need to be focused on.

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DOMESTIC TOURISTS' PERCEPTION TOWARDS JOHOR LOCAL FOOD

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Keywords: local food, food uniqueness, food consumption, tourist, purchase intention

Research Background: As one of the biggest states in Peninsular Malaysia, Johor has recorded a significant number of domestic tourist arrivals in 2018 and continued with a significant figure in 2019 (Department of Statistics Management, 2020). Nonetheless, it is still far behind other states such as Perak, Pahang, Penang, and Kedah for the same record period. It is obvious that foreign visitors eat local cuisine for cultural experience (Seo & Yun, 2015), but views based on domestic tourists' perception have not been thoroughly examined. Taking local food as one of the key reasons for some visitors to travel (Sengel, Karagoz, Cetin, Dincer, Ertugral, & Balık, 2015), this study aimed to investigate the domestic tourists' perception about Johor local foods and its influence towards domestic tourists' buying behaviour particularly by assessing the relationship of local food uniqueness and local food consumption with repurchase intention.

Originality/value: The result of the study suggested that local food uniqueness and local food consumption were significantly correlated to tourists repurchase intention. By understanding these factors, tourism bodies, local authorities, tourism industry players and local food operators could give more focus on using specific local foods as one of the resources in their marketing and promotional efforts.

Research Methodology: This causal study aimed to assess the relationship between domestic tourists' perception on local food and purchase intention. This study adopted a quantitative approach where all data obtained using self-administered close-ended questionnaires were analysed statistically. Employing purposive sampling to collect the data, all domestic tourists visiting Johor were the population of this study, where each individual domestic tourist is the unit of analysis.

Finding and Discussion: Data analysis started with respondents' demographic characteristics profiling followed by frequency analysis. Correlation analysis was next conducted to measure the relationship between variables. The first objective was to assess the relationship between local food uniqueness and repurchase intention. Results showed that local food uniqueness was positively correlated with repurchase intention ($r = 0.372, p < 0.05$). The second was to measure the relationship between local food consumption and repurchase intention. Results showed that there was also a positive relationship between local food consumption and repurchase intention ($r = 0.392, p < 0.05$). Results were aligned with Rahman, Zaman, Hassan, and Wei (2018), which attested that tourist explore local identities and authenticity through local foods (Ellis, Park, Kim, & Yeoman, 2018) uniqueness and consumption.

Research Implications: Academically, this study contributed to the body of knowledge on understanding the purchase behaviour of local foods and its factors especially among

Malaysian domestic tourists. From the practical point of view, this study could assist industry players particularly local food sellers to highlight what is important in attracting customers to purchase thus generating more revenue to the local economy in general. Additionally, tourism authorities could as well be benefitted especially in planning, developing, and promoting local foods as significant tourism products. Promotion of local foods to tourists can be a way towards sustainability of unique culture and conservation of cultural heritage to strive in today's global standardization of food and food production.

Research limitations: This study only observed the influence of local food uniqueness and consumption towards domestic tourists repurchase intention. Future studies may add mediator variables to explain more about the effect of the variables. Future studies could also compare first timers and repeat visitors and to look upon other states throughout Malaysia.

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DINESCAPE AND CUSTOMER RETENTION: CASE STUDY OF TAPAK URBAN FOOD TRUCK KUALA LUMPUR

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Keywords: DINESCAPE, SERVICESCAPE, food truck, customer retention, facility aesthetics, ambiance.

Research Background: Food trucks are becoming a trendy business in the cities. Entrepreneurs have positive feedback on food trucks because a food truck has low start-up costs, is easy to set up and can offer food to customers in particular target markets and selected locations within a wider area (SMEinfo, 2018). Previous studies showed that the acceptance of people towards food trucks are increasing from year to year and this trend is becoming famous among the people who have lived in an urban life nowadays (Mokhtar, Othman, Arsat & Bakhtiar, 2017) as it fits the cultures and countries. However, the study on customer retention towards food trucks is sparse. Lack of research focuses on the perception of customers towards the food truck business, especially in the concept of servicescape and dinescape. The food truck operators need to know the perception of the customer to improve their services and food quality to get higher customers' satisfaction. To address the concern above, the study examined the relationship between the DINESCAPE dimension at Tapak Urban Food Truck, Kuala Lumpur and customers' retention. This study investigates the five factors of DINESCAPE of the food truck, focusing on: ambiance, lighting, layout, service staffs and aesthetics

Originality/value: The study focused on the dinescape of the food truck business at Tapak Urban Food Truck, Kuala Lumpur. The area is specifically designed as the centre of attraction of food truck business whereby the customer can get a variety of food and beverage at one spot, the first food truck park that brings together local food truck operators and people who are food lovers towards the culture of urban street dining. Previously, the concept of dinescape and servicescape were explored in the restaurant industry instead of the food truck business.

Research Methodology: In this study, researchers have conducted this study by using fieldwork and online methods. Purposive sampling was used, and questionnaire surveys have been distributed to the customer through online and offline. Total of 346 respondents were collected and analyzed with 207 of the respondents are male and 139 respondents are female. Descriptive analysis and correlation were used to test the hypothesis and identify the relationship between dinescape and customer retention.

Finding and Discussion: It was found that there is a positive relationship between DINESCAPE factors namely ambiance, lighting, layout, service staff and aesthetics towards the customer retention in Tapak Urban Food Truck. This is supported by the findings from a previous study which found that tangible service elements of atmosphere could influence the emotions and actions of the food truck customer (Hoffman & Turley, 2002). The brightness of the lighting is the main thing for food truck operation because it will make it easy for the customers to browse the menu easily and affect customer satisfaction and loyalty (Ryu & Han, 2011). Layouts and aesthetics influence customer retention of Tapak Urban Food Truck Kuala Lumpur whereby the color that Tapak Urban Food Truck uses creates a warm atmosphere.

Apart from that, the food truck aesthetics, such as the plants flowers have improved the perceived quality (Ryu & Jang, 2008). On the higher note, it is proven that good service staff plays a major part of the food truck operation as it will influence a customer to revisit the restaurant and provide positive customer satisfaction (Lin & Matilla, 2010).

Research Implications: This study provides additional information and knowledge to the food and beverage industry on the importance of DINESCAPE towards the food and beverage industry, particularly in the food truck business. The findings of the study proved that the concept of DINESCAPE is applicable not only to the restaurant industry, but also to the food truck business operation. This finding also contributes to the literature in the context of customer retention in the food truck industry. The findings of this study give benefits to the food truck operators in retaining the customer. It can be highlighted that food truck operators need to pay more attention to the DINESCAPE factors in retaining the customer. Specifically, food truck owners can take this research finding as a benefit for them to create proper and excellent DINESCAPE of their place. Once they can retain customers, the food truck owner can generate good revenue and star ratings for their place.

Research limitations: This research is only focused on the customer who visited the Tapak Urban Food Truck in Kuala Lumpur. To improve the accuracy of the results, it is suggested that the research be conducted at several food truck parks in Malaysia. Future research can also use the qualitative method to get a more precise response from the customer.

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FACTORS INFLUENCING CONSUMERS' INTENTION TO REPATRONAGE THE NON-MUSLIM'S HALAL CERTIFIED RESTAURANTS

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Keywords: food quality, service quality, halal status, restaurant, re-patronage intention

Research Background: In previous studies, scholars have proven the influence of food quality and service quality on the customer's intention to make a revisit or re-patronage intention to a restaurant (Abdullah et al., 2018; Shariff et al., 2015). For Muslim customers, these two factors are not enough for them to make the repurchase or re-patronage if they are sceptical about the halal status of the food provided. Therefore, this study attempts to extend the previous model of the restaurant re-patronage intention by examining the influence of food quality, service quality and customers' confidence in halal status of the food provided in a restaurant.

Originality/value: This study extends the existing model of the customer re-patronage intention by the inclusion of the customers' confidence in halal status within the existing theoretical framework. The proposed framework supports the analysis of the underlying factors in the context of the restaurants run by the non-Muslim owners.

Research Methodology: A conceptual framework of the restaurant re-patronage intention was developed by extending the existing model by adding a new construct, namely confidence in halal status. To test the conceptual model, 207 completed and usable data were collected using the online survey method and analysed using the partial least squares structural equation modelling (PLS-SEM) approach (Hair et al., 2017).

Finding and Discussion: The findings of the study show that the three exogenous constructs namely food quality, service quality and customers' confidence in halal status have a positive and significant influence on the re-patronage intention to the restaurants operated by the non-Muslims.

Research Implications: This study contributes to the existing body of knowledge by showing a positive and significant relationship between customers' confidence in halal status and restaurant re-patronage intention in addition to the two exogeneous constructs that are very influential in previous studies namely food quality and service quality. From a practical perspective, the findings of this study are expected to help the non-Muslim restaurant operators to ensure that the food provided to the Muslim customers is not only halal but also exhibits a convincing halal status. In this article, suggestions on how to convince the Muslim customers about the halal status of a restaurant are also given. If the recommendations given in this article are generalized by the non-Muslim restaurant operators, there will be a high likelihood that the Muslim customers will be more confident and interested in revisiting their restaurants in the future. In addition, they may also be able to create loyal customers (Cakici et al., 2019).

Research limitations: This study uses the non-probability sampling method. It is common knowledge that the results obtained from the survey using this sampling method cannot be generalized to the entire population of the Muslim customers in Malaysia. Therefore, future researchers are encouraged to use more scientific sampling methods to address the generalizability issue.

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CAN WE GROW TOGETHER? FACTORS AFFECTING THE SATISFACTION OF FRANCHISEES IN MALYSIAN FOOD AND BEVERAGE BUSINESS

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Keywords: franchise, franchisor, franchisee satisfaction, food and beverage

Research Background: Franchising is a long-term affiliation between the franchisor and franchisee, which involves one or more franchisees who invested in the franchisor franchise system. It has been the best way for both franchisors and franchisees to expand their businesses. Unfortunately, there have been many franchisees that ceased the business with the franchisors due to the unprofitable business operations that lead to the franchisees' dissatisfaction. The purpose of this research is predominantly to assess the connection concerning on-going support, relationship value, and training and development towards franchisees' satisfaction.

Originality/value: The results provide information that can be utilized in understanding, maintaining, and increasing the level of franchisees' satisfaction by the franchisors.

Research Methodology: Questionnaires that consist of on-going support, relationship value and training and development, and franchisees' satisfaction were distributed to 300 franchisees from the food and beverage business in Greater Kuala Lumpur. The data were examined using SPSS 27.0 and AMOS 27.0.

Finding and Discussion: Based on the CFA modification index, the exogenous and endogenous measurement model and the final model as the hypothesized model assessment verified the constructs of on-going support (OS), training and development (TD), relationship value (RV) and the satisfaction of franchisees (SF) of the hypothesized paths. SEM measures factor analysis and hypotheses in the same process. SEM methods also give more extensive evidence on how much evidence supports the study model. The goodness of fit indices for the 42 measured variables of ongoing support (OS), training and development (TD), relationship value (RV), and franchisee satisfaction (SF) indicates that reading is excellent if the significance of standardized regression weight varies from 0.173 to 0.844. For each measurement, the standard error (SE) indicates the fitness goodness and low-level reading from 0.072 to 1.374, and estimate (Square Multiple Correlation) shows the level of contribution to the latent variable (0.033 to 0.692). The standardized weight of regression between OS and SF is 0.823, 0.467 between TD and SF, and 0.766 between RV and FS. The final model reveals the model explained in a significant portion of the variance in all the endogenous variables (square multiple correlations), and the three exogenous variables (OS, TD, RV) jointly explained a 63% variance in FS. At last, from the Structural Model, GFI reading is 0.90 (appropriate fit criteria), and RMSEA is below 0.08. The measurement model fits well with figures based on evaluation criteria like GFI and RMSEA. Structural models testing

endogenous variables (FS) reach GFI (GFI>0.90) and RMSEA (less than 0.08) criteria. Findings show that the significant relationships between on-going support, relationship value and training and development, and franchisees' satisfaction are confirmed in Structural Equation Modelling.

Research Implications: The constructs of on-going support, relationship value and training and development, and franchisees' satisfaction are confirmed in Structural Equation Modelling. Franchisees' satisfaction towards their franchisor in operating the food and beverage franchise business happens absolutely to be very important in the franchise industry. Franchisors should have their factors of attraction and to provide excellent services to the existing and potential customers or franchisees when they are in progress surveying and to choose the best food and beverage franchise companies to invest and operate with a good return in the future. What will be the impact on society of this research? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

Research limitations: This study is only for food and beverage business. In the future, other sectors that have franchising as the model could be included for future research.

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COVID-19 PANDEMIC: EXPLORING STUDENTS' CHALLENGES IN ONLINE LEARNING

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Keywords: challenges, students, online education

Research Background: Higher learning institutions have aggressively switched to fully online learning platforms as part of the initiatives in delivering quality education during Pandemic COVID-19. Various apps and teaching methods have been introduced, adopted and implemented with the focus to enhance teaching and learning delivery. Looking at the bright side, these new platforms possessed many benefits to both parties, students and educators. However, students also experience challenges in adapting to the online learning environment for every subject. Though materials such as notes, video lectures and other handouts are at their fingertips, the challenges of students doing assignments individually or group, cannot be ignored. This study explores challenges encountered by students with their online education. Eighteen (18) students from the Faculty of Hotel & Tourism Management were included as respondents. In-depth interviews were conducted to explore their perspectives with regards to online education practices. Findings from the interview indicated that among the challenges students experienced were inadequate internet access, excessive cost of internet bundle, lack of communication among students, lack of group discussions, health issues as well as inefficient time management. This study can benefit lecturers and higher learning institutions in enhancing learning experience online as this could be the best approach even after the pandemic. Suggestions and tips on facilitating online education better were also given for future research. Higher learning institutions have aggressively switched to fully online learning platforms as part of the initiatives in delivering quality education during Pandemic Covid19. Various apps and teaching methods have been introduced, adopted, and implemented with the focus to enhance teaching and learning delivery. Looking at the bright side, these new platforms possessed many benefits to both parties, students, and educators. However, students also experienced challenges in adapting to the online learning environment for every subject. Though materials such as notes, video lectures and other handouts are at their fingertips, the challenges of students doing assignments individually or group, cannot be ignored.

Originality/value: This study contributed to presenting real life challenges experienced by students during online classes.

Research Methodology: This study explored the challenges encountered by students with their online education. 18 students from the Faculty of Hotel & Tourism Management were selected as respondents. In-depth interviews were conducted to explore their perspectives with regards to online education practices.

Finding and Discussion: Findings from the interview indicated that among the challenges students experienced were inadequate internet access, excessive cost of internet bundle, lack of communication among students, lack of group discussions, health issues as well as inefficient time management. This study can benefit lecturers and higher learning institutions in enhancing learning experience online as this could be the best approach even after the pandemic. Suggestions and tips on facilitating online education better were also given for future research.

Research Implications: This study adopted critical theory focusing on challenges encountered by students as knowledge cannot be separated from the agents of the system in which it exists, all knowledge is shaped by interests of various people and systems. Findings of the study would benefit students and higher learning institutions to enhance online education during and after the Pandemic. Suggestions and tips to enhance online education in the post-pandemic era as well as for future research were given to expand the study further. The impact of this study is that new generations (Gen Z, Gen Y) may have advanced and attractive education with better implementations of online teaching and learning.

Research limitations: This study focuses on a small number of respondents. The same study can be replicated with a larger sample of respondents and adopting quantitative approaches.

AN APPLICATION OF DESIGN THINKING FOR VIRTUAL EVENT DESIGN ATTENDEE EXPERIENCE

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Keywords: virtual event, design thinking, attendee experiences, event management

Research Background: Due to COVID-19 pandemic, many event organizations attempt to find solutions to continually organize their events as usual. Virtual events have become one of the solutions that event organizations turn to (Pearlman & Gates, 2010). However, organizing events virtually still has many barriers such as less interaction and unreliability of networks which could result in dissatisfied attendees. Most studies in event experience overlook the designing of virtual event experiences (Ballantyne, Ballantyne, & Packer, 2014; Beard, 2014; Berridge, 2020). Therefore, the aim of this study is to provide and understand how design thinking can be utilized in designing experience for virtual event attendees.

Originality/value: The study demonstrated an application of design thinking to event management research.

Research Methodology: This study is developed based on the theoretical foundation of the design thinking process by Stanford Business School (Hoover, 2018) by implementing it in a 15-week leisure event management course in College of Innovation, Thammasat University. The subject was taught online via Microsoft Team platform. The participants of this study were 50 students aged 20-23, who enrolled in a leisure event management course in their third year. The participants were divided into nine groups (6 persons per group). Each group focused on leisure events but on different themes. Two groups focused on marine life themes. The other two groups focused on fast fashion, while the remaining two groups, on local product themes. In the final project, they need to organize a virtual event based on these three themes. The study focuses on how design thinking can be utilized in designing experience for virtual event attendees. The entire process comprised five stages, namely *empathize*, *define*, *ideate*, *prototype* and *test*, as suggested by Stanford Business School (Hoover, 2018). All documents, discussion and activities involved in this course were collected and analyzed. The outcomes from this course, such as recorded live events and reports, were also included in this study. The self-reflection on issues and challenges learners encountered throughout the event project were collected and analyzed through thematic analysis (Clarke & Braun, 2014).

Finding and Discussion: In this study, it can be assumed that the design thinking technique may foster problem solving in the event management context. Oftentimes, designing an event involves problem solving (Buchanan, 2015). Thus, event organizers need to find out the solutions to make sure that they will obtain desirable outcomes when the events end. Since this study needs students to develop new solutions to the new form of event, it is unavoidable to face unexpected circumstances, for instance attendee engagement and lack of in person interaction. Students in this study established a protocol that would organize creative activities and solutions for attendees leading a positive outcome of the event. Moreover, based on the observation and students' reflections, the biggest positive of the design thinking approach was that it forced the participants to communicate with each other more (Bhushan, 2019; Sándorová, Repáňová, Palenčíková, & Beták, 2020; Wan, Lee, Leung, & Park, 2019). This is

very important in event management even though the time pressure and unreadiness of technology are the main barriers in ideating and testing the prototype.

Research Implications: This study extends the theoretical foundation by demonstrating how design thinking was applied in event management context. More importantly, this study focuses on experience-centered approach (Tussyadiah, 2014; Wan et al., 2019) by generating event design solutions that address different aspects of attendee experiences (Ballantyne et al., 2014; Berridge, 2020) such as the personal benefits, value of the event, social interaction and physical organization. The study provides suggestions for event organizers and instructors who wish to apply design thinking in organizing their virtual events. For example, event organizers need to understand the motivation of virtual event attendees in order to connect to their emotional experiences. The motivations of attendees in virtual events differ from onsite attendees. They want to try something different. Therefore, designing event contents and environment cannot be the same. They can increase a sense of entertainment such as endeavouring to communicate or cracking jokes with participants to avoid dead air and reduce the tension atmosphere which could happen easily in virtual settings. Moreover, the study shows that designing event experiences should not only focus on the event day but also on building up expectations through related activity, selecting speakers or performers encourages engagement among attendees. Lastly, time management is crucial in virtual events. Attendees do not want to spend too much time on virtual online. Therefore, the design of event sequences needs to be carefully thought through.

Research limitations: It can be concluded that the limitation of this study is the small research sample size. Moreover, the number of the virtual events that were conducted in this study may not widely attract a large group of audiences who represent the population. However, this study could serve as a basis for further study to draw substantial contributions in the event management field.

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KNOWLEDGE TO PRACTISE: EXAMINING THE PREDICTORS OF STUDENTS' INTENTION TO PRACTISE CULINARY SKILL DURING ONLINE DISTANCE LEARNING USING SERVQUAL MODEL

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Keywords: SERVQUAL, online distance learning, culinary skill, practice, knowledge

Research Background: In recent years, online distance learning has become the norm in higher-learning education due to the COVID-19 pandemic. Although online distance learning seems to be adaptable with most theory-based courses, its effectiveness in practical-based courses remains unknown. There is a dearth of research that investigates the effectiveness of online based learning used to deliver practical courses such as culinary cooking classes. Culinary cooking courses are unique from theory-based courses as they require hands-on demonstration of cooking knowledge, skill and practice. Given the research gap, the primary purpose of the study is to investigate the online distance learning effectiveness in delivering culinary cooking courses. More specifically, this study aims to examine the factors that influence students' intention to practice their culinary skill at home from the service quality (SERVQUAL) theoretical lens. With reference to the relevant literature, the study proposes that attributes related to SERVQUAL and course content delivery mode will have a significant effect on students' intention to practice culinary skill at home.

Originality/value: The novelty of the study lies in the dearth of literature investigating the effectiveness of online based learning for delivering practical-based culinary courses. Culinary cooking courses are unique from theory-based courses in which the significant findings will enrich online distance learning literature.

Research Methodology: The study applied a quantitative cross sectional research design. The target population is undergraduate students who have experience in ODL practical-based culinary courses. The study selected Universiti Teknologi MARA for the research setting since the university was ranked 31st in the world in QS world university ranking and ranked 2nd by the subject of Hospitality and Leisure Management in 2020. Specifically, two UiTM campuses were chosen for the study which are Pulau Pinang and Dungun with an estimated population of 468 people. Based on non-probability sampling, an online survey was distributed to 300 respondents in which 181 questionnaires were received. In order to measure the online service quality dimensions, 35 items were adopted from Udo, et., al (2011), Cachero-Gonzalez, et., al (2019), Vasquez, et., al (2019), they were divided into 6 dimensions (responsiveness, empathy, assurance, reliability, online learning platform and perceived behavioral control. In order to measure behavioral intention, 6 items were adopted from Vasquez, et., al (2019), and Wipawayangkoo and Teng (2016). The study used Statistical Package for Social Science (SPSS) to analyse the collected data.

Finding and Discussion: The demographic profile of the respondents of this study; 66.9% of the respondents are female and 33.1% are male. Numbers of respondents from each of the campuses are quite balanced with 52.5% of the respondents from UiTM Permatang Pauh

Campus while the balance of 47.5% from UiTM Dungun Campus. Reliability analysis was used to check the reliability of research variables. Cronbach's Alpha coefficients were found quite high ranging from 0.765 to 0.946 for all the constructs; exceeding the 0.7 recommended by Nunnally (1978). Normality test was done by referring to the skewness and kurtosis of each variable to determine the degree of normality. The test revealed that the value of skewness and kurtosis of all items within all variables are between -1.96 and +1.96, indicating that the data is normal. Harman's single factor test was used to check whether variance in the data can be largely attributed to a single factor. The results showed that the largest variance explained by the individual factor was 40.06%. Correlation analysis was carried out to find out the direction and strength of the relationship between the Online Service Quality variables namely responsiveness, empathy, assurance, reliability, content delivery, facilitation of interaction and perceived behavioural control towards behavioural intention of the student. All correlations are significant at the 0.01 level for a 2-tailed test. Results of Pearson correlation coefficients (p value) range from 0.375 to 0.640.

Research Implications: The study shows that attributes related to SERVQUAL, perceived behavioural control are significantly related with student's intention to practise culinary skill at home. These findings contribute to a better understanding on how SERVQUAL attributes are important to enhance students' intention to practice culinary skill at home. This study provides essential information in assessing and improving the learning experience hence understanding of online learning experience on student intention to practise would contribute knowledge for instructor, organization and also Ministry of Education in enhancing MOOC and learning environment.

Research limitations: The study has several limitations that should be taken into consideration. First, the research setting is limited to only 1 culinary course involving respondents from two campuses. The study should be replicated to include other practical-based culinary courses and other campuses conducting culinary programs. Second, the study employed cross sectional study where cause and effect relationship could not be validated or confirmed. Future research applying longitudinal study approach is suggested to provide strong empirical evidence of cause-and-effect relationships among the variables.

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UNDERSTANDING FACTORS THAT INFLUENCE HOSPITALITY AND TOURISM STUDENTS' SATISFACTION TOWARDS ONLINE LEARNING PLATFORMS

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Keywords: COVID-19, online learning platforms, student satisfaction, quality of interaction, quality of services

Research Background: This paper reviews online learning as online participation theory (Hrastinski, 2009), to examine the factors in online learning platforms that influence students' satisfaction in Universiti Teknologi MARA, Cawangan Pulau Pinang (UiTM CPP), Malaysia. To address the concerns above, this paper examined the important factors of the online learning platforms: quality of interaction, the quality of service, and platform availability. Due to the COVID-19 outbreak, the global pandemic has resulted in ongoing issues that affect the education sector. To ensure education continuity, online learning was introduced to replace the traditional face-to-face approach. These changes have forced the students to adapt to a new approach toward education delivery. The absence of face-to-face learning has impacted the students' acceptance and satisfaction with the quality of online learning. There are numerous studies regarding the students' readiness, students' perception, and students' retention but limited research regarding the students' satisfaction with the online learning platforms (Chen et al., 2020). Researchers started to acknowledge that user satisfaction has been identified as one of the important determinants in ensuring the continuity of online learning.

Originality/value: This paper focussed on hospitality and tourism students from the Faculty of Hotel and Tourism Management in UiTM CPP. Interestingly, previous studies assumed that hospitality students tend to have different learning styles from students of other programs as the subject matters are more practical in nature (Barron & Arcodia, 2002; Dale & McCarthy, 2006). Therefore, with the absence of face-to-face learning experience, it is crucial to examine their level of satisfaction with the online learning platforms.

Research Methodology: In this paper, purposive sampling was used. Full-time students who are currently enrolled in the second semester and above were the research sample of this study. A questionnaire survey was used to collect data through social media with a total of 432 valid responses collected. To test the hypotheses, correlation and descriptive analysis were used to identify the factors of the online learning platforms that affect students' satisfaction.

Finding and Discussion: There is a strong tendency that the students are satisfied with their experience with the online learning platforms. The findings indicate that the quality of interaction significantly correlated with students' satisfaction. Consistent with earlier studies (e.g, Chen et al., 2020), students emphasized the importance of the quality of interaction that occurs during online learning by having a critical discussion such as answering and asking the question among the students and lecturers. It is also in line with Oktaviani et al. (2020) who found that the more communication and better quality of interactions carried out, the greater the students' satisfaction. Effective communication helps to improve students' learning

concentration in online classes even with the absence of face-to-face interaction. In addition, the quality of service and the platform availability were also found to have a positive correlation with students' satisfaction. These results are in line with the theory of online learning as online participation (Hrastinski, 2009) that suggested academicians need to enhance online learner participation as it is the key element for students to enhance their online learning experiences. Thus, confirms the importance of online learning platforms to provide an effective opportunity to exchange ideas and share knowledge amongst students and lecturers.

Research Implications: This paper provides three theoretical contributions. Firstly, the conceptualization of the online learning platforms and students' satisfaction framework. Secondly is the presentation of the theory of online learning as online participation answering the overarching research question "What are the factors of the online learning platforms that influence students' satisfaction?" and the secondary research questions posed. Finally, it explores the literature on students' satisfaction with online learning experiences focusing on hospitality and tourism students of UiTM CPP in Malaysia. This paper contributed to motivate students to willingly continue using the online learning platforms provided by the university. This paper highlighted Google Classroom as the highly used online learning platform. Therefore, it can be suggested that Google Classroom is the best platform that can be used to influence their participation in online learning. This would be a useful approach to be used by the university during the pandemic. Finally, this paper provides the academicians in UiTM CPP with useful information to increase the level of student experience and satisfaction with the online learning platforms.

Research limitations: It should be pointed out that this paper only considers hospitality student's perspectives, not taking into account the opinion of various parties such as academics and other stakeholders. Multiple views would be beneficial to gather insightful understanding on the usage of online learning platforms.

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PERCEPTION AND PREFERENCE BETWEEN FACE-TO-FACE AND ONLINE LEARNING AMONG STUDENTS

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Keywords: online learning, face-to-face learning, student perception, student preference

Research Background: This paper examines the perceptions and preferences between face-to-face and online learning among the students at the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Kota Kinabalu, Sabah.

Originality/value: This study contributes to the higher institution literature by examining the student perception and preference between face-to-face and online learning.

Research Methodology: Data were collected from 253 respondents and analysed using the IBM Statistical Package for the Social Sciences.

Finding and Discussion: The result highlighted that the student perceived face-to-face learning are more interactive and able to gain further knowledge but perceived that online learning are more flexible. Furthermore, the student prefers to conduct face-to-face learning compare to online learning.

Research Implications: Contribute to a new body of knowledge that discuss student perception and preference between face-to-face and online learning. Higher institution and lecturer would benefit from the outcome of this study by understanding the student perception and preference towards face-to-face and online learning.

Research limitations: The respondent is student from Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Kota Kinabalu, Sabah.

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FACTORS INFLUENCING USERS CONTINUED USAGE INTENTION OF MOBILE HOTEL BOOKING APPS

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Keywords: performance expectancy, effort expectancy, social influences, facilitating conditions, continued usage intention

Research Background: Previous studies have examined the influence of several predictors drawn from technology acceptance model and theory of reason action on continued usage intention of mobile hotel booking apps. However, studies that employ the Unified Theory of Acceptance and Use of Technology (UTAUT) for mobile hotel booking are still limited. Therefore, this study aims to examine the influence of four predictors of UTAUT on users' continued usage intention in mobile hotel booking environment.

Originality/value: This study confirms the robustness of Unified Theory of Acceptance and Use of Technology in mobile hotel booking technology context.

Research Methodology: A conceptual framework based on the Unified Theory of Acceptance and Use of Technology (UTAUT) was developed and tested. 200 responses were collected through an online survey among users of mobile hotel booking apps and analyzed using Smart PLS software version 3.

Finding and Discussion: The results show that all UTAUT predictors have significant positive influence on continued usage intention among mobile hotel booking app users in Malaysia thus, confirm the robustness of UTAUT in the context of mobile booking technology.

Research Implications: This study confirms that all UTAUT predictors namely performance expectancy, effort expectancy, social influence, and facilitating conditions can affect continued usage intention among users of mobile hotel booking apps. The results of this study are beneficial to hoteliers and mobile hotel booking app developers as a guide in developing more effective mobile hotel booking apps. As a result, users of the application will be more satisfied and loyal to service providers in the long run. The results of this study would benefit hotel customers especially those who intend to use mobile application platforms to make reservations through the improved e-service quality.

Research limitations: This study used purposive sampling thus, the generalizability of the research findings to the entire mobile hotel booking app users in Malaysia may be limited.

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ESTABLISHING THAINESS EXPERIENCE-CENTRIC SERVICE: BOUTIQUE HOTEL GUESTS PREFERENCES

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Keywords: Thainess, experience-centric service, hotel guest preferences, boutique hotel, exploratory factor analysis

Research Background: The COVID-19 outbreak has inevitably affected the global hotel industry; it has significantly shifted from traditional services to personalized and exclusive services, facilitating moderate confrontation with employees and other guests. This study aims to investigate the attributes of Thainess experience-centric service referring to the perspectives of boutique hotel guests in order to develop and test a scale for measuring the Thainess experience-centric service, a new component of boutique hotel services.

Originality/value: The originality of this research is highlighted in several points. The concept of Thainess as a marketing tool is used to create Thainess experience; it is considered as a personalised service which effectively reflects the prevention of the disease epidemic with confrontation avoidance (Bueren, 2020). This research contributes towards value creation by using the strategy of Thainess's perceived value in creating high-quality standards. Thainess as a non-touch society variable in determining hotel guests' journey and service touchpoints in the hotel aims to encourage guests interacting and engaging with Thainess service activities. As a result, it creates a positive experience and guest's satisfaction (Fakfar, Talawanich, Pongwat, & Chon, 2019; Sucher, Pusiran, Dhevabanchachai, & Chon, 2013; Tan, Cherapabukorn, Kim, & Chon, 2014).

Research Methodology: A study of 112 self-identified boutique hotel guests using a simple random sampling approach were examined on the Thainess Experience-centric service attributes that boutique hotel guests' preferred during the pandemic. Based on the scale development procedure suggested by Churchill (1979); various reliability and validity tests have been carried out to confirm the scale structure, including four steps: initial items development, purifying measure implementation, data collection, reliability and validity assessment. An Exploratory Factor Analysis (EFA) was performed to refine the final instrument.

Finding and Discussion: The development process results in a reliable and valid scale of Thainess Experience-centric service attributes using the perspectives of boutique hotel guests consisting of 28-item measurement scales and three dimensions: Thainess Experience Service, Thainess Perceived Value, and Thai Hospitality. Boutique hotel guests also demonstrated a preference towards hotel services as well as generating basic demographic profiles and characteristics, which are useful for implementing hotel strategy in enhancing guests' satisfaction and their expectation prior to COVID-19 pandemic.

Research Implications: Given the scarcity of research on experience-centric service in Thai boutique hotels based on Thainess, this study fills an important research gap in measuring a Thai experience-centric service with an in-depth understanding of boutique hotel guests'

perception. It provides a tool to identify experience-centric service that guests prefer and evaluates the performance of boutique hotels' services on Thainess provision. In addition, the measurement scale developed in this study serves as the foundation for future research. The findings may help to stimulate further empirical research on the relationship analysis of Thainess experience-centric service and hotel guest's experience and their satisfaction. The finding provides boutique hotel practitioners with information on the profiles, characteristics, and preferences of the substantial number of guests who would consider staying in Thai boutique hotels providing Thainess services. Moreover, the finding provides boutique hotel management with a new tool in assessing experience-centric service of the boutique hotel with more insights into what aspects of hotel they should focus on to influence the guest satisfaction and behavioural intention.

Research limitations: Although the author believes that the sample size was reasonable and adequate for conducting EFA analysis, a bigger sample would be better and might increase the robustness of the proposed scale by additionally using Confirmatory Factor Analysis (CFA). Due to COVID-19 pandemic, the data was collected online using google platform with a self-identified participant, nonetheless, to avoid the retrieval failure problem, hotel guests should be surveyed just after their stay in the hotel or not long afterwards. Further, the classification of the hotel and the hotel's star ratings were not given consideration in developing the scale for Thainess experience-centric service.

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INNOVATIONS IN HOSPITALITY AND TOURISM EDUCATION

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Keywords: tour guides, tourism education, modern tourism

Research Background: As a vocationally-driven field, hospitality and tourism education is highly industry-driven. The tourism sector exists in an ever-changing economic and technological space. Various advancements in technology affect how things are done in the industry which means the incorporation of technology in tourism education is required as students need to be up-to-date with the current developments. The changes in technology also undoubtedly impact professionals who are already in the field. Thus, this paper seeks to explore the impacts of innovations in tourism education for professionals, particularly tour guides. This study aims to explore the influence of innovations in the tourism sector on professional tour guides. Education developments result in an influx of differently trained professionals in the field. Admittedly, these individuals have an additional set of skills from the existing professionals. Therefore, it is important to assess the marketability of these new skills, their influence on the experienced professionals' career outlook, and their perceived significance. Previous studies have considered various innovations on both education and the field. However, none of these studies analysed the impact of innovations on the existing professionals in the industry. Innovations in tourism education have taken several approaches. For example, the introduction of digital tour guiding lessons, game-based learning, and virtual reality learning environments (Chiao et al., 2018). Tour guiding has evolved to better adapt to changing consumer needs. The internet provides a suitable tool to deliver some services, such as directions. Consequently, tourism education has adopted experiential learning techniques. Balula et al. (2019) contend that digital technology is a primary driving factor of innovation in tourism education. It allows enhanced value addition for consumers, improved travel planning, experience sharing, and experience enhancement in destination settings and service provision.

Originality/value: The study reveals a desire and need among established professionals to enhance their training in order to fit into the modern environments. Consequently, further studies should be done to assess the willingness of employers to sponsor and support their employees to return to school, whether part-time or full-time. Moreover, it would be insightful to establish the impact of such training on the professionals' job placement. This relates to whether the training results in promotions, increased remunerations, or other such advantages.

Research Methodology: To assess the impact of innovations on education on experienced professionals, this study used surveys for data collection. The questionnaires consisted of open-ended and closed-ended questions. Various corporations in the tourism industry were contacted to invite tour guides to participate in the study. The questionnaires were distributed digitally to the participants. The items gauged on how innovations in the tourism sector have affected the employability of older professionals, their job prospects, their willingness to enroll in courses, and their general perspectives regarding specific innovations.

Finding and Discussion: The study revealed several insights regarding how innovations in the tourism sector are affecting the experienced professionals. More than half of the respondents admitted that fresh graduates are better equipped to handle the demands of customers, especially the tech-savvy ones. The modern tourist is interested in more than the classic tour experience; they seek entertainment, education, and insightful experience. Consequently, most respondents feel the need to re-invent themselves to fulfill different consumer needs. Secondly, the study also revealed that experience is still a valued attribute in the industry. Professionals with more years in the field can deliver higher quality experiences to tourists, which results in interesting and more in-depth interactions. Hence, the job environment and career prospects are far from bleak, as employers are looking for individuals with a rich experience background and a competitive set of skills. Thirdly, most participants expressed their willingness to enroll in current courses to enhance their technological adeptness, as it will make them better equipped at delivering impeccable services to clients from all demographics.

Research Implications: Hospitality and tourism education centers should redesign their instruction to incorporate practicing professionals. This could be done by introducing more part-time and long-distance programmes. Corporations can also give incentives to their personnel to undertake more training by offering wage subsidies or increasing the remunerations of employees who enroll for more training. The companies can also organise regular training sessions on the company premises.

Research limitations: - One of the limitations of the research is that the questionnaires were primarily distributed digitally. While this has various advantages, in-person interviews could provide more information and perspective, as it allows for more probing in instances where something requires further elaboration. Secondly, the study has not addressed the perspective of employers. This would put the information from the tour guides into perspective, not to mention it would provide more information regarding the most common or useful courses to take. Thirdly, the study does not consider the impact of education innovations on fresh graduates. As experience has been established as a significant factor, it is essential to consider whether the innovating educational environment results in better job opportunities than individuals would typically expect, in light of their limited experience. Future research could include a comparison of several countries. In light of globalisation and the increase in multinational corporations, such comparison would be insightful as to how different countries incorporate technological developments and the effect of these additions on the existing professionals. It would also be an essential resource for expatriates in different countries.

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APPLICATION OF BLENDED LEARNING ON THE COVID-19 PANDEMIC PERIOD TOWARDS COMPETENCY AND READINESS OF VOCATIONAL SCHOOL OF CULINARY STUDENTS' ENTREPRENEURSHIP

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Keywords: blended learning, COVID-19 pandemic, vocational competence, readiness entrepreneurial, vocational school of culinary

Research Background: The COVID-19 pandemic has made the learning process of direct face-to-face session challenging that it cannot be implemented completely. Vocational High School education particularly is very closely related to practical activities that require direct face-to-face learning and was also carried out by distance learning. This research aims to investigate the application of blended learning against competence and readiness of entrepreneurial students at culinary vocational school.

Originality/value: This study examines the application of blended learning in vocational high schools as an alternative learning method towards entrepreneurship competence and readiness among culinary vocational students. This research is intended for education practitioners to provide additional information related to blended learning as an alternative method during the COVID-19 pandemic.

Research Methodology: The research employs a systematic literature review, with the criteria of national and international full-text articles with relevant titles or content and published in 2012-2021. Data obtained from Databases include Science Direct, Google Scholar and Wiley Online, as well as books and other relevant sources as materials. The articles were to be read carefully in its entirety in gathering information about the application of blended learning during the COVID-19 pandemic on the competence and entrepreneurial readiness of culinary vocational school.

Finding and Discussion: School learning during the COVID-19 Pandemic, has placed tremendous emotional burdens on students at all academic levels and threatened their mental health (Gavin et al., 2020). In Indonesia, the national closure of schools has affected 60.2 million students and 2.3 million educators who studied or taught in 425,451 educational institutions from early childhood to higher education (Rahiem, 2020). A total of 14,301 of them were vocational high schools with 5,242,851 students and 217,986 educators. Vocational high school is one of the levels of education that is very closely related to practical activities that require face-to-face learning and must also be carried out through distance learning. *Blended Learning*, the term blended learning was originally used to describe subjects that tried to combine face-to-face learning with online learning (Sjukur, 2013). Blended learning is defined as an educational approach that combines various face-to-face and distance learning models and utilizes all types of technology in educational studies (Köse, 2010). Blended learning is considered a new term associated with the development of 21st century technology (Wright,

2017). So, in the blended learning method, participants conducted online and face-to-face learning interactions (Muzakkir et al., 2018). *Competence and Entrepreneurial Readiness of the Culinary Vocational High School*, Students in vocational high schools must take lessons and skills tests based on standards set by their field of work (Mustapa et al., 2015). In the Law of the Republic of Indonesia number 20 of 2003 article 15, vocational education is secondary education that prepares students specially to work in certain fields. Thus, the tourism vocational school of culinary expertise must have the expertise competencies needed by the world of work and the ability to be entrepreneurial.

Research Implications: Based on the results of the literature review, blended learning can be an alternative approach during the COVID-19 pandemic especially in culinary vocational schools that require face-to-face learning. The blended learning method allows learning to be carried out face-to-face and online so that it can be more time efficient, and students can understand the materials because it was previously delivered online. This is so that the target of achieving the competence of culinary vocational skills can be achieved completely and students are able to compete in the business world as entrepreneurs and the industrial world as competent experts. (1) Teachers can be more creative in using learning methods, blended learning method has been proven to be able to improve the competence and entrepreneurial readiness of vocational school students, especially during the COVID-19 pandemic. (2) It is necessary to improve the facilities and infrastructure of schools and vocational students so that blended learning can be implemented optimally.

Research limitations: The measuring tools used are different in each research is the limitation of the author to conclude the analysis, in addition, the author realizes the ability to do reviews too can be a limitation in this regard. Furthermore, the author considers the need for further research on learning media and classroom action research based on blended learning in order to provide more detailed information related to the application of blended learning during the COVID-19 pandemic to the competence and entrepreneurial readiness student at culinary vocational school.

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TRACER STUDY ON THE EMPLOYABILITY OF GRADUATES TO IMPROVE PROBLEM-SOLVING SKILLS

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Keywords: tracer study, employability, graduates, problem-solving skills, culinary education

Research Background: This problem was addressed by conducting a new traceability study that makes it easier for graduate users to create open and transparent reports based on graduate performance data. It is hoped that it will encourage interested fresh graduates to understand how the claims presented are justified, explore further data, and make their factual claims. The latest ideas from tracer research can simplify the complexity of the data-entry component. Furthermore, this study will automatically provide stakeholders' feedback to the university to change the parameters of mastered expertise.

Originality/value: This paper discusses the components of a tracer assessment that make it easy to access data from external sources, aggregate and summarize and create transparent visualizations. To do this, two ideas were combined from tracer study-based research. First, a model from Wale et al., (2018) was used to integrate measurement data into a tracer study measuring tool and provide easy access to universities. Second, data from graduates was collected as evaluation material to develop a suitable curriculum in the direct manipulation user industry (Teijeiro et al., 2013). In this paper, the experience in constructing alumni data visualizations using the tools presented was recorded.

Research Methodology: This study used a cross-sectional survey method. This study was conducted at Universitas Negeri Surabaya (Unesa), Vocational Program, Diploma III Culinary located in Surabaya, East Java. There were 85 graduates from 2019 to 2020. Meanwhile, from the stakeholder, we surveyed 38 companies where graduates work. The companies engaged in hospitality, restaurants, and catering. The response rate of 99.99% targeted respondents. Information technology development center of Universitas Negeri Surabaya developed an instrument to collect information on graduate responses. SPSS 26 is used to process, organize, and analyze data. To recapitulate and arrange data in frequency and percentage, distribution tables were used as descriptive statistics.

Finding and Discussion: The main finding of our study is that the data on graduates can be extracted from a stakeholder point of view. Therefore, the specific skills of graduates are visualized in real terms based on graduate users. The data is then reproduced as a reference when conducting curriculum reviews and as a direction for developing better skills for graduates. It makes the use of data transparent, allowing the readers to find the original source and check how data is used.

Research Implications: It should be mentioned that several of the interviewees in this study work in the hotel industry, and their skills are highly recognized. Ahmad et al., (2012) stated that problem-solving competence is very helpful for fresh graduates to improve their potential, both socially and on the job. His research also shows that problem-solving ability should be filled in the new curriculum to improve future graduates' work ability and productivity. This

finding contradicts in the study of (Albina & Sumagaysay, 2020) where higher order-thinking skill emerges very well as a skill improved by graduates. In this regard, Siraye et al. (2018) stated that companies want workers who can find their critical issues in the workplace. It is believed that 85 graduates of diploma III in culinary who were respondents in this study could provide a good response as input for study programs at universities. Furthermore, the impact of the COVID-19 pandemic was the main reason why some of the respondents were jobless at the time the survey was conducted. Luckily, the majority of respondents work in many organizations permanently. However, compared to earlier studies, this study's respondents took longer to find their first employment. Concerning the body of the curriculum, it can be concluded that it is necessary to improve the practice of problem-solving skills according to the needs of the respondents. Meanwhile, the supporting competencies needed by respondents in their work are social capabilities and computer skills.

Research limitations: Tracer studies like this should be conducted regularly, at least once every two years, to cover a broader range of graduates from previous years so that more accurate statistics on graduate employability may be gathered.

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CUSTOMER SATISFACTION TOWARDS BUDGET HOTEL SERVICES IN KELANTAN

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Keywords: customer satisfaction, budget hotel, tourism destination

Research Background: Hotel industry is one of the industries that contributes positively to the development of the national economy through employment opportunities and at the same time helping to promote Malaysia as a tourism destination. Hotels, consisting of luxury hotels and budget hotels come in different styles. As a matter of fact, budget hotels also have played their roles in supporting the growth of the hotel industry in Malaysia, particularly in Kelantan. A lot of budget hotel constructions have been established particularly there, as many companies and investment parties see that the state has great potential to promote competition between luxury hotels and budget hotels. In developing countries like Malaysia, budget tourists are primarily seen as international backpackers or domestic tourists with limited disposable incomes. Unfortunately, domestic tourists are given limited attention in official promotional activities despite the various socioeconomic benefits they generate (Scheyvens, 2002). Some budget hotel guests are unhappy with the services offered due to the inconsistent service with what they pay. Therefore, budget hotel owners need to stay alert on current development of guests' expectations in order to remain competitive in the industry. This study aims to identify the factors that lead to guest satisfaction while staying at budget hotels in Kelantan. Mc Quitty et al. (2000), argues that satisfaction plays an important role in marketing because it is a predictor of purchase behavior such as purchase intention, repeat purchase, brand choice and switching behavior.

Originality/value: This research contributes to the understanding of guests' satisfaction who choose budget hotels. In addition, this research can help hotel operators analyze and identify their problems in operation such as the quality of the accommodation offered, and strategies for promoting their hotels.

Research Methodology: The questionnaire consists of four sections A, B, C and D. Section A concerns the consumers. Section B is on the demographic profile of the respondents with regard to gender, age, occupation, education and monthly income levels. Section C is on service and Section D addresses customers' satisfaction with budget hotels' services. Data were collected from guests who stayed at the budget hotels in Kelantan via Google Form. The data collected were analyzed using Statistical Package for the Social Sciences (SPSS) version 20.

Finding and Discussion: The total number of respondents for this study is 201 respondents and only 140 have stayed in budget hotels in Kelantan, with 69.65% or 140 respondents answering yes and 30.35% or 61 respondents answering no. The majority of respondents are in the age group 21 to 24 years old with 53 respondents or 37.9%, 8 respondents or 5.7% are the age 18 to 20, 27 respondents or 19.3% are from 25 to 28 years, 35 respondents or 25% are between 29 to 32 years old and 12.1% or 17 respondents are above 40. The respondents

for this study are from different career background, 39 respondents or 27.9% are from the private sectors, 36 respondents or 25.7% are students, 23 respondents or 16.4% from the government sectors, and 22 respondents or 15.7% are self-employed/business and 16 respondents or 11.4% are housewives, and 1 respondent or 7% is a retiree and 3 respondents or 2.1% others. Pearson's correlation analysis was applied for hypotheses testing with the significance level was set at 0.01 level (2-tailed). The statistical analysis results confirmed that there is a significant relationship between tangibility, reliability, responsiveness, assurance and empathy and guest satisfaction of budget hotels.

Research Implications: Most individuals tend to select budget hotels rather than luxury hotels during their stay in conjunction with Visit Malaysia 2020. Customers make their decisions based on the options, reviews, accommodation, and services offered by the hotels. This research can help budget hotels analyse and identify their problems, quality of services, accommodation, and last but not least, strategies for promoting their budget hotels. In addition, this research could help them improve the satisfaction of customers of their budget hotels. From a theoretical perspective, this research contributes significantly to current and future knowledge. There are a number of studies conducted on customer satisfaction in the hotel industry but is not extensive on customer satisfaction related to budget hotel services in Kelantan. Therefore, this research not only benefits those who have an interest and focus on the hotel industry but also benefits budget hotel organizations to improve on the quality of their services.

Research limitations: This study is not without limitations. The first limitation of this research is that the target group is small, targeting those staying in budget hotels in Kelantan. Data collection was done from limited places where there is not enough information to indicate the right view of satisfaction on budget hotels in Kelantan. Since the sample size is small with a focus on 201 respondents, therefore, customer satisfaction cannot be generalised in general.

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THE EFFECT OF KNOWLEDGE, SKILL AND ATTITUDE ON ONLINE DISTANCE LEARNING COMMITMENT AMONG CULINARY ARTS STUDENTS

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Keywords: online distance learning, commitment, knowledge, culinary skill, attitude

Research Background: New norms in era of COVID-19, all the teaching and learning is carried out by Online Distance Learning (ODL) using multiple social media platforms in order to break the chain Covid-19 infection. Traditionally, the students should be taught by hand-on during the course so that they experience the real product it should be especially in cooking and baking. Hence, knowledge and culinary skill which acquired through ODL is just imaginaries of the product/ cooking by social media platform such as YouTube shared by the instructors. Thus, making this as a main challenge to the students and tendency for them to give full commitment and engagement during ODL session. Both students and culinary instructors are having a problem in measuring the level of understanding and student competency. There is no valid agreement among academician in evaluating ODL's effectiveness for teaching and learning in tertiary institutions. Shachar & Neumann (2003) for instance stated that learning at a distance in term of effectiveness with face-to-face method while in some case, can be more effective and efficient. They further strengthen their argument by stated that content being delivered, teaching methods used, smooth and vibrant communication as well as learner support are tremendously vital for student satisfaction which then positively impact the learning outcomes in the end of stage. In the opposite, some scholars such as Ni (2013) and Zaborova & Markova (2016) argued that learning through online environment will affected student's behaviour and acceptance as they tend to feel more confused as lack of one-to-one attention, isolated due to virtual medium and frustrated feeling that driven by difficulty to absorb the information and as a result, their learning efficiency and overall satisfaction will be dropped significantly. Variation of approaches in ODL proved that learning efficiency is an intricate concept with several dimensions and can greatly influence the end result; students' satisfaction, comprehension on subject matters and skilled being developed. Previous studies by various group of scholars have done multiple research such as problems and possibilities of distance learning (Valentine, 2002), students interactions and perceptions on online course effectiveness (Rovai & Barnum, 2007), evaluation on distance learning quality versus student learning outcomes (Ni, 2013; Costreie, 2011); overall satisfaction among students with distance learning method in their teaching and learning experience (Bekele, 2010; Bolliger & Wasilik, 2009), students' behaviour towards distance learning (Salyers, Carter, Carter, Myers & Barrett, 2014) and students' role as social actors in virtual educational environment (Zaborova & Markova, 2016). Yet, according to Allen et al., (2004) introduction of ICT to influence learning effectiveness is still a controversial and debatable. Thus, to exploit and uncover the ICT communication potential in virtual learning environment, progressive and convincing efforts need to be done. In line with that, Guri-Rosenblit (2009) have stated that not all communication and interaction can affect enhanced learning.

Research Purpose: The purpose of this study is to examine the association between knowledge, skill, attitude and commitment towards ODL practical-based courses among culinary art students.

Originality/value: This paper highlights the important of skill, knowledge and attitude as predictors of students' commitment to attend ODL practical-based courses. This study will provide several significant theoretical and practical contributions to the area of hospitality and tourism education. Theoretically, this study fills the research gap in the hospitality and tourism education literature since there is a limited of study has focused on practical-based ODL students' commitment. The findings of the study will highlight the critical factors related to ODL practical-based courses implementation that influence students' commitment. From practical point of view, the findings of the study can assist both administrators and faculty to identify significant factors that improve students' commitment in ODL practical-based courses.

Research Methodology: The study will be conducted in cross sectional quantitative survey for culinary art students from Universiti Teknologi MARA Campus Permatang Pauh and Campus Dungun. Sampling method used in this study was non probability sampling and purposive sampling technique to collect the data from second and thirs semester students in Diploma of Culinary Arts. In the survey, respondents are required to indicate their level of agreement using the Likert scale from 1 (strongly disagree) to 5 (strongly agree). A pilot study will be conducted to ensure the validity and reliability. The data will be analyzed using Statistical Package for Social Science (SPSS) version 27.

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7Ps THEORY OF SERVICE MARKETING: A SURVIVAL STRATEGY FOR HOSPITALITY SECTOR POST COVID-19

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Keywords: service marketing, 7Ps theory, survival strategy, hospitality sector, COVID-19

Research Background: Pointed out here; the impact of COVID-19 on the development of the hospitality sector is highly significant, service marketing strategies are traceable. The indispensability and importance of service in research may be needed especially in the entire service process accompanying marketing; functional services and value services are considered from the beginning of product design. When the product is transferred, the service will be considered in maintaining customer relationships; this service will run through the entire customer life cycle (Heppelmann, 2013). This paper aims to investigate the service marketing strategies, especially 7P's which is an essential tool for industrial survival to raise customer's awareness as the essence of reality during COVID-19 outbreak.

Originality/value: This study focuses mainly on the marketing activities of the hospitality sector, service should occupy a major position in marketing activities, and hospitality enterprises should be committed to provide customers with effective service (David Ballantyne, 2008). In addition, service marketing is the key to the promotion of brand value; the analysis points out that compared with traditional marketing concepts, service marketing has more advantages in value chain construction and resource allocation. At the same time, service marketing is very effective for the expansion of the value chain and the ultimate value creation during disruption. The marketing strategies are put forward to provide reference for the marketing management in the hospitality sector.

Research Methodology: Meticulous and in-depth documentary research on hospitality service marketing, and published relevant research areas are conducted. The study does not only include marketing theories, methods and marketing approaches, but also the measures to improve the hospitality's marketing management. Combining the related theories of service marketing, this article firstly studies the marketing status and problems of the hospitality sector, with SWOT analysis, the advantages and disadvantages of the COVID-19 outbreak, and the local market segmentation. Then, apply the 7P theory of service marketing to provide suggestions from seven aspects: product, price, channel, promotion, personnel management, tangible display and service process.

Finding and Discussion: The finding reveals that service marketing is a series of activities taken by enterprises in the marketing process to fully meet the needs of consumers under the premise of fully understanding the needs of consumers' marketing mix element, service that really attracted customer's attention. Services can not only bring consumers satisfaction in using goods, but more importantly, they can meet certain additional needs of consumers. What is really important is the customer's perception and evaluation of the entire service process. Customer satisfaction is the top priority of service. However, during post COVID-19, how most hospitality enterprises should seize the opportunity in the fierce market competition and improve the service details by improving corporate personnel culture, product personalization,

environmental facilities construction, etc., has become the key content of the enterprise's full-service marketing strategy.

Research Implications: The finding of this study will expand the research aims on service marketing strategy of the hospitality sector from the theory to practical implication, which can find its service marketing improvement counter measures while providing some feasibility theory reference for related researchers in this field. If the actual situation of the hospitality sector post COVID-19 is organically combined with the marketing strategy theory, the enterprises will be guided to explore its application on the basis of theory, and its effect will be also tested at the same time would be good for further research. It can form systematic research on hospitality service marketing, which is extended research on the application of marketing theory in specific industries and companies. It has certain research significance and value.

Research limitations: Many hotels have not systematically used theories for reference in the selection of marketing strategies. Most of them rely on the early experience of marketing directors, management teams and even peers to formulate their marketing strategies. Through this study, the 7Ps theory has very important practical significance for the long-term development of enterprises. With the continuous improvement of people's living standards and the effects of COVID-19 regulations, higher requirements are placed on service companies, and a type of company will have many well-known brands.

THE EFFECT OF PERCEIVED BENEFIT, PERCEIVED RISK AND PERCEIVED TRUST TOWARD REPURCHASE INTENTION ON ONLINE SHOPPING WEBSITE IN MALAYSIA

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Keywords: repurchase intention, perceived benefit, perceived trust, perceived risk

Research Background: More research is needed to better understand customers' online shopping habits and intentions in emerging markets. The main purpose of this study is to determine the relationship and influence of customer trust on perceived risks and repurchase intentions as well as the effect of perceived benefits on repurchase intentions.

Originality/value: For an emerging market, Malaysia, a new online retail model has been discovered. This methodology could be used by developing countries to gain actual insights into their e-commerce industries.

Research Methodology: An online survey was conducted with a convenience sample of people who have visited any business website in the previous 12 months to make a purchase of any goods or service. Prior to dissemination, a questionnaire covering all the variables was validated for content validity and reliability. The survey responses were factored to see how independent the constructs were, and regression was used to see whether it could predict online repurchasing intentions. The descriptive analysis of user attributes was performed.

Finding and Discussion: All three independent components in the approach, perceived benefit, perceived risk, and perceived trust, were independently predictive of intention to repurchase online, indicating the theoretical model's expected direction.

Research Implications: The findings would be extremely valuable to online marketers, as they will assist them in addressing the recommendation aspects that influence consumers' purchase intent and improving a company's performance to meet consumer demands and satisfaction.

Research limitations: The finding has several limitations in terms of generalizability. The relevant information was gathered only from Malaysian consumers and website merchants. Thus, it is suggested the future research can be done in other developing countries to have a new insight in term of behavioral characteristic of consumers in online business industry in other countries and be more focused on broadening the scope of the review and increasing the sample size, while also examining the impact of other elements and considering a product line or an e-commerce model.

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MEASURING QUALITY OF LIFE INDEX AMONG MALAYSIAN YOUTH EPISODIC VOLUNTEERS

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Keywords: quality of life, youth, episodic volunteers, volunteerism

Research Background: The purpose of this study is to measure the level of quality of life among the Malaysian youth population who have participated in volunteering activities. This study aims to address volunteering within the context of social cohesion, social inclusion, and behavioural intention. Contrary to the conventional notion that volunteers are pooled among those looking for a longer-term volunteering engagement; many volunteers are indeed looking for a flexible short-term engagement. This circumstance is further facilitated with organizations dependency on episodic volunteers rather than the conventional volunteers (Cnaan & Handy, 2005; Macduff, 2005). Macduff (2005) further adds that such volunteers disappear after completion of the project. Thus, the two main objectives for this study are i) to measure the satisfaction in quality of life perceived by youth episodic volunteers ii) to examine the effects of quality of life on future behavioural intentions among youth episodic volunteers.

Originality/value: The use of Quality of Life index by Cummin (2005) among youth episodic volunteers in Malaysia. The complemented model to measure future behavioural intentions among youth episodic volunteers. The result from this study produced alternative models for understanding the role of quality of life in sustaining episodic volunteering among youth.

Research Methodology: Self-administered questionnaires were distributed to test the hypotheses. Quantitative data were analysed using AMOS software. SEM enables the researcher to answer a set of interrelated research question in a single, systematic and comprehensive analysis by modeling the relationship among multiple and dependent construct simultaneously. The unit of analysis are the youth episodic volunteers (between the age of 15-30 years) at selected events tourism in from the year 2017 until 2019. Non-probability sampling was used with 250 questionnaires were successfully collected.

Finding and Discussion: The degree of satisfaction or dissatisfaction can become a factor in volunteer commitment and retention, affecting future decisions to volunteer with the same organization (Farmer & Fedor, 2001; Paull, 2009; Saxon & Sawyer, 2010). The study reveals that satisfaction (in Quality of Life) among youth episodic volunteers mediates the relationship between attitude, perceived behavioural control, social, career, and protective thus affecting episodic volunteers' decisions about whether to volunteer again. The study extends that model by investigating the role of satisfaction as a mediator (measured by the Quality-of-Life Index) in predicting respondents' behavioural intention to volunteer again at events tourism in the future. The implications of this are that although volunteer motivation influences the level of

behavioural intention, episodic volunteers who are satisfied with their volunteer experience and thus will be most likely to bounce back (volunteer retention) at events tourism.

Research Implications: The proposed alternative models will enhance the body of knowledge in sustainable tourism event management. This is unquestionably vital for an industry that is completely volatile and reliant to external environments such as changing trends and needs or as what we are currently facing, the pandemic. This study helps to enhance practical knowledge in relation to the process of designing, producing, and managing a quality event tourism that could enhance the quality of life among youths. To remain competitive, a destination needs to be genuinely able to offer quality and sustainable event tourism products. This is achievable through understanding the psychology of the internal stakeholders of the event itself (i.e episodic volunteers) and propose a comprehensive analysis of episodic volunteering among youth as an emerging trend in event tourism studies. The findings of this study will assist industry players (event industry) in creating volunteering experience that could lead to a better quality of life among youths and eventually motivates them to continue to treat volunteering in the future as their lifestyle. Thus, from this behavioural intention to continue volunteering in the future, the notion of social cohesion and social inclusion of youth to the community can be addressed.

Research limitations: Generalizability; to cover more events tourism in the future state any limitations of this study and include suggestions for future research.

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CUSTOMER SATISFACTION TOWARDS RESTAURANT SERVICE QUALITY IN PERAK DURING COVID-19 PANDEMIC

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Keywords: customer satisfaction, restaurant, COVID-19, service quality

Research Background: The first coronavirus disease (COVID-19) case in Malaysia was detected on 24th January 2020. Since then, the Malaysian Government has implemented various restriction orders and preventive measures to curb the spread of the virus. During the restriction orders, only selected essential businesses can operate with permission from the National Security Council and the Ministry of Health. Foodservice is considered as an essential business that can operate with some precautions (e.g., limited operational hours, no dine-in). The pandemic and a series of restriction orders have badly impacted the foodservice industry because they cannot operate at a full capacity like before. Furthermore, the standard operating procedures and health protocols require restaurant operators to follow additional procedures such as temperature scanning, social distancing, a two-meter arrangement between tables, mask-wearing, providing hand sanitizer, and limiting the number of customers on-premises at one time. Additionally, many restaurant operators opt for contactless menus and payment to minimize interaction. Such procedures have changed how restaurant operators and employees serve their customers, thus influencing the overall customer experience and satisfaction. Many restaurant operators must follow the guidelines. Some customers might be comfortable with the new norm in the foodservice operation, but some might not. The additional procedures might influence the overall customer experience with the restaurant service. Perak is one of the states affected by the pandemic. Customers need to comply with the safety guidelines. Therefore, this study investigates customer satisfaction towards restaurant service in Perak during the COVID-19 pandemic. Specifically, this study: (a) examined to what extent the restaurant service quality influences customer satisfaction and (b) identified the most influential factor influencing restaurant service quality and customer satisfaction.

Originality/value: Though there is similar work on service quality, this is the only known study investigating restaurant service quality and customer satisfaction during the pandemic in Malaysia's contextual setting.

Research Methodology: A self-reported online questionnaire was developed and conveniently distributed from February to May 2021 to all customers who are 18 years old and above and have experience with restaurant service in Perak during the COVID-19 pandemic period, using various social media platforms (Telegram, Facebook). The instrument was developed based on previous studies, measuring restaurant environment, price, assurance, waiting time, and customer satisfaction (Almohaimmeed, 2017; Karki & Panthi, 2018; Lahap et al., 2018; Shahab et al., 2013). A Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used for all sections. All data were analyzed using the Statistical Package for the Social Sciences software version 24.

Finding and Discussion: The reliability scores for all sections ranged between 0.711 to 0.905. Based on the 148 usable data, most respondents visited local restaurants (51.4%)

during the pandemic. Most of the respondents used dine-in services (54.1%), reflecting a more eased restriction order in Perak during that period which allowed customers to dine-in in restaurants. The majority of the respondents reported that restaurants complied with the standard operating procedures by the National Security Council and the Ministry of Health (98%). Strong, positive, and significant correlations were reported between restaurant environment ($r = 0.747$), price ($r = 0.652$), assurance ($r = 0.754$), waiting time ($r = 0.697$) and customer satisfaction. Regression analysis showed that determinants of restaurant service quality explain 71.4% of the variance in customer satisfaction. Price ($\beta = 0.174$), waiting time ($\beta = 0.200$), restaurant environment ($\beta = 0.301$), and assurance ($\beta = 0.313$) were found to significantly influence customer satisfaction. Assurance is the most influential factor, reflecting that the security and safety of food served to customers is the main priority (Gopinath, 2020).

Research Implications: Findings could establish new knowledge and extend the literature on service quality and customer satisfaction while considering the immediate effects of the COVID-19 pandemic. Findings from this study could help restaurant operators improve the quality of service provided to customers during and in the post-pandemic to increase customer satisfaction while adhering to the standard operating procedures. Additionally, employees could understand the importance of delivering quality services such as providing a safe and secure ambiance, affordable food prices, and reducing waiting time.

Research limitations: This study merely focused on restaurants in Perak, and the data was collected during the pandemic period. Hence, future studies should examine the quality of service for restaurants in other states in Malaysia. Additionally, future studies should adopt similar instruments and distribute the survey to customers in the post-pandemic.

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FACTORS AFFECTING TOURISM CONSUMPTION: A SURVEY OF SHANGHAI'S UNIVERSITY STUDENTS

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Keywords: tourism consumption, university students, family values, financial capability, tourism products price

Research Background: China has gradually entered the stage of mass tourism consumption. In the previous 40 years, China has developed as one of the world's fastest-growing tourism markets. Since 2012, China remained to be the world's hugest tourist source market contributing to the increased in global internationally arrival. Also, the domestic tourism market of China has extremely swelled over the past two decades and is now considered the largest worldwide. Tourism consumption driving effect on China's national economy and other industries are becoming more apparent. In recent years, Chinese university students have emerged in the tourism market, and the trend continues to rise. The main problem is that the tourism market for university students is growing vastly (Tse, 2015). However, the development status of university student tourism market is considerable with potential but not optimistic since it has always been in a spontaneous and disordered state. There is a need to study the tourism consumption factors of university students (Yan and Wu, 2013). Thus, the purpose of this study is to identify the factors that influence the tourism consumption of Shanghai's university students. This study mainly focused on three factors, the family values, financial capability, and tourism products price, and how these factors will affect the tourism consumption of Shanghai university students.

Originality/value: There are a few researches conducted in other district or cities and with useful outcome. However, there is no research yet to be done in Shanghai. Shanghai as an international metropolis, the willingness of the university students in Shanghai are probably higher but the factors that affect each student's travel and their tourism consumption could be varied. This study is the only and latest research conducted among University Students in Shanghai studying about their tourism consumption and behaviour impacts from the family values, financial capability, and tourism products price. The findings are reliable, new, and beneficial theoretically and practically.

Research Methodology: This study is quantitative research using questionnaires and the selection of the sample is simple random sampling protocol. Out of the 30 universities in Shanghai, 2 were picked randomly. Target respondents of this study are the individuals randomly selected from the chosen university. The target respondents for this study include only university students from China in general and aged between 19 to 23. The sample size of this study is 250 students. A descriptive analysis of the respondents' demographic characteristics was conducted. Pearson correlation was used to study the relationship between the selected factors and tourism consumption.

Finding and Discussion: All the respondents are university students in Shanghai. Majority of the respondents are female, accounting for 61.2% in total. Of all the respondents, 49.2% of them travelled 3-5 times per year, 38% of them travelled less than 3 times per year, only 9.6% of them travelled more than 5 times per years, and there are 3.2% of them that never travelled

in a year. 38.8% of all the respondents chose to obtain travel funds from their own saving, 32.4% obtained from their parent, while 21.6% earned the fund through part-time job. On tourism expenditure, 43.2% of the respondents spent their largest expenditure for "shopping". Financial capability has the greatest impact on Shanghai college students' choice of travel, and family value has the least impact. While the influences of product prices on university students' choice of travel was also significant, it was not as great as the financial capability.

Research Implications: This study provides a new study on Shanghai university students tourism market with the latest relevant information and data about their consumption behaviour and factors affecting such behaviour, which can be further extended and modified for future research purposes in Shanghai or other universities in China. The output provided an insight on the willingness of the current university students to travel and their main consideration during travel, the percentage of students willing to travel considering the mentioned factors of the study could help travel authorities in their marketing, research and development, database, and tourism market. A tourism product that is closer to the need and preferences of the university student will attract more university students and promote the Chinese university student tourism market.

Research limitations: This study only focused on the tourism consumption among Shanghai university students which was the first time conducted in Shanghai and there is no much relevant information before. The COVID-19 pandemic effect caused limitation for physical questionnaires survey and the current diversity of the university students in Shanghai.

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EFFECTIVENESS OF THE INDOOR HOUSEPLANTS IN IMPROVING INDOOR AIR QUALITY OF THE STANDARD HOTEL ROOMS WITH RESPECT OF THE TEMPERATURE

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Keywords: indoor houseplant, indoor air quality, hotel room, thermal analysis, air flow rate

Research Background: Air quality can be divided into two sections that are indoor air quality (IAQ) and outdoor air quality. A poor indoor air quality will cause irritation of the eyes, throat and nose, headache, dizziness and fatigue. Indoor environmental comfort can be described as a general comfort indicator by combining several physical factors. Each physical factor contributes independently with different weighting factors to the indoor environments (Song et.al, 2016). Related to the temperature and humidity, the thermal environment affects occupants' sensation of "warm" or "cool" and "humid" or "dry" and is considered to be the environmental factor to which the guests pay the most attention. Some hotels used energy intensive space conditioning systems to maintain the indoor air quality of the hotels. Space conditioning (heating, cooling and ventilation for the purpose of maintaining high standards of air quality and thermal comfort) typically consumes the highest amount of energy for the building (Ehsan, 2011). This will increase the cost of the hotel operation. To solve the problem, the houseplants can be used to improve and maintain a good indoor air quality of a hotel room. An indoor houseplant can act as a mechanism to improve the thermal parameter of the room such as temperature, relative humidity and air flow rate. Different species of the houseplants will give a different result to the parameter. Implanting the indoor houseplants into the hotel rooms can improve the indoor air quality and the health of the occupants without affecting the interior design of the hotel rooms. The specific research objectives are: 1) to determine the temperature, relative humidity and air flow rate for the standard hotel rooms with and without the indoor houseplants, 2) to develop correlation between the temperature and relative humidity for the standard hotel rooms to improve the indoor air quality using the indoor houseplants based on MS1525.

Originality/value: This paper highlighted the implementation of the indoor houseplants in improving the indoor air quality of the hotel rooms using the experimental study in perspective of the temperature and relative humidity by comparing with the Department of Safety and Health.

Research Methodology: The study was designed as the qualitative study using the experiment for data collection. The standard hotel rooms of UiTM Pulau Pinang have been chosen as the location of this study where one room was put the indoor houseplants and another one room as the control room. Eight numbers of the indoor houseplants were used in this study. For foliage species, the plants used were two numbers of Pothos and two numbers of Peace Lily while for succulent species the plants used were two numbers of Sansevieria and two numbers of Aloe Vera. These types of plants were chosen due to the availability, required low maintenance and ability to improve the indoor air quality. The temperature

reading was measured by using the Hydro-Thermometer and placed at 1.1m from the floor as stated on the ASHRAE guideline. Data measuring procedure was followed from ASHRAE 55-2004 and the reading was taken by using the Hydro-Thermometer for relative humidity. The Anemometer was used to measure the air flow rate. The data were measured three times in a day that are in the morning, afternoon and night.

Finding and Discussion: The data were analysed by plotting the relationship of each parameter respect to time. Based on the graph, both rooms failed to achieve the recommended temperature at 24°C to 26°C based on the Malaysian Standard MS1525. The average relative humidity of the variable room with the indoor houseplants achieved 63.3% and it is between MS1525 standard between 50% to 70%. The air flow rate showed zero m/s air circulation and it showed there was no natural air used in the design of the hotel room. Overall, it can be deduced that the indoor houseplants designed improved the indoor air quality of a standard hotel room with respect to the temperature. In the research, the indoor houseplants showed significant positive effects to the temperature and relative humidity of the hotel rooms except the air flow rate.

Research Implications: Theoretically this study develops correlation of the temperature and relative humidity using the indoor houseplants for the improvements of the indoor air quality. It extends the importance of the indoor houseplants in improving the ambience of the hotel rooms because the plants function to their purposes of absorbing the heat and increasing the indoor air humidity. The research findings were found suitable to be applied as a new guideline in the indoor air quality design and management for the hotel rooms in order to decrease the usage of electrical devices to improve the system. Furthermore, this approach is practical in maintenance due to the selection of the indoor houseplants needed in this application specifically which are easy to maintain. This study provides the implication to the Indoor Air Quality criteria in the Green Building Index to promote the sustainable design and application.

Research limitations: This study is applicable for the hotel rooms with windows due to the natural lighting from the sun that is needed for the photosynthesis process of the plants.

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ANALYSING HALAL INTEGRITY AND SUSTAINABILITY NEXUS IN AN EMERGING HALAL SUPPLY CHAIN ECOSYSTEM

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Keywords: halal integrity assurance, halal industry sustainability, critical zone in halal food

Research Background: Global demand for Halal food is growing. In 2020 a quarter of world food trade with a value of annual Halal food trade was about USD2 trillion (Shahbandeh, 2018). During the last few decades' research on Halal food began with the demand side of the market economy showing customer needs and satisfaction issues. Gradually researchers turned to the supply side of Halal food industry exploring Halal integrity issues which has revealed that transportation and transiting have higher risk than manufacturing while determining Halal integrity of Halal products (Mohamed et al., 2020).

Originality/value: This article discusses the issue of Halal integrity in Malaysia's Halal supply chain eco-system which is becoming a concern among Muslim consumers in the country (Majid & Shamsudin, 2020). In this article, some suggestions are presented to improve Halal integrity assurance. Implications for researchers and freight forwarding service providers are also highlighted.

Research Methodology: This article analyses the factors that lead to the issue of Halal integrity in the Halal supply chain eco-system based on the latest statistics, press releases, industrial reports, and recently published research articles. The discussion concludes with some recommendations for improvement from the perspective of freight forwarders.

Finding and Discussion: Halal supply chain eco-system along with all stakeholders' have emerged as a new freight service industry which is preferred by customers due to its perceived cleaner-safer and hygienic services (Nee et al., 2020). In the current COVID-19 pandemic context causing global GDP shrinkage and trade wars across countries will adversely impact Halal supply chain industry indicating the need for rethinking on efficiency, competitiveness and sustainability of this emerging industry. Halal supply chain services are eco-friendly, preferred by customers and produce higher gross social welfare, but those benefits come along with a higher production cost compared to ordinary supply chain services. Hence policy incentives besides other sustainability strategies would be necessary for growth considerations of Halal supply chain ecosystem.

Research Implications: This theoretical adaptation type of conceptual paper endeavors to analyze Halal integrity and sustainability nexus of freight forwarding services in an emerging Halal supply chain ecosystem. This article proposes practical measures, initiatives, and recommendations to establish Halal integrity assurance in Malaysia's Halal supply chain eco-system through operational efficiency and business competitiveness from the freight

forwarders' perspective. Once consumers in Malaysia are confident in Halal integrity practices among industry players in Malaysia, the sustainability of Malaysia Halal supply chain ecosystem can be ensured.

Research limitations: The discussion and recommendations offered in this article are analytical and conceptual based on the experience of the author who has extensive experience as one of the key management members in the freight forwarding industry.

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WORK-LIFE BALANCE IN THE HOTEL INDUSTRY: FRONTLINE EMPLOYEES' PERSPECTIVE

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Keywords: work-life balance, hotel industry, frontline employee

Research Background: Work-life balance is a significant subject in the hotel industry due to the challenging working environment. Often, hotel employees in the hotel industry experience inflexible working hours, no off-day on weekends, too much work demand, not enough training given, insufficiency and problematic customers' behaviour (Kumari, 2021). In addition to the disruptive work environment, hotel employees must also play family roles which stipulate separate areas of responsibilities. If not handled properly, career-family conflict can cause competition with one another in terms of not having enough time, emotional resources and physical energy, which can cause bad effects in both areas. Thus, it is crucial for the hotel organisations to ensure the hotel employees have the best possible quality of work life balance to be efficient and productive. Although previous studies have enriched the body of knowledge, scant studies have examined the issue from the hotel organisations frontline employees' perspectives. Moreover, existing studies have been limited to the developed western countries in which the findings might not be directly applicable to an eastern country such as Malaysia. Hence, the purpose of the study is to examine the determinants of the work-life balance among the frontline employees in the hotel industry.

Originality/value: The study investigates the work life balance of the frontline employees working in the hotel industry in Malaysia.

Research Methodology: This study employs a quantitative research design to achieve the stated research objective. A specific focus is given to the frontline employees who work in three-star hotels in Kuala Lumpur, Malaysia. Based on the self-administered survey, a total of 150 valid responses were collected from the ten most popular three-stars hotels in Bukit Bintang. Bukit Bintang was deemed appropriate for the research setting as the area is popular among the local and international tourists and has many hotels ranging from 3-star to 5-star. Before the actual field survey, a series of pre-test and pilot test were conducted to enhance the reliability and validity of the research survey instrument.

Finding and Discussion: A total of 150 respondents participated in the study in which 54 per cent is male and the remaining balance is female. Most of the respondents were young adults aged 20 – 25 years old (43.3%) and followed by 26 – 30 years old (37.3%). In terms of the convergent (Average Variance Explained between 0.805 – 0.744) and discriminant validity, the survey instrument showed satisfactory values that exceed the standard recommended values. Also, there was no issue with multicollinearity found in the study as the Variance Inflation Factor values are between 2.037 – 4.616. The results of the structural equation modelling analysis revealed that the management support, social support, flexible working hours and job autonomy have positive significant influences on the work-life balance. Among all the exogenous constructs, the management support has the strongest influence on the endogenous construct work life balance (t -value 4.441), followed by the social support (t -value

4.371), the flexible working hours (t -value 4.145) and the job autonomy (t -value 2.429). Altogether, the exogenous constructs explained a satisfactory 85.8% of the variance in the work life balance.

Research Implications: From theoretical point of view, this study highlights the important role of the management support as the most significant predictor of the work-life balance. Moreover, the findings can extend the understanding of the work-life balance in the hotel industry especially among the hotel frontlines in Malaysia. From managerial point of view, the insight is significant for the hotel operators to design a more conducive working environment for their frontline employees. This is important since the employee performance and retention is more likely to be dependent on their ability to balance between life and career.

Research limitations: Several limitations of the study should be for future research avenues. First, in terms of sampling, the study employed non-random sampling in which the findings might not be a representative of the whole target population (the frontline employee in 3-star hotels in Malaysia). Future research is encouraged to replicate the study using the bigger and random sample which might improve the generalisability of the findings. Second, although necessary precaution steps have been taken to prevent common method bias, the possibility of the response bias still exists since both the exogenous and endogenous constructs were answered by the same respondents. To avoid such issue, it is suggested for future research to have at least 2 minimum data collection sources. For example, the frontline employees may answer the questions pertaining to the exogenous constructs, while the endogenous constructs from the secondary data such as performance report/record. Finally, this study solely focused on the cognitive perception of the frontline hotel employees which might differ from their emotional states. This idea is inspired from a study by Yeh (2021) who found that frontline hotel employees' emotional intelligence can lead to a positive significant effect on the job involvement. Thus, it is interesting to see whether the similar finding can be found with the emotional-based constructs and work life balance.

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THE IMPACT OF COVID-19 PANDEMIC ON HOTEL SERVICE QUALITY AND CUSTOMER SATISFACTION IN PULAU PINANG, MALAYSIA

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Keywords: customer interaction, satisfaction, hotel, COVID-19, service quality

Research Background: The hotel industry is one of the hardest-hit industries by the COVID-19 pandemic. Since the outbreak started in December 2019, there were massive cancellations of hotel reservations due to global travel restrictions, resulting in billions of dollars in revenue losses. More than 170,000 room cancellations were recorded in Malaysia from 11th January to 16th March 2020, with nearly MYR69,000,000 losses (Foo et al., 2020). Various restriction orders implemented by the Malaysian Government (e.g., movement control order, conditional movement control order, recovery movement control order) have impacted the hotel industry. After more than one year, Malaysia is still fighting the pandemic. Hotels are considered an essential business and allowed to operate at certain limitations (e.g., only room service is permitted, other facilities such as gym and swimming pool remain closed) while adhering to the standard operating procedures and health protocols. The new procedures and protocols have affected how hotel employees serve their customers, influencing their experience at the hotel during the pandemic. Based on 160 online survey responses, this study found that safety and security, customer interaction, and waiting time significantly influenced customer satisfaction. Waiting time is the most influential factor influencing hotel service quality and customer satisfaction. Findings could assist hotel operators and employees improve their quality of service during and in the post-pandemic. Additional standard operating procedures and health protocols (e.g., temperature scanning, regular sanitizing of equipment, wearing face mask and shield, gloves, contactless, social distancing) have changed the way hoteliers deliver services to their customers. In addition to the existing hotel procedures, the required procedures by the National Security Council would affect the overall customer experience at the hotel, thus influencing their satisfaction. Hotels are unable to deliver the quality of service like before. Also, customers cannot utilize hotel facilities because most hotel facilities, such as gyms and swimming pools, are closed due to the outbreak. Service quality theory emphasized that customers would evaluate the quality of service received based on their expectations (Oliver, 1980). High quality reflects high employee performance, thus, exceeding customer expectations and satisfaction, and vice versa.

Research Purpose: This study aims to (a) examine the impact of the COVID-19 pandemic on hotel service quality and customer satisfaction and (b) identify the most influential factors affecting hotel service quality and customer satisfaction.

Originality/value: To the authors' knowledge, this is the only known study examining hotel service quality and customer satisfaction in Malaysia's contextual setting during the pandemic.

Research Methodology: A descriptive cross-sectional study was applied using a quantitative approach. An online questionnaire was developed measuring several determinants of service quality (i.e., accommodation infrastructures, room quality, front desk quality, food and

beverages quality, sociability, safety and security, employee attitudes and behaviors, employee expertise, customer interaction, waiting time) and customer satisfaction (Nunkoo et al., 2019). A Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree) is used for all sections. The questionnaire was conveniently shared and distributed via social media platforms (e.g., Facebook, WhatsApp, Telegram) from February to May 2021. Only customers who have experienced staying at any hotels in Pulau Pinang, Malaysia, during the pandemic period are eligible to participate in this study.

Finding and Discussion: The reliability scores range from 0.851 to 0.946, indicating high reliability. From 160 respondents who responded to the online questionnaire, nearly 60% are females. Most of the respondents are Malays (85%), and the majority of the respondents earned less than MYR4,850 (80.4%) per month. Based on the regression analysis, determinants of service quality explain 68.6% of the variance in customer satisfaction. Moreover, safety and security ($\beta = 0.149$), customer interaction ($\beta = 0.193$), and waiting time ($\beta = 0.401$) significantly influenced customer satisfaction. Waiting time was the most influential factor affecting hotel service quality and customer satisfaction, supporting previous studies highlighting the importance of reducing waiting time to increase customer satisfaction (De Vries et al., 2018).

Research Implications: Findings could extend the literature related to service quality and customer satisfaction while considering the immediate effects during the COVID-19 pandemic. Findings from this study could benefit the hotel operators and employees to improve the quality of service delivered to customers to boost customer satisfaction while staying at their hotels during the pandemic.

Research limitations: This study focused on hotels in the state of Pulau Pinang only, and the data was collected during the pandemic period. Therefore, future researchers should conduct a similar study examining service quality and customer satisfaction for hotels in other states in Malaysia. Also, future researchers should conduct a similar study in the post-pandemic period.

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THE PERSONAL FACTORS INFLUENCING CAREER CHOICE OF FINAL YEAR HOSPITALITY STUDENTS

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Keywords: personal factors, career choice, hospitality, quality of life

Research Background: The unemployment rate in Malaysia before the COVID-19 phase measures the number of people actively seeking a job as a percentage of the workforce. In September 2019, the unemployment rate in Malaysia stood at 3.3%, unchanged from the previous year's corresponding month (Department of Statistics Management, 2019). This situation is perhaps influenced by the fresh graduates who are not particular about changing job activity since they additionally are expected to contend with experienced laborers. Experienced workers keep changing their job, but organizations still prefer experienced workers more than fresh graduates. However, fresh graduates need to make wise career decisions in order to start their first job as a starting point of a future career in the industry. In providing the awareness to the undergraduate students to aim for their future career that suit to their personality without denial of the quality of life for their career advancement, thus this study aims to determine the personal factors influencing the choice of a hospitality career among final year hospitality bachelor students at UiTM Terengganu. There were several factors that affect the interest of career choices such as gender, parental influence, job (Serhan et al., 2016) opportunities and personal interest (Koech et al., 2016). As cited by (Korir, 2012) there are many factors that influence career decisions such as their interest, background, level of education, information and attitudes.

Originality/value: Students need to acquire knowledge, information, data and guidelines to make the right decision because career choices are one of the future achievements. Other than that, the career needs to suit their personality and interest, because it will help the students to develop deeper in their career activity (Ahmed et al., 2017). According to Serhan et al. (2016) students are not too fussy about choosing their career path but students in Malaysia will suffer from difficulty finding a job. This study focuses on personal factors such as interest, family tradition, grade attained and lifestyles (Korir, 2012).

Research Methodology: By focusing on the undergraduates as encouraging them to plan their career choice, the researchers distributed the questionnaire to 148 respondents by using an online questionnaire. The entire questionnaire has been distributed to the final year degree students of Hotel at UiTM Dungun, Terengganu.

Finding and Discussion: The result shows that the highest personal factor is the interest factors that influence the career choice among final year hospitality bachelor students at UiTM Terengganu. The highest mean score for these variables is at 4.3716 where respondents enjoy gaining knowledge and skills in the hospitality industry. The correlation test results showed that, there are 0.670 shows a moderate positive significant correlation between career choice and interest factor. In addition, it is agreed that there is a moderate positive relationship between career choice and interest factor. The result is also supported by other researchers

(Studies et al., 2013) stating that their research results are influenced by personal factors which is the interest factor for students because results show higher mean value than other factors.

Research Implications: The results of this research study enable to fill in the gap in the existing literature particularly within the personal factors and career choice. In addition, the findings from this study could embrace and strengthen the awareness to the undergraduate students to aim for their future career that suits their personality without compromising the quality of life for their career advancement. This study can give the real situation of undergraduate students and encourage students in choosing their career path. According to Shahzad, Zahra, & Ahmed (2014) students need to choose their career based on their interests and the demand of the economic environment. Besides that, it can help the counsellor in expanding their knowledge to explain the significance impact on their future study and career impact. For academicians, the study can change to the suitable syllabus that will help students in their working environment in the future. This study perhaps could help in preventing the students in choosing the wrong path of their future study and career in future. In improving the quality of life, this study may provide the findings of an in-depth view of the students in understanding the right path of aiming their further career in industry. Besides that, it can help counselors in expanding their knowledge in explaining the significant impact on their future study and career impact.

Research limitations: It is suggested for future research to expand the scope to other hospitality students and in the new norms of post COVID-19 phase.

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RELATIONSHIPS BETWEEN WORK-FAMILY CONFLICT AND JOB PERFORMANCE OF FIVE-STAR HOTELS IN BANGKOK

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Keywords: Work-family conflict, family-work conflict, time-based conflict, job performance, hotel industry

Research Background: The purpose of this research paper is to study the relationship between work and family conflict factors and the Job Performance of Front-line staff at Five Star Hotels in Bangkok, Thailand. Work-family conflict is a common problem faced by employees in all sectors of the economy especially in the hospitality industry due to the nature of the job that needs to be performed in an attempt to always satisfy hotel guests (Gamor, et al., 2018; O'Neill & Follmer, 2019). It is important to conduct this study because the responsibilities for multiple roles of the employees are more likely to experience inter-role or work-family conflict involving incompatible demands. Job performance as one of direct consequences of work-family conflict has been examined by several researchers, however this study aims to focus on job performance of the front-line employee working in the hospitality industry. (Aryee, 1992; Frone et AL., 1997; Yang & Hawkins, 2004; Ahmad, 2008).

Originality/value: By emphasizing the relationship of the work-family conflict factors to job performance, the study will be of great benefit to supervisors as they seek to effectively manage human resources and improve work-family balance of the front-line employees. The findings will also be beneficial to future studies.

Research Methodology: This study used descriptive statistics, correlation analysis to examine the relationships among the variables. This research methodology is a quantitative research method which collects questionnaires from 400 front-line staff of 22 five-star hotels in Bangkok then using the descriptive statistics. A correlational research design measures a relationship between two variables to test three hypotheses. The occurrence of work-family conflict has been linked to three factors: work-related, time-related, and family-related factors (Burke, 2004; Punyasiri, 2008; O'Neill & Follmer, 2019). The concept is that WFC can be characterized as time-related (time devoted to work detracts from participation in the family domain and vice versa). Time-based conflict occurs when the time demands associated with one role restrict the amount of time that can be devoted to the other role, inhibiting one's performance in the latter role (Greenhaus, et al., 1985).

Finding and Discussion: The findings indicate that the correlation between Work-Family Conflict Factors was significant and positive among front-line employees of five-star hotels in Bangkok. The research results revealed that respondents ranged in age from 26-30 years, and 291(72.8%) were female while 109 (27.2%) were male. There were 156 (39%) working at the front desk, Reservation (20.2%), Hall Porter (15.7%), Cashier (10.6%), Reception (11%), and Telephone operator (3.5%). Work-family conflict factor shows the elements of hotel workload, work overload, tension from work, teamwork, and supervisor support, with a mean of 4.04 ($SD = 0.863$). The employee experiences family-work conflict at the highest level (4.07, $SD = 0.840$), which consists of the family demand, family interfered, my home life interfered with work, including stress. Lastly, Time-based conflict factor concerns on the flexible-

schedule arrangement, working-hour, time management, technology help, and time conflict found as the lowest mean at 3.63 ($SD = 0.715$). The employee performance includes accuracy of work, the efficiency of work, quality of work, and the achievement of work goal found with a mean of 3.99 level. However, the results of the study show there are positive relations between the three sets of work-family conflict, family-work family, time-based conflict, and the employee's performance at a five-star hotel in Bangkok, Thailand.

Research Implications: This study proposed a theoretical model of Work-family conflict, the model is composed of three important constructs: firstly, the work-family conflict, Family-work conflict, and time-based conflict related to the performance of individual and work-outcome. Hotels should help front-line employees to effectively manage the work-family factors through technology to help reduce the time and energy they must devote to a certain role.

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THE IMPACT OF SOCIAL MEDIA INFLUENCERS HAVE ON THE IRISH OUTBOUND MARKET

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Keywords: Social media influencers, Irish outbound market

Research Background: This research aims to discover the impact that Irish social media influencers have on the Irish consumer when deciding where to travel abroad. It also aims to research whether a certain age group is more influenced by social media and these influencers. The objectives of this study explore and investigate the impact of social media influencers on the Irish consumer, which age group is most impacted as well as finding out what platform is most successful and used within the tourism industry. These objectives when compiled together clearly showcase the result. In order to achieve the research aim, the following objectives have been identified:

1. To investigate whether social media influencers have an effect on the tourist's decision-making process.
2. To carry out research in order to investigate whether certain age groups are affected by social media and social media influencers.
3. To investigate which platform is the most popular social media platform when it comes to advertising tourism related products or services for both the consumer and the business.
4. To investigate which factors social media and influencers can have an effect on, for example, tourist destinations, hotels, attractions and modes of transport.

Originality/value: There has been limited research undertaken in relation to the impact that social media influencers can have on consumers' decision-making process when deciding where to travel abroad. The rise in social media influencers has increased greatly in recent years, these influencers are often used as a marketing tool for brands and businesses especially for product endorsement. There has been a limited number of influencers that have worked with tourism related products or services as of yet, but tourism organisations are beginning to see the impact that they can have on the consumer, thus resulting in them choosing to use influencers as a marketing tool and in their marketing campaigns. However, there is little to no research in relation to the impact that these influencers have on the Irish consumers' decision-making process.

Research Methodology: Primary research was conducted in order to obtain real-time data that was used to discover the impact that social media and Irish social media influencers have on the Irish consumer. This data was collected through an online surveys and interviews. This data gave a clear and concise view of what Irish people and industries think about these subjects. Secondary research was conducted in order to investigate existing data relating to the effect that influencers have on the Irish consumers' decision-making process and on the tourism industry. It was also used to investigate various social media platforms and to discover which age group uses what platform most. The information surrounding the impact that influencers have on the Irish consumer was limited but a compilation of information from general data sources surrounding social media, influencers and the tourism industry built the basis for this study.

Finding and Discussion: From the research gathered, it is clear that the Irish economy relies heavily on the tourism industry. It is also clear that social media is used as a way in which people can communicate as well as a form of marketing for social media influencers. There were some dominant social media platforms discovered, especially when it is related to generation Z. From this research it is clear that there are many factors that influence a tourist's destination choice, but there is no doubt that social media influencers can have a great impact in this decision. From the evidence gathered, it is clear that there is a lack of literature in relation to the impact that Irish social media influencers have on Irish consumers when deciding where to travel abroad.

Research Implications: Within the secondary research, the author found that in 2015, the amount of time measured for each person on social media per day was 109 minutes. In 2019 it was measured at 153 minutes. This is a big increase in just four years, but it is not surprising as the use of social media has become more popular in recent years. As stated in the literature review, according to Temblador, 36.5% of social media users have said to use social media pages and influencers for travel advice and tips as well as using it as a platform to share their personal experiences. There is evidence to show that 49% of people who shop online depend on the advice given by social media influencers that they follow when making a purchase (Mohsin, 2020). The second objective was to investigate whether particular age groups were more affected by social media and social media influencers. When conducting the primary research, the author asked the survey respondents, 'what age bracket are you within?'. 68.21% of respondents said that they were between the ages of 18-24 which was the majority of individuals who took part in the survey. This age group is known as generation Z. Generation Z are the newest generation, they are currently between the age of 8-23 years old (Kasasa, 2020). It was discovered that Instagram, YouTube and Snapchat are the most popular social media platforms for generation Z. This finding should be shared with the tourism agents so that they can fully utilise these platforms in order to create more business. Overall, it was discovered that Irish consumers are influenced to a certain degree in regard to the travelling. The age, gender, price of tourism attraction or destination are all contributing factors that play a role in the influence of Irish consumers.

Research limitations: There were certain limitations that occurred while completing this study. Due to the COVID-19 pandemic, the response rate of participants asked to complete an interview were quite low. These interviews had to be completed through online video calls or completed by the participants and sent back through email, as face-to-face interviews were not an option. The results are considered viable within the context of those who participated in the study.

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WHY DO PEOPLE USE TOURISM MOBILE APPS?

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Keywords: Tourism mobile apps, time, money, convenience, technological self-efficacy

Research Background: This study aims to determine the effects of perceived advantages (time-saving, money-saving and convenience) and technological self-efficacy on behaviour of using the tourism mobile applications (apps).

Originality/value: Given the expanding importance and market potentials of the tourism mobile apps (Dickinson et al., 2014), this study offers valuable empirical evidence about the determinants of the tourism mobile apps usage reasons.

Research Methodology: Based on the theoretical background and literature (Wong & Law, 2005; Huang et al., 2014; Hossain & Prybutok, 2008; Balapour et al., 2019) the following hypotheses were established.

H₁: Time-saving positively influences the behaviour of using the tourism mobile apps.

H₂: Money-saving positively influences the behaviour of using the tourism mobile apps.

H₃: Convenience positively influences the behaviour of using the tourism mobile apps.

H₄: Technological self-efficacy positively influences the behaviour of using the tourism mobile apps.

In order to assess the overall measurement quality and test the hypothesised relationships, a two-step approach (Anderson & Gerbing, 1988) was applied. In the first step, confirmatory factor analysis (CFA) was employed to test the validity of the measurement scales. Then, the dataset was analysed using structural equation modelling based on the partial least squares (PLS) method to investigate the relationships hypothesised in the model proposed. The online survey was conducted with 213 adult participants. The sample size is over 100 and has more than 10 observations for each variable, so the sample has an appropriate size for analysis using PLS (Barrett, 2007). The sample size is greater than many studies used (Hair et al., 2012).

Finding and Discussion: PLS-SEM technique was performed to test the four hypotheses. The structural model affirmed the significant relationships between variables except for H₂. Money-saving does not have a significant influence on behaviour. This finding can be interpreted as people do not use the tourism mobile apps to save money. The statistical results provide empirical confirmation for the acceptance of the first hypothesis, with a significant positive effect of time-saving on behaviour of using the tourism mobile apps (0.335, $p < 0.01$). This variable has the greatest effect on behaviour of using the tourism mobile apps. According to the present study, time-saving is a key determinant of the tourism mobile apps usage. Besides, convenience (0.293, $p < 0.01$) and technological self-efficacy (0.201, $p < 0.01$) have a significant positive impact on behaviour. In addition, according to R-square, 56% of the tourism mobile apps usage is explained by the perceived advantages and technological self-efficacy.

Research Implications: This study attempts to contribute theoretically to understand the determinants of tourism mobile apps through the perceived advantages and technological self-efficacy. To do so, a conceptual model was developed based on the literature. The model was tested with the path analysis created within the scope of structural equation modelling. The results of the study offer valuable empirical evidence to both the tourism mobile apps developers and tourism researchers. The present research offers some practical implications for the industry. According to the study findings, time-saving has the highest coefficient when the tourism mobile apps usage is the dependent variable. However, money-saving does not affect using the tourism mobile apps. Consumers might place more value on time than money. Thus, the tourism mobile apps developers should try to improve the applications' design and optimise the opening speed of the applications. Convenience is also another determinant of the tourism mobile apps usage so technical failures should be reduced to the minimum as much as possible in order to avoid disrupting users.

Research limitations: The present research offers some practical implications for the industry. According to the study findings, time-saving has the highest coefficient when the tourism mobile apps usage is the dependent variable. However, money-saving does not affect using the tourism mobile apps. Consumers might place more value on time than money. Thus, the tourism mobile apps developers should try to improve the applications' design and optimise the opening speed of the applications. Convenience is also another determinant of the tourism mobile apps usage so technical failures should be reduced to the minimum as much as possible in order to avoid disrupting users.

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FOOD SERVICE DELIVERY DURING MCO: A STUDY OF CUSTOMER SATISFACTION AMONG STUDENTS IN UNIVERSITI TEKNOLOGI MARA CAWANGAN PULAU PINANG.

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Keywords: food delivery apps, purchase intention, food delivery, consumer attitude

Research Background: Because of the ease, cost and variety of cuisines offered; the distribution of food service through online food industry has evolved at an unprecedented rate all over the world (Dsouza & Sharma, 2020). In this pandemic, Movement Control Order (MCO) has been provided by the government for citizens to obey which one of the significant services has been food distribution. The MCO has helped to raise customer awareness and acceptance of online food delivery services (Lim, 2020). However, with the advent of the Online to Offline (O2O) era, the rise of various food delivery platforms not only provides consumers with more choices, but also allows restaurant operators to reach more potential consumers and increase their additional revenue, thus making rooms for research to be done in accessing factors affecting satisfaction level among customers.

Originality/value: This paper will fill the gap in providing students' point of view in relation to factors affecting satisfaction level namely loyalty, price, hygiene and quality when using online food delivery services. Hence, this paper will help food delivery platform operators to identify the key factors that drive customers to use their services in order to formulate effective management strategies and create greater business opportunities for their organizations.

Research Methodology: This study was carried out using quantitative research involving the construction of questionnaire derived from a collection of previous researchers' findings related to loyalty, price, hygiene and quality. Questionnaires were distributed to students residing in Universiti Teknologi Mara Cawangan Pulau Pinang campus and outside campus during the MCO using purposive sampling via online mediums such as WhatsApp, Facebook, Email, and Telegram. Results from the data collection were tabulated and concluded.

Finding and Discussion: It can be concluded that the changing of the business model into the food service delivery system has yet to be discussed by research. It also showed that there is a positive relationship between food quality and satisfaction behavioral intentions. In addition, loyalty would give satisfaction to customers to buy more and accept the service that they receive from the business. Price; on the other hand; would be an important precedent for the satisfaction of customers as they rely on price because it is an extrinsic quality signal. Thus, it could show that price has a big effect on customers' loyalty in the service industry.

Research Implications: This study will be able to highlight students' point of view when it comes to online food purchase & delivery service thus giving better insight to restaurant operators on things to anticipate when dealing with students' population as target respondent. This is also crucial as during the situation of pandemic such as the current MCO; most restaurants opt for take-outs and delivery options. Therefore, this research is hoped to provide a bit of data in helping restaurateurs to have better understanding towards the student's

market while using the delivery service provided by either the delivery service operators or in-house delivery service. In practical terms, this study will provide a better understanding and knowledge of the factors that normally affect customers' satisfaction towards food delivery service especially students. All individuals who are concerned about food delivery service may also benefit from the knowledge and findings of this study not only restaurant owner but also to the third-party service, provider, worker and consumer who received the service. As this research focuses on the students' satisfaction of online delivery purchases made using few options of delivery apps available; it will help to provide an input for future purchases made through the food delivery service and others who would like to experience the online food delivery service. As for the service provider; they may use this research as their metric to provide the client with better experience and service.

Research limitations: This study focused on the Universiti Teknologi Mara Cawangan Pulau Pinang students residing in campus and outside campus during MCO that uses the online food delivery apps to order food.

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THE IMPACT OF INSTAGRAM INFLUENCERS ON CONSUMER BUYING BEHAVIOR

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Keywords: Instagram, social influencer, followers, consumer buying behavior

Research Background: Instagram influencers have become popular among the public today, making them an intermediary with its customers for organizations, businesses, or industries while also making money from the success of Instagram influencers. Instagram has become the visual marketing platform of choice for everyone, from start-ups to huge global brands alike (Walker, 2015). This trend of social media influencers has gone through all social media platforms at present. Day by day, the number of social media influencers worldwide continues to grow. Influencers of social media have a good relationship in demonstrating customer mood and intention of purchasing (Lim, 2017). As an influencer, their efforts have increased sales and benefits for the business, organizations, and related sectors. Influencer advertisements are the second most successful marketing technique (Audrezet, 2020). Consumers are more likely to respond positively to a trustworthy message delivered by the influencer (Childers, 2019). However, the study on the impact of Instagram Influencer on consumer buying behavior in Malaysia is sparse. To identify the impact of Instagram influencer on consumer behavior, this study examined the relationship of social influence and number of followers of Instagram influencer on the consumer buying behavior. Social influence affects consumer behavior as social influence plays a part in buying decisions (Chew, 2014). Having more followers raises the chance, for the most part through higher popularity perceptions and, for a small part, because these higher popularity perceptions lead people to give the influencer more opinion leadership (Veirman, 2017).

Originality/value: The study focused on Malaysian Instagram users aged 20 years old and above. This is because the highest user of Instagram in Malaysia is ranging from 25 years old to 34 years old (Napeleon, 2020).

Research Methodology: In this study, purposive sampling was used. Instagram users aged 20 years old and above were the sample of this research. A questionnaire survey was used to collect the data through social media with a total of 217 valid respondents. To test the hypotheses, Pearson correlation coefficient was used to identify the relationship of social influence and number of followers of Instagram Influencer on consumer buying behavior.

Finding and Discussion: There is a strong tendency that Instagram influencers give an impact on consumer buying behavior. The findings indicate that the social influence has significantly correlated with consumer buying behavior. Social influence plays a part in buying decisions, with informational influence having a greater effect than normative influence (Chew, 2014). The creativity of the Instagram influencer doing their content in their profile will make the consumer attracted to them. Content presentation is about how well the videography, or the photography was involved, as it shows professionalism (Vaibhavi, 2018). The number of followers also has significantly correlated to the consumer buying behavior. A high number of followers may thus lead to higher perceptions of popularity, and subsequently higher likeability (Veirman, 2017). The number of followers affect the likeability of a product or services

promoted by the Instagram Influencer. Moreover, the consumer will like the product or services through the Instagram influencer who has many followers. It can be concluded that the content and likeability of products of Instagram influencers does give an impact to the consumer buying behavior.

Research Implications: The study can be an additional reference to other researchers on literature of Instagram influencer. This finding also contributes to the literature in the context of consumer buying behavior in social media. The findings of the study can give numerous benefits and effects on the business industry through the marketing field. The marketer in a company can develop its marketing strategy to entice the consumer to buy or consume their product and services. Other than that, this study provides additional information to the business industry through the marketing field on Instagram influencer that has been recognized as the influencer marketer in the social media. Therefore, the marketer can use an Instagram influencer as their marketing strategy to promote or sell their product and connect with their consumer. The findings of this study can help both the Instagram influencer and the marketer to plan and conduct the strategy to attract and persuade consumers to buy and consume their product and services. Moreover, the findings of this study exposed the opportunities of Instagram users who have many followers to participate in being an influencer and earn benefits from it. The existing influencer can improve their strategy to attract the consumer to be their followers and visit the profile. Furthermore, the findings of the study can motivate and attract Instagram users to be an influencer and generate income from the social media activities.

Research limitations: The scope of the study only focused on Instagram influencers and Instagram users. The study also has limitations where the number of respondents is mostly from the age ranging from 20 to 30 years old, of which this age is mostly exhale with social media and their behavior is mostly similar to other ages. For future studies, other researchers can use this study as their reference to improve the findings on the impact of Instagram influencers on consumer buying behavior. Other mediums of social media such as Tik Tok and You Tube can be used as a scope of study of influencers on social media. Furthermore, future studies can dig into the consumer buying behavior of different ranges of age on Instagram.

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THE IMPORTANCE OF INTERNET AS A MARKETING MEDIUM AND THE FACTORS AFFECTING VISITORS' CHOICE OF DESTINATION IN KOTA KINABALU SABAH

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Keywords: social media, factors affecting visitor's choices, internet, channel of marketing

Research Background: The evolution of the internet has been phenomenal in recent years. The internet enables the tourism industry to expand and transfer data, allowing the business to increase its turnover ratio, and is the most effective way to establish direct relationships with customers (Xiang & Gretzel, 2010; Milano et al., 2011). This research seeks to discover why so few companies have fully embraced the internet as a new tool for conducting web transactions. This research aims to identify the importance of the internet as a conduit of marketing for tourism activities and the factors affecting visitors' choice of destinations using internet platforms in Kota Kinabalu, Sabah.

Originality/value: This research would create further awareness and understanding to the industry since it aims to explain the importance of the internet as a marketing tool for tourism activities and the factors that affect visitors' choice of destination using internet platforms. This research would provide invaluable input to government agencies, community institutions, and tourism providers. The input could give some insights to government agencies in making decisions on tourism-related aspects, grounds for educators, students and researchers to embark on research and knowledge sharing and strategies for tourism providers in attracting potential clients to utilise their products and services.

Research Methodology: The data were gathered from 381 visitors in Kota kinabalu using the Convenience Sampling Technique The questionnaires were distributed via social media. The data gathered were analysed quantitatively using descriptive statistics.

Finding and Discussion: The results show that the use of the internet is very important among visitors. It helps visitors to find more information via the internet and can help the visitors prepare plans in advance before travelling or visiting to their destinations. The results also show that there are some factors affecting the visitors' choices of destination, which are photographers affecting the attention of browsers, the force of viral marketing, individual dreams and simple websites. These findings indicate that travelers searched for data to help them make better decisions when it comes to choosing a vacation destination. The internet and social media have changed the way tourism knowledge spreads and have become the most popular source of information especially video-based websites, photo-based websites, audio podcasts, internet radio, social networks and mobile social sharing which have a greater advantage in media attention to attract more people.

Research Implications: From the result of this study, it can be deduced that most visitors would use internet platforms when searching for travel information that can help them to make decisions on selecting holiday destinations. Not only that, by using the internet platforms,

visitors can plan their vacation within their budget and gain some information about their chosen destinations. This study reveals the importance of the internet as a marketing medium in assisting visitors to make smarter decisions when it comes to choosing a vacation destination. With the development of the internet and social media, tourism perception has invariably changed with it becoming the most common and popular source of information. Different forms of consumer-generated content, such as travel blogs, social networking, widgets, virtual worlds, photo sharing websites, personal broadcasting media and microblogs would provide an endless palette of choices to the visitors.

Research limitations: One of the challenges is collecting data due to the COVID-19 pandemic. Apart from that, the research conducted may not be considered reasonably comprehensive as only limited respondents participated in the study. Ideally the number of respondents could be larger by expanding the location of the sample so that the pool of data could be generalized. This is crucial as to obtain in-depth information on the value of the internet as a marketing medium for tourism activities. Tourism providers use online channels to advertise their products and services through various media sites such as Facebook, Twitter, and Instagram, and they also can generate good video content on a fairly regular basis and consider creating a YouTube presence.

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A CASE STUDY OF CONSUMERS' ATTITUDE TOWARDS ONLINE FOOD DELIVERY PROVIDERS DURING MOVEMENT CONTROL ORDER

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Keywords: online food delivery, purchase intention, COVID-19, consumer attitude

Research Background: A recent increase in cashless transactions has become prevalent in the Malaysian market due to the pandemic and movement control order standard operating procedure enforcement for social distancing. Although there are a lot of studies that have been carried out to investigate consumers' attitude towards food delivery service, this study is unique as the time frame for the data collection was carried out during the Malaysian national movement control order. This study aims to investigate the changes in consumer's attitudes during lockdown and the findings application are not limited to comparison for future studies only but can be used in predicting future shifts in population and trends in Malaysia.

Originality/value: This study will provide a rare opportunity to investigate consumer's attitudes towards delivery services when consumers are experiencing constraints in terms of movement, threat of pandemic and work from home situation. Hence, the findings will offer a glimpse of how attitude, a component that is often very and constantly can be affected by the surrounding and macro environment. This paper also will help the industry players planning their marketing strategy as well as helping new market entrance players' decision making whether it is an ingenious choice to invest in such a business.

Research Methodology: This study will be carried out using quantitative research involving the construction of statistical models. Questionnaires will be distributed all over Malaysia using purposive sampling via online mediums such as WhatsApp, Facebook, email, and telegram. This study will analyse the framework adapted from Kimes (2011) work namely the relationship between convenience, perceived control, technology anxiety, need of interaction and satisfaction towards intention to use online delivery services.

Finding and Discussion: Based on previous literature review, it can be concluded that the use of smartphones has increased the convenience among consumers in performing online ordering. The convenience of accessing online food delivery services through their smartphones could have motivated older generations to adopt online delivery services. Thus, it is expected that technology anxiety among older generations is fewer and they can change from traditional food purchase to online purchase. In addition, consumer satisfaction will lead to the intention to use online food delivery services. The food delivery platform operators should consider developing products and services according to the segmentation to maximize customer satisfaction since the rapid growth of online food ordering may lead to new entrants of market players and intense competition. Furthermore, people with need of interaction may require the food delivery apps to provide ease of use and service recovery as soon as possible. The development of artificial intelligence (AI) and social service robot technologies may help service delivery cater to this issue.

Research Implications: This research will help to extend the body of knowledge concerning online service delivery business and its profiling segment. Since this market is believed to grow exponentially especially during movement control orders that restricted restaurant dine-in, understanding future market profiling is crucial. Thus, this study will help current and future market players in designing their services and marketing programs by providing them with market segment profile and their needs. According to a report from Statista.com (n.d.), revenue is expected to show an annual growth rate (CAGR 2021-2024) of 15.39%, resulting in a projected market volume of US\$410m by 2024. In addition, the online food delivery segment is expected to show a revenue growth of 20.1% in 2022. The findings of this study will help online food delivery providers to ensure the continuity of their services even after the post COVID-19 pandemic by identifying what factor to be improved in satisfying their current customers as well as their potential customers. Moreover, this paper will help policy makers to identify what consumers want towards online food delivery service providers and ensure both parties have a win-win situation. The emergence of online food delivery services will change people's lifestyles since online food delivery services will reduce their time in preparing food and the hassle to queue up during buying of food or even raw ingredients under the movement control order situation. The expected result of the need for interaction, convenience and control over online ordering will encourage online food delivery providers to increase their service in terms of trust and ease of use of their services. For instance, they should make sure their customers know what time they will receive their orders. Food delivery providers may develop communication through artificial intelligence (AI) to ease their services and this will change future lifestyles.

Research limitations: This study will focus on the users of online food delivery providers only. Thus, future studies should include both non-users and users in generalizing the results. This is due to some locations or areas not reachable for online food delivery providers and the services are limited or had fewer choices and offering. Other than that, the non-users are believed to be people with technology anxiety. They are reluctant to use online food delivery applications and future studies should be done to analyse the factors that contribute to the high usage of online food delivery applications.

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THE UTILIZATION OF SOCIAL MEDIA AS LEARNING MEDIA FOR STUDENTS OF PRE-SERVICE TEACHER EDUCATION IN THE PANDEMIC OF COVID-19

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Keywords: social media, pre-service teacher education, COVID-19

Research Background: The study aims to: 1) identify the types of social media used in the learning of pre-service teacher education's students, 2) identify the supporting and inhibiting factors in the use of social media in online learning for pre-service teacher education's students, and 3) describe students' responses on the use of social media in online learning.

Originality/value: social media, despite all its shortcomings, is very supportive of learning for prospective teachers in the vocational field, especially in the new normal period because it fits its role in supporting learning anywhere and anytime.

Research Methodology: This is a descriptive analysis research. The number of respondents was 360 students from the Bachelors of Fashion Education study program of Universitas Negeri Surabaya. Data collection was carried out in the year 2020/2021. Method of data collection was online questionnaires and the results were analyzed by descriptive analysis.

Finding and Discussion: The results of the study stated: 1) social media used in learning for pre-service teacher education's students: WhatsApp (100%), Youtube (80%), Pinterest (50%), Instagram (30%), and Facebook (20%); 2) the advantages of social media include it is able to facilitate text messages, audio and video calls, group chats, share photos, videos, audio, and documents and ensure user security, whereas the disadvantages are the internet network and sufficient electricity needed, which is certainly difficult for users in remote areas that are not covered by these facilities, the high cost of providing internet access, hardware that functions well and the ability of user. 3) Students' response to the use of social media in terms of the ease of use and speed of access, 40% is very good, 30% is good, 25% is sufficient and 5% is not good. The clarity aspect of 70% is very good, 25% is good and 5% not good. The economic aspect received a response of 65% good, 25% enough and 10% not good. The aspect of hardware support is 70% good, 20% is sufficient and 10% is not good.

Research Implications: This research proves the theory about the function and role of social media which is able to become an effective and efficient learning media. On a practical level, it is time for students and lecturers to use social media to optimize learning, including skill improvement. People are already familiar with social media. Therefore, its use in learning will be more supportive because it is already familiar to them.

Research limitations: This research is still limited to the scope of education for prospective teachers in the field of fashion in one area of Indonesia, hence it is very possible to expand it to other areas.

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A STUDY ON CONSUMERS' KNOWLEDGE, ATTITUDE AND PERCEPTION TOWARDS FOOD SAFETY AND PURCHASE INTENTION OF ONLINE HOME-BASED FOOD PRODUCTS

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Keywords: food safety, online food, knowledge, attitude, purchase intention

Research Background: Movement Control Order (MCO) in Malaysia has shown the rise of online home-based food products business. One of the major drawbacks of home-based food products is due to the lack of face-to-face interaction with the seller, producers and consumers. Thus, consumers are unable to evaluate the products wholly as they do not have access to the production site. Therefore, decision making is based entirely on trust and previous consumers' review towards the end product. Hence, with this unusual arrangement, consumers' rights in making decisions based on the restaurant cleanliness, safety and hygiene is no longer an option. Buying food online has a significant effect on local consumers when for instance, 99 individuals have been confirmed to seek medical attention for symptoms of food poisoning and some have been hospitalised for foam pudding bought online (The Star, 2020). Thus, the purpose of this study is to investigate the consumers' level of knowledge, attitude and perception towards food safety affecting consumers' intention to purchase online home-based food products.

Originality/value: This research would explore how consumer knowledge, attitudes and perceptions (KAP) of food safety influence consumers' intention to purchase home-based food products. It would fill the gap of recent studies where there is limited literature on home-based food provider safety issues in Malaysia.

Research Methodology: The respondents for this study are the people who buy online home-based food products in Kelantan. This study was conducted in Kelantan because based on the survey conducted by Malaysia-Traveller.com, it is shown that Kelantan was in first place with high numbers of food poisoning cases. The study selects the population from a specific web-based group to study the level of consumers' knowledge, attitudes and perception of food safety and the intention to purchase online food products. Snowball effect sampling was used in this study because the population for this study is difficult to locate. All responses were collected by distributing a questionnaire survey via online Google Form which received 138 respondents. This number was decided using sampling power analysis. Correlation analysis was conducted to determine the strength of the linear correlation between variables. All data were analysed using Statistical Package for Social Science (SPSS) Version 21.

Finding and Discussion: Consumers' knowledge was found to have a moderate positive relationship with purchase intention, followed by strong positive correlation between consumers' attitude and purchase intention. This is similar to consumers' perception which had a moderate positive relationship with purchase intention. Since this study was conducted during the MCO period, the demographic analysis data found out that the biggest group having the intention of buying online home-based food products are working women. This data may

come as a result that they have to work from home, and they have less time in terms of preparing food.

Research Implications: This study concluded that knowledge, attitude and perception are the factors influencing consumer purchase intention towards home-based food products. Other than that, it also can be concluded that the perception is based on their past experience, family members or friend's views. Thus, this study is believed to help in enhancing the current body of knowledge in terms of behaviour intention. This study helps online home-based food product providers to emphasize the quality and hygiene of food provided to consumers. From the findings, it can be concluded that consumers are very concerned towards hygiene and in normal face to face setting this is one of the factors that will be observed by consumers before making any purchase. In addition, there is a need for the regulations and legislation for home-based online food providers to abide by, as well as local authorities should monitor this business to ensure that no food safety issues arise in the future. The results from this study proved that consumers are seeking good quality food and are aware about getting good food for their family. Moreover, the increasing numbers of home-based online businesses are mainly triggered by the pandemic, but if cases of food safety keep on rising, consumers will lose their confidence toward this business in the future. Hence, it is crucial for the home-based online business to ensure that such incidents will be avoided in the future.

Research limitations: Depending on the large number of inputs inherent to this study; it would certainly provide better results in terms of performance, accuracy and time if the next research study on the influence of social media as mediator towards online purchase intention. This research only focuses on the KAP model; hence the findings are only limited on explaining this phenomenon. Therefore, future research should integrate other models and perhaps focus on looking at the barriers of practice.

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BOOSTING HOTEL VISIT INTENTION THROUGH INSTAGRAM: THE INTERPLAY BETWEEN TRUST AND NARRATIVE TRANSPORTATION

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Keywords: social media marketing, trust, visit intention

Research Background: To recover from the COVID-19 pandemic, the tourism industry needs to implement newer tools and strategies to maximise the effectiveness of their marketing initiatives. Narrative transportation is a phenomenon through which a consumer's engagement with story content can stimulate self-referencing and elevate brand consistent attitudes, beliefs and intentions (Escalas, 2007; Van Laer, Edson Escalas, Ludwig, & Van Den Hende, 2019). The aim of this paper is to assess the psychological mechanism underlying consumer decision making in the luxury hospitality sector; specifically, by focussing on factors related to individual traits for narrative processing, brand content related elements, online trust, social capital and hotel visit intention.

Originality/value: Existing literature reveals that scant attention has been allocated to assess the effect of trust on purchase intention in relation to the hospitality industry (Huang, Shao, & Wang, 2013; Ladhari & Michaud, 2015). Moreover, the interplay between narrative transportation and trust in the social media context for luxury brand marketing has not been assessed before. Since trust is related to online engagement and behavioural intentions (Chan & Ngai, 2011), this paper adapts the narrative transportation theory and introduces aspects related to online trust in an integrated framework. This paper is one of the first few studies to examine the theory of narrative transportation in the Malaysian luxury hospitality context. Findings may bear practical implications for luxury hospitality players through insights for curating digital marketing campaigns that can enhance trust and behavioural intention.

Research Methodology: Data was collected through an online survey. A total of 205 responses were collected, of which 191 were usable. The proposed model had been tested through the partial least squares structural equations modelling approach.

Finding and Discussion: Results indicated that transportability and imagery fluency had an impact on narrative transportation. Furthermore, need for affect, transportability, comprehension fluency and imagery fluency had an effect on trust in social network services. In addition, the relationship between narrative transportation and trust was significant and positive. Narrative transportation and trust had an impact on hotel visit intention. However, no significant relationship existed between social interaction and visit intention. Narrative transportation acted as a mediator for transportability and imagery fluency in respect to visit intention. Furthermore, trust mediated the effect of comprehension fluency on social interaction and visit intention, in addition to the effects of transportability on visit intention and social interaction.

Research Implications: The relationship between trust and narrative transportation is underexplored in current literature. Through the model, this study attempts to extend the

theory of narrative transportation by integrating variables related to online trust and social capital. Empirical results from this study contribute to literature in the digital marketing and luxury hospitality research domains. Social media managers and brand marketers need to allocate resources to effectively design message content and features which enhance persuasion through narrative transportation (Huang, Ha, & Kim, 2018). Since imagery fluency and transportability impact this mechanism, marketers can ensure that the content is easily understood and relatable, whilst also acknowledging that those with higher individual levels of transportability comprise of the ideal consumer segment for targeted luxury brand communication. Findings can support hospitality players to effectively communicate brand messages online and prioritise initiatives that enhance trust, for boosting local tourism. Despite being the third largest contributor to national revenue (Hirschmann, 2020), the local tourism industry has endured losses over MYR70 million up until Q3 2020. The resultant effects of the covid-19 pandemic are business closures, retrenchments, and threat to livelihoods. As a recovery measure, the Prime Minister's department has urged academicians to conduct research that can aid the implementation of government agenda in health, security, and tourism for national growth (Bernama, 2020). The findings from this study attempt to contribute by assisting local hospitality players to enhance the quality and effectiveness of their social media marketing campaigns; to enhance visit intention and in-turn boost overall revenue from the tourism sector.

Research limitations: The limited sample size may affect generalizability of the results. Findings may be specific to the luxury hospitality sector. It is unknown if these results can apply to other luxury industry segments. Future research may consider conducting experiments to validate these findings and gain deeper insight into the luxury digital marketing phenomenon. Future studies may also consider assessing the impact of other potential antecedents related to social capital and online engagement, and further contribute to the narrative transportation theory.

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THE TRANSITION PROCESS OF MALAGA: BECOMING A SMART DESTINATION

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Keywords: smart tourism, smart destination, accessibility, mobility, Malaga

Research Background: This research was conducted in order to figure out how Malaga, which has been awarded the European Capital of Smart Tourism 2020, has achieved the smart destination transformation process. Therefore, it was aimed to define the essential steps to transform destinations into a smart destination and to design a successful roadmap on the basis of Malaga case.

Originality/value: Although smart destination has been become popular topic day by day, almost all the studies are created to introduce the approach with secondary data. There are still only limited researches conducted by primary data on a real smart destination case (Kim et. al., 2017; Liberato et. al., 2018; Vecchio et. al., 2018; Ivars - Baidal et. al., 2021). Furthermore, Malaga is a quite good example to understand the importance of smart destination approach since the city has achieved to become an attractive and popular destination for both tourists and residents through the successful steps especially on mobility, culture, accessibility, and technology although the city had no value and was not preferred as a tourism center until about twenty years ago (Malaga Municipality, 2020).

Research Methodology: The research was designed based on a qualitative research and face to face interview technique to collect data directly and in detail (Yildirim and Simsek, 2011) on a new concept; smart destination. Based on the literature review and the sights of the academicians, specialized on both smart destination and qualitative research, the semi structured questions were created. The research population was identified as the people who live in Malaga for many years and have involved in the advancements of smart destination implementations in Malaga. Malaga was visited between 10.02.2020 and 16.02.2020. The participants were chosen from the different sectors (public and private sectors; and university) to assess different experiences on smart destination by snowball sampling of purposeful sampling methods. The optimum sample size was determined as 14 based on theoretical sampling as the findings were begun to repeat (Yildirim and Simsek, 2011; Guba and Lincoln, 1982). The interviewed data, supported by document analysis and the observations in Malaga, was transcribed, systemically coded and split themes by content analysis. As a result, the research findings were interpreted.

Finding and Discussion: Most of the participants highlighted that Malaga had no touristic value until 15 – 20 years ago while a few participants stated that Malaga was a transit city only used to other Costa De Sol cities and oriented only towards sea, sand and sun tourism in the past. Based on the participants, the most effective reason behind the successful smart destination transformation of Malaga is the awareness of local government. As a result of that, the necessary strategies have been planned and developed; the cooperation among all stakeholders has been enhanced and also the structure of Malaga municipality has been strongly improved. The all statements show that the importance has been given to infrastructural changes as well as accessibility and mobility are the most developed features

of Malaga with a quite successful accessible urban structure, very advanced public transportation, interconnected public transport network, improved pedestrian roads and eco-friendly solutions. The advanced technological infrastructure with the establishment of Parque Tecnológico de Andalucía (PTA) and increasing cultural and social activities especially with nearly 40 museums opened are the other significant concrete advancements in last 20 years. The interviews show that the tourism infrastructure of Malaga have been developed through improved accommodation, travel agencies, tours as well as the strategic developments as promotions, destination branding, becoming a cultural destination etc.

Research Implications: Since this study was one of the limited studies conducted by primary data on smart destination topic, it will make a significant contribution to the literature. At the same time, this research provides a chance to assess the harmony between theoretical knowledge and practical implementations on smart destination. Based on the real implementations of Malaga, this research is offering a comprehensive road map to the destinations who aim to become a smart destination, a smart city or even just a successful tourism centre. Moreover; local governments, cities and countries are going to be able to see the importance of smart destination approach on quality of life, economic development, tourism and environment.

Research limitations: The research was not applied to tourists and the local people, directly having smart destination experience since they cannot have adequate knowledge on smart destination, a quite new concept worldwide, now. After the concept has become more widespread, further research can be conducted for residents and tourists. Moreover, it is recommended to assess other smart destinations, especially focusing on different smart destination components from accessibility and mobility since this research was limited to Malaga. Finally, it might be beneficial to assess Malaga again after a certain time in order to explore the advancements in the city.

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A SCOPING REVIEW OF BLOCKCHAIN TECHNOLOGY IN SMART TOURISM RESEARCH PUBLICATIONS: EVIDENCE OF SCOPUS DATABASE

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Keywords: blockchain technology, tourism, smart tourism, scoping review

Research Background: Although blockchain technology has been widely discussed in many areas, the direction of research and evidence related to smart tourism is still unclear to reflect this latest network-based technology. To narrow this gap, this study attempts to explore recent research publication work regarding the blockchain context in the tourism management literature in the Scopus database. Using the scoping review approach suggested by Arksey and O'Malley, the result until May 2021 revealed only eleven (11) papers have been published in the database. The purpose of this scoping review was to provide a map of the research development, the routes of research concern topics and some potential research opportunities. The results indicate that there are many conceptual documents versus empirical documents, particularly in the tourism management field, and that they are still in the early stages of the publication trend. The results of the data analysis were highlighted and discussed. Blockchain Technology (BCT) was claimed as having the potential to significantly reshape the tourism industry into a smart industry (i.e., smart tourism). Despite the emerging technological phenomenon used in smart tourism (see Bastidas-Manzano et al., 2021; Buhalis & Leung, 2018; Cai et al., 2019), there has been little research on BCT in Smart-Tourism (ST) specifically those which involve the extent of its discipline direction, the most research streams and efforts. Understanding the studies on how Blockchain technology is applied to the ST domain is significant because it may reflect on the big picture that can clarify the current scope, characteristics, and potential of interest of research. Therefore, this study seeks to fill this gap by investigating the existing academic publications in smart tourism related to the BCT context based on the Scopus database until May 2021.

Originality/value: Although only 11 articles were found, a rising interest could be observed in this area of concern because bibliometric information showed a certain increase of research publications until 2021. Nonetheless, it can still be perceived that research publications on this area were still inadequate and warrant more future studies to initiate a new context of smart tourism in BCT perspectives.

Research Methodology: The data in this study were extracted on 15 of May 2021 using the keywords applied to search related article publications from the Scopus database. Since this study is only concerned with publications related to BCT, the search string of "blockchain technology" was further refined to exclude other publications that were not connected with the Smart Tourism segmented area. This study also validated the search strings by conducting an email survey on 30 experts identified as respondents who can verify relevant keywords regarding BCT in Tourism (see Abdullah et al., 2017; Chabowski et al., 2013). Based on the high selection of votes among the experts, the keywords "smart tourism" and "smart tourism

destination" were finalised. Furthermore, to ensure other publications would not be overlooked and qualified for reviews, this study also searched Google Scholar for highly cited publications (i.e., 100 or more citations). Again, the results of the search were identical. This procedure was consistent with the work proposed by West and Bogers in 2014.

Finding and Discussion: Based on the selection procedures of the scoping review, only eleven (11) publications papers were found related to BCT in the ST context, and many of these papers were conceptual. It was observed that these papers were still at the initial stage in the tourism management literature. Commonly, all these papers attempted to highlight the key characteristics of BCT and made propositions related to the smart tourism/destination/city framework. With some exceptions, this has led to the perception that the focus of these papers shared the same context, particularly in enhancing tourism experience, rewarding sustainable behaviour, ensuring benefits for local communities, and reducing privacy concerns. Based on these findings, it can also be perceived that there seems to be limited interest in the tourism researcher community in generating knowledge, mostly in the tourism management domain. However, this study found several considerable research efforts in the computer science field that actively focused on infrastructure issues, security, data integrity, network size, BCT platform, and application in this area of concern.

Research Implications: The results of the scoping review may reflect on the importance of articles in the literature reviews and provide some insights on the research landscape in BCT. Besides, it is also expected that this finding would influence them to bring more attention to research publications and theoretical development of BCT from tourism management perspectives. This study can be valuable references to researchers who are planning to initiate studies and understand BCT-related research publications in the ST context. Besides, it can also indirectly provide some insights to researchers, policymakers, research directors and administrators on the scope of research publications in this area.

Research limitations: This study only considered the Scopus database to analyse the research publications in BCT in the ST context and could restrict some good relevant articles which have not been indexed. The keywords used in the search were not exhaustive, although great care was taken to include the most relevant terms by emailing 30 experts to validate the search. It is possible that some papers did not appear in the result due to the use of different terms such as distributed ledger technology instead of "Blockchain".

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WHY e-SPORTS? AN EXTENDED TECHNOLOGY ACCEPTANCE MODEL ON GAMERS' INTENTION

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Keywords: eSports, competitive video game, video gamers, gratification, service mechanisms

Research Background: eSports is a form of organised video game competition which is facilitated by human-computer interfaces. Currently, eSports in Malaysia does not grow as flourish as developed countries. It has been proposed that the privacy issue and internet connectivity have slowed down the growth of local eSports development (InMyArea, 2019; Shin & Shin, 2011). In addition, some perceived gaming activity as an unhealthy activity that would cause mental and physical health problems (Xiung, 2018). With these identified issues, this study aims to examine the influence of service mechanisms and gratification, by adopting technology acceptance model, on gamers' intention to participate in eSports.

Originality/value: Studies on video gaming is not a new topic, but most of the discussions are focused on the viewership or the entertainment value of video gaming. This research focuses on providing the best explanations for the intention of video gamers in eSports participation in Malaysia.

Research Methodology: This study employed a quantitative method that applies a descriptive research design to validate the relationship between the variables. The data collection (N=453) was done on the university or college students who are exposed to video games activity. Partial Least Square – Structural Equation Modelling (PLS-SEM) is used to analyse and evaluate the measurement and the structural model.

Finding and Discussion: The results indicated that all the hypotheses were supported. Service mechanisms and gratification were positively associated with attitude, which in turn affect the intention of gamers to participate in eSports. Attitude was positively mediated between service mechanisms, gratification and intention.

Research Implications: The finding of this study is able to provide further understanding regarding the behavioural intention of gamers towards eSports. It is confirmed that service mechanisms and gratification are the effective determinants of gamers' participation intention in eSports. This result is useful for future researchers to conduct other video gaming or eSports related studies. The findings concluded that by extending the theoretical concept of TAM, studies related to eSports participation intention can be further employed to new contexts of studies. This study provides an insight on how to create effective marketing strategy for eSports practitioners. The findings demonstrate that new services and gaming contexts should be user-centered to create more meaningful and better gaming experience. Hence, it is suggested that further improvement and strategies is needed by the eSport organisers as well as policy makers to improve the performance of video gaming facilities. By understanding the factors that could strongly motivate the gamers and the enhancement of the eSports segment,

the study could lead to the increase of job opportunities and higher degree of eSports acceptance among the local gaming community.

Research limitations: Quantitative method was employed to explain the proposed conceptual framework. It is suggested that future scholars may use both qualitative and quantitative methods in examining other eSports related research so that more accurate and useful information will be generated.

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THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS EVENTS TOURISM WEBSITES

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Keywords: sports tourism websites, perceived value, usage intention, personal characteristics, motivational factors

Research Background: Even though, there are plenty of researches in relation to the Internet have been conducted throughout the globe, there remains a shortage of knowledge pertaining to the moderating effects on the propensity of using the sports event tourism websites, particularly on the customer-perceived value and intention to use. This study was designed using the Sport Website Acceptance Model (SWAM) framework to investigate the customer-perceived value and intention to use sports events tourism websites.

Originality/value: Four components of perceived value which extracted from the factor analysis are accessibility, flexibility, interactivity and reliability. In addition, the Uses and Gratifications Theory (UGT) was adopted in this study to investigate consumers' motivation, attitude and intention of using the Internet as online communication and website marketing channel from a media perspective.

Research Methodology: This is a quantitative non-experimental research design. The survey method was utilized in this study. The survey method is the technique of gathering data by asking questions to targeted respondents who are thought to have desired information. Therefore, a formal list of questionnaires is prepared. In this study, a self-administered questionnaire adapted from a standardized questionnaire based on literature review was developed for this study. A sample of the study comprised of 530 (315 males and 215 females) individual tourists participated in three selected sports events conducted in Malaysia in 2013. A probability sampling technique was applied to select these respondents.

Finding and Discussion: Results of regression analysis show that there was a significant relationship between customer-perceived value and intention to use. The stepwise multiple regression analyses indicate that amongst four variables of personal characteristic (age, gender, education, and income) only income did not moderate the relationship between customer-perceived value and intention to use. The result also indicates only 14.8 percent of the total variance of the intention to use was explained by customer-perceived value, entertainment gratification, informativeness gratification, the combination of customer-perceived value and entertainment gratification as well as the combination of customer-perceived value and informativeness gratification.

Research Implications: Initially, the Sport Website Acceptance Model (SWAM) was developed based on the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975 cited in Ibrahim, 2014). This theory was then extended by Davis (1989; Davis, Bagozzi and Warshaw, 1989 cited in Ibrahim 2014). These researchers introduced the Theory of

Acceptance Model (TAM). It explores what variables influence participation in this innovative form of sports events tourism website. This study focused on sports tourist's personal characteristics and motivational factors. It extends knowledge of consumer behaviour particularly related to sports tourists on propensity to use sports events tourism websites. On the other hand, the UGT was utilized to extend knowledge on sports tourists' behaviour and propensity to use sports events tourism websites both on entertainment gratification and informative gratification. This research provides a good understanding towards sports tourists' personal characteristics as well as their motivational factors to allow organizations to be more specific in developing their websites. Hence, it strengthens organization marketing strategies. In addition, it provides an analytical tool sport website sponsor in determining particular website's user that includes personal characteristics including consumer preferences of enjoyment and easiness to use the website. The research findings would be practical and useful for sports tourism organizations in providing a distinctive sports tourism websites on how to market their products and/or services more effectively.

Research limitations: Reaching the sample/respondent of the study since they were chosen from three different sports events throughout the country. Contemporary and future research must include concepts such as interactivity, hypertextuality and asynchronicity. Future researcher should be able to explore other variables that mediated online communication and marketing via the Internet/websites.

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THE MEDIATING EFFECT OF SPORTS TOURISTS' SATISFACTION IN THE RELATIONSHIP BETWEEN MOTIVATION AND REVISIT INTENTION

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Keywords: sport tourism, motivations, satisfaction, revisit intention

Research Background: Sports tourism is a growing industry within the tourism sector. Studies have shown that tourists' intrinsic and extrinsic motivation towards the destination positively impact their attitudes and reactions to tourism within the destination. This research examined the motivations, satisfaction, and revisiting of sport tourist's attendance at Batu Ferringhi. Specifically, it focused on intrinsic motivation (enjoyment, personal feeling, and physical pleasure) and extrinsic motivation (reward and appearance). This study investigates the motivation factors that influence sport tourists to visit Batu Feringghi, Penang, Malaysia. It focused on sports tourism, as it could positively impact tourism industry development toward tourist behavioural intentions. Furthermore, this serves as a marketing strategy to win over tourists by providing exciting water sports experiences to encourage visitors and revisit intention, which is seen as a primary concern of tourist destinations (Chuang, Chen & Chen, 2018; Chen & Chen 2010).

Originality/value: This study mainly aims to investigate the motivation factors that influence sport tourists to visit Batu Feringghi, Penang, Malaysia. Marketing strategies will seek to develop effective and appealing tourism marketing strategies to arouse prospective tourists' concerns and inspire visitors to visit a destination (Katsikari et al., 2020). It is believed that sporting activities have the potential to attract more international tourists as well as improve the destination's popularity. Due to the various motives, each of the visitors may have several requirements that should be acknowledged by the event organizer.

Research Methodology: This research used descriptive and quantitative study design. The questionnaire was adapted from the Participation Motivation Questionnaire (PMQ) by Gill, Gross, and Huddleston (1983) and underlying items of satisfaction and revisit intention by Shonk & Chelladurai (2009). The target population of this study was tourists who attended Batu Ferringhi, Penang, Malaysia, in 2019. The sampling frame was drawn from sports tourists who experienced water sport activities actively or passively.

Finding and Discussion: Before assessing the mediation effect, sports tourist satisfaction, concerning the overall motivations and revisit, was tested. The first condition indicates that motivation significantly correlated with sports tourist satisfaction ($\beta = .631$; $p = 0.000$). The second condition is that motivation should be positively related to revisiting intention ($\beta = .578$; $p = 0.000$). The third condition is that sports tourist satisfaction should have a significant relationship with revisit intention ($\beta = .624$; $p = 0.000$), which was significant in this study. For the mediation effect, it was observed that the effect of motivation on revisit intention decreased ($\beta = 0.307$) when sports tourists' satisfaction was included in the analysis. Thus, partial mediation was supported because motivation influenced revisit intention when sports tourists'

satisfaction was accounted for. The finding implied that sport tourists' satisfaction was more apt (likely) to increase as the motivation increased. Furthermore, the findings also proved that motivation directly contributes to sports tourist satisfaction, enhancing the tourist's intent to revisit the destination at a future date.

Research Implications: The results of this study support theorizing on the visitor motivation theory, thereby examining the underlying psychological reasons of sports tourist revisit intention. The information collected from this study will help sports marketers, tourism management, and media develop effective strategies to increase participation among sport tourists. Sports tourism is one of the important contributions to the economy as it could improve destination image and attract a flow of visitors.

Research limitations: The respondents in the present study were limited to sports tourists who attended Batu Ferringhi, Penang, Malaysia, only. Therefore, comparing the present research outcomes with other sports tourism destination is an opportunity for further analysis.

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SUSTAINABLE TOURISM ENVIRONMENTAL PILLARS IN IRELAND GREEN HOTELS

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Keywords: sustainable tourism, green hotels, Ireland, environmental pillars

Research Background: Global international travel and tourism industry are undeniably accountable for the major share of greenhouse gas emissions which is intensifying the climate change crisis. This research investigates the global and national environmental pillar of sustainable tourism of green hotels in Ireland from the perspective of green hoteliers' personal conceptualisations of sustainable tourism. Concurrently, it seeks to reveal their attitudes, behaviours and experiences toward sustainable tourism. It is hoped that a comprehensive study into the theory, behaviours and practices from primary and secondary research perspectives will provide a small-scale depiction of sustainable tourism within the tourism sector. Five research objectives have been identified in order to meet the requirements in fulfilling the aim.

1. To understand the concept of sustainability in the hotel industry.
2. To understand the key policies and theory underpinning Green Hotels from a sustainable tourism perspective.
3. To understand the process and difficulties of transitioning to a Green Hotel.
4. To reveal the advantages and disadvantages of Green Hotels.
5. To establish if there is an environmental sustainability scale operating within hotels.

Originality/value: By evaluating the academic works of experts within the field of sustainability, the concept of sustainable tourism is analysed considerably from macro and micro scale perspectives. Various green practices are executed by the participants despite the challenges they encounter. Insufficient support, incentives and financial funding from the government are some of the challenging factors outlined by participants. The concluding analysis reveals that there is a broad and varied understanding of sustainable tourism among the participants and as a consequence sustainable practice within these hotels differ significantly. Yet each of the hotels examined is defined a "Green Hotel". It is evident that the concept of sustainability is not adequately analysed or adopted within the Irish tourism industry. To successfully achieve a holistic (sustainable tourism) approach substantial measures should be executed. Adequate direction and support at governmental level is a prerequisite for the successful implementation of sustainable tourism in Ireland. Tourism providers must be enforced to operate in a more sustainable manner and should be held accountable for the negative impact they have on the environment.

Research Methodology: Semi-structured interviews were conducted with numerous hoteliers nationwide, which allowed an in-depth investigation of how sustainability is truly embraced by hoteliers in Ireland. The empirical findings highlight that all participants had broad understanding of sustainability and acknowledged the many advantages of implementing sustainable practices.

Finding and Discussion: From the gathered data, it was clear that the Irish economy relies heavily on tourism and social media is used for communication as well as a means of promotion for social media influencers. There were some dominant social media platforms used especially by generation Z. From this research it is clear that there are many factors that influence a tourist's destination choice, but there is no doubt that social media influencers can greatly impact this decision. From the evidence gathered, it is clear that there is a lack of literature on the impact of social media influencers on Irish consumers when deciding where to travel abroad.

Research Implications: According to the UNWTO (2020), sustainable tourism "takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Despite there being a clear definition of sustainable tourism from the UNWTO, the general understanding of sustainable tourism from the participants did not correlate and was somewhat dissimilar. The participants within the interview process focused on individual elements of sustainable tourism as opposed to it as a whole. When asked about their understanding of sustainable tourism, no participant mentioned the three pillars of sustainable tourism: economic, social and environmental. Even though the birth of sustainable tourism derived from a climate change concern (Buckley, 2012) no participant referred to the climate change crisis throughout the interview process. The study highlighted however, that hoteliers hold a widely varying understanding of the definition of sustainable tourism. They were more likely to view sustainable tourism in terms of how they implemented sustainable practices in their hotels as opposed to the broader understanding of it. From this small-scale study, it is possible to conclude that cohesive thinking and action at systemic and local level is fundamental in order to heighten the understanding and implementation of sustainable tourism practices. Consequently, further research and development in the field of ST is highly recommended as much of the most recent research is outdated. While it is recognized that hotels cannot fight the climate change crisis alone, enforcing sufficient mandatory measures could significantly reduce the impact hotels have on the environment.

Research limitations: Shipman (2014) emphasizes that 'limitations of social research arise from the power of research to convince' and it is dependent on a promise among peers. In this investigation, it is acknowledged that there were limitations in undertaking this research.

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ECONOMIC SUSTAINABILITY IN SAFARI TOURISM IN SOUTH EAST ASIA: THE CASE OF MINNERIYA NATIONAL PARK SRI LANKA

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Keywords: safari tourism, economic sustainability, business model, Minneriya National Park

Research Background: Long-term economic sustainability became an issue for the wildlife tour operators in Sri Lanka since the beginning of the industry (Jeremy et al., 2017). Revenue and survival pressure are getting increased for them as they were lacking a proper business model (Senevirathna et al., 2013). The business model of these operators was not focusing on any other tourist except international tourists. Due to pandemic pressure, no arrivals of international tourists led these operators to a crisis more in deeper in economic sustainability (Ranasinghe, 2021). Therefore, the purpose of this paper is to drive these operators in Sri Lanka to economic sustainability to have a long-term survival with their service delivery. The research aims to develop long-term survival recommendations through a business model redevelopment to the safari operators in Sri Lanka as an option to look forward in long term.

Originality/value: Safari Tourism in Sri Lanka is a key selling factor for Sri Lanka tourism. Findings of the paper driving them to the long-term survival, particularly the extent to which safari tourism is creating value and delivering value to the customer sustainably. Therefore, the value of this paper is consideration about the existing status of the safari tour operators and redeveloping their business models to drive them to economic sustainability.

Research Methodology: This paper is a case study for Minneriya National Park in Sri Lanka. The qualitative exploratory study was used for this case study. The methodology of the paper was structured around a literature review of academic publications, case studies, and other publications related to wildlife tourism in Sri Lanka. Qualitative data set through an interview guide were collected. Respondent was selected from the Minneriya National Park wildlife tour operators' association and one of the most experienced tour providers. The interview guide was prepared using the key model of this paper that is the business model canvas. Later, coding was applied to derive the emerging themes and patterns to redevelop the recommended business model. The theoretical scope of this research is Business Model Canvas and the nine elements in the model. Business Model Canvas by its definition is a rationale on how to create value, how to deliver those values, and how to capture those values (Osterwalder and Pigneur, 2010). Business Model Canvas by Osterwalder and Pigneur was an alternative to the traditional business models which the firms were adopting (Osterwalder, 2013). As mentioned by Osterwalder and Pigneur (2010), combined implementation of the nine essential elements in the Business Model Canvas will be leading to the achievement of the company's aims and objectives. Therefore, the recommended solution was developed based on this concept.

Finding and Discussion: Drawing the research in Minneriya National Park and with the case study operator reveals the way in how to operate safari tourism to economic sustainability. The data set was analysed using the nine elements in the business model canvas. With the coding,

five major themes were identified that emerged from the data set. Finally, those five major themes along with the elements in the canvas were applied to the proposed business model. Themes were reviewed with the business model canvas. The proposed business model was further explained with the implementation advice with the willingness to implementation of those elements.

Research Implications: Sustainability is all about the long-term survival of business operations. As mentioned by Tyrrell et al. (2013), sustainability includes environmentally, socially, and economically. These should work together with any firm to drive to long-term survival. This long-term economic sustainability should impact society and the environment positively. Economic sustainability refers to the continued success in the business operations over long-term objectives. In other words, it is how a business stays in a business for the long term. All the activities that are performing for economic sustainability should be indefinite for sustainability. Economic sustainability is covering up the financial aspects of the business, how the business is impacting the social, and other environmental elements. In order to manage these, Osterwalder and Pigneur (2010) suggested the business model canvas as the structured process of implementing the business. However, this canvas is a generalized version. A proper contextualization is needed to apply to the subdomains of economic sustainability. The outcome of the research is an advancement for the concept of business model canvas with the integration of value creation for long-term economic sustainability. Findings of the paper suggest a change of the existing business model. The proposed model will be able to secure the revenue of the operators while satisfying the customer. The service delivery process needs to be more customer-focused and diversified service delivery should be adopted in order to achieve the mentioned practical implications. Furthermore, rather than focusing only on international tourists, attention to other segments should be there to secure the revenue benefits. This can be achieved with enhanced networking and stakeholder relationships. Wildlife tourism operators were not focussing on economic sustainability during the time they were experiencing the hype in tourism in Sri Lanka. With the recommendations from this research, operators will be able to drive their business to economic sustainability. This will help them to survive in any particular market situation while serving a range of niche markets. The recommended model could be tested with other national parks to be implemented as a public policy. Finally, though the paper is focusing on economic sustainability and providing guidelines to achieve economic sustainability, operators will be able to gain job security as a social implication of this.

Research limitations: As for the limitations of the study, this paper is considering economic sustainability as the most important element to long-term survival and implement the initiatives for social and environmental sustainability. This study also focused to measure the awareness of the economic sustainability that can drive to long-term survival. Finally, the study is limiting to the Minneriya National Park as the most preferred and highly visited national park in Sri Lanka. It is suggested to apply the findings of this research to the other main national parks in Sri Lanka to measure the practical implications.

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EVALUATION ON HORSESHOE CRAB CONSERVATION PROGRAM POTENTIAL IN MALAYSIA

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Keywords: ecotourism potential, community participation, conservation, horseshoe crab

Research Background: Horseshoe crab populations are declining worldwide. The population of the coastal horseshoe crab, *Tachypleus gigas* is particularly declining in Malaysia due to high demand for exotic food, either for local consumption or export. The species, which was once commonly found on the beaches of Terengganu, has now become very scarce. The horseshoe crab's survival and growth are dependent on its ability to reproduce. In some areas where horseshoe crab still thrives in Terengganu, efforts are carried out to increase spawning and hatching for conservation purpose. Through tourism activity, such a conservation program is seen as saving the species from extinction. However, to understand the local people and resources, ecotourism potential must be evaluated before any tourism activities formation. To establish an ecotourism program that will last, effective stakeholder's cooperation is needed. Ecotourism activity is one of the environmentally responsible travels to natural places and has become a tool for environmental conservation. However, mass tourism's expeditious growth has degraded the biodiversity of natural environments and withers flora and fauna (Sriakarim and Lee, 2018). Despite that, it benefits the environment, society, culture and economy of attraction areas and local communities (Osman et al., 2018). Furthermore, ecotourism provides as an educational vehicle that makes travellers value their natural and cultural heritage. However, many ecotourism developments fail due to the lack of a proper assessment (Lonn et al., 2018). Therefore, an assessment of tourism potential is necessary for tourist attraction development (Yan et al., 2017). Hence the objectives of this study to explore a set of features and determine the interrelationships among the ecotourism features and categorize the criteria for evaluating ecotourism, particularly for horseshoe crab conservation.

Originality/value: This study is aimed to provide a model that decision-makers can use to recognize the contributing relationships among the features to promote ecotourism performance in Malaysia. This study will use five insightful attributes; the value of attractions, facility management, environmental concerns, ecotourism activities and community participation. These attributes play a role in the expansion of ecotourism potential.

Research Methodology: In order to understand the local people and resources, adopting research by Tseng et al., (2019), this study will evaluate ecotourism potential on horseshoe crab conservation program using fuzzy DEMATEL in order to identify ecotourism's causal attributes. This study analyses the interrelationships of attributes and assesses them using linguistics preferences (Tseng et al., 2018, Wu et al., 2017). Fuzzy set theory is used to solve problems related to human judgment ambiguity in an uncertain environment. DEMATEL is used to construct and identify the structure of causal relationships.

Finding and Discussion: This paper discusses the value of attraction, facility management, environmental problems, ecotourism activities, and community participation in Malaysia's horseshoe crab conservation program.

Research Implications: This study aims to present causal aspects of ecotourism potential where the results can address the theoretical issues related to 5 insightful attributes; the value of attractions, facility management, environmental concerns, ecotourism activities and community participation. These attributes play a role in the expansion of ecotourism potential. It is aimed that the contribution of this study includes (1) providing a set of attributes through a qualitative information assessment, (2) proposing a hybrid method to address the interrelationships among the attributes using linguistics preferences, and (3) presenting an interrelated causal model to developed theoretical insights and providing criteria for industry practices. The high potential of ecotourism leads to environmental conservation and the wellbeing of local communities that have a high interest in conserving horseshoe crab inhabitants.

Research limitations: Due to pandemics and the current situation in handling Covid-19, the challenges in conducting a face-to-face data collection are foreseen. The field survey needs to be improvised to online data collection where it highly depends on the internet availability among the respondents' area.

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THE RESILIENCE OF SABAH TOUR GUIDES AGAINST THE IMPACTS OF COVID-19

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Keywords: tour guide, COVID-19, tourist, resilient

Research Background: Tourism in Sabah before the COVID-19 pandemic was steadily increasing with the state ranked among the top ones in terms of tourist arrivals (Tourism Malaysia, 2020). The pandemic has not only affected economies, livelihoods, and opportunities across all continents, but also every aspect of industry's vast value chain. Sabah Tourism Board 2020 statistics revealed the state experienced a -76.7% decrease in tourist arrivals which negatively impacted most travel agencies due to booking cancellations and full refunds to customers (New Straits Times, 2020). To survive, most of these agencies had to reduce the number of employees, and tour guides were among those who had to be the first to go (The Star, 2021). This is due to the fact that borders are closed, so there are no international visitors coming in for vacation. Additionally, domestic travellers go for vacations with their family members which do not require the services of licenced tourist guides. This study was carried out to investigate the impact of COVID-19 on local tour guides in Sabah and to identify the factors that contribute to their resilience in facing the current pandemic situation.

Originality/value: The study adds to the literature on tourism human capital by focusing on the factors that make local tour guides' resilience as part of the community in the tourism industry. This study would benefit tourism stakeholders and the government by providing useful data and an information plan for disaster management alternatives to address human resource issues. Furthermore, it serves as a platform for tourism investors to plan for the industry's preparation for potential natural disaster impacts and how to mitigate them wisely in the future.

Research Methodology: The study employed electronically administered questionnaires that include both closed-ended questions and a short essay. The respondents were tour guides who were working and affiliated with the Sabah Tour Guide Association (STGA) and the Sabah Native Registered Tourist Guide Association (SNRTGA). Out of 200 questionnaires only 170 questionnaires were returned and analysed using SPSS.

Finding and Discussion: The objective of this study was to investigate the effects of COVID-19 on local tour guides and factors that make them resilient to the impact of COVID-19. The findings showed that the COVID-19 outbreak impacted local tour guides in such a way that more than half of the respondents lost their income as tour guides and had to work on their own to survive throughout the pandemic period. Another finding of this study showed that the majority of respondents were requested to take unpaid leave, some were terminated, and the remainder were left with no income as a result of COVID-19. The second half of the data, on the other hand, revealed that the majority of these tour guides were not affected by COVID-19 impact. They gave positive feedback as the majority of them made full use of the government

stimulus package while looking for other ways to supplement their income, which had been severely impacted by the pandemic. According to Seville (2008), resilience is a process of any individual who demonstrates progress in their behaviour after experiencing severe problems. Majority of these respondents said they were eager to initiate self-learning by venturing into new business, willing to learn new skills by doing different jobs and willing to take risks by doing so. Being resilient obviously allowed these tour guides to prosper despite adversity because of their positive mind-sets and emotional dimensions.

Research Implications: The findings of this study will be beneficial to the literature on resilience in the face of any event that influences the entire world. The findings of this study will benefit any tour operator in better managing their human capital while planning for future events like COVID-19 pandemic, which will have a huge impact on everyone who works in the sector. While tour guides are an important asset to tourism, it is critical to identify other means or alternative plans for their requirements as the tourism industry is one of the most fragile in the world.

Research limitations: The study only looks at the resilience of tour guides who are working and affiliated with the two tour guide associations in Kota Kinabalu, Sabah while there are many others who do freelance guiding, and many other tour guides in other states in Malaysia who are also severely affected by the COVID-19 pandemic, it would be beneficial if future research included these guides. Furthermore, the problem could also be investigated from the perspective of Disaster Management and Natural Disasters.

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CUSTOMER RETENTION AT FIVE-STAR HOTEL IN PENANG: THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION

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Keywords: service quality, customer satisfaction, customer retention

Research Background: Recently, business performance of every industry all over the world has been hit by a catastrophe that is unprecedented and devastated all business sectors, especially the hospitality industry. Yet, there is no justification for the global disruption resulting from the COVID-19 pandemic. This pandemic, even after the removal of travel bans and area lockdowns, has the potential to create far-reaching impacts on the industry (Kaushal & Srivastava, 2021). The hotel industry was devastated by lockdowns and travel restrictions all over the world. Malaysia has imposed a national lockdown since March and it is still enforced on an on-and-off basis corresponding to the number of cases nationwide. The challenges posed by COVID-19 affect almost every aspect of activities in a hotel, from room occupancy to staffing plans as well as the provision of food and beverages. The impact can cause problems, and this provides a disappointing experience to hotel customers who visit the hotel during an outbreak. Many researchers argued that in order to improve their competitive edge over other accommodation businesses, hoteliers must offer high service quality to every service-related sector to achieve customer satisfaction (Mensah & Mensah, 2018; Puri & Singh, 2018; Shah et al., 2018). This research seeks to examine how far a customer's overall experience is affected by a pandemic through service quality dimension among customers who had stayed at a five-star hotel in Penang, especially during the COVID-19 pandemic.

Originality/value: This study provides a major contribution in that it highlights the potential to examine a massively under-researched area of customer satisfaction and service quality during/post COVID-19. The respondent of this research is an individual who has stayed at a five-star hotel in Penang.

Research Methodology: This study plans to use a quantitative research design, which is in accordance with the constructivist viewpoint. The current study collects data using an online survey method based on purposive sampling. The unit of analysis for the present study is the individual domestic tourist who has stayed at a five-star hotel in Penang during or post COVID-19 pandemic. The respondents must be any domestic tourists since the government only allows tourists to travel within a country.

Finding and Discussion: This research will yield an individual from the age of 20-50 years old and above, local tourists who travel in Penang during or post COVID-19. The findings of this study will provide support for all direct and indirect relationships between service quality and customer satisfaction of five-star hotels in Penang. The results indicate that customer satisfaction mediates the relationship between service quality and customer retention, and it supports the relationship between service quality and customer satisfaction. Furthermore, it indicated that service quality might affect the customer satisfaction and retention and the five-star hotels striving to improve customer satisfaction and service quality by prioritizing the five significant dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy.

Research Implications: This study will add to the body of information in the hospitality field related to the relationship between service quality and customer happiness. In other words, knowledge supplied by customers will be used to benefit them in future research, thus adding value to the next researcher. The service quality section can be used to categorise these values. The results could help a hotel sector organization provide its guest when the pandemic is over. By investigating this relationship, new techniques and methods for detecting and identifying service quality vulnerabilities may also be developed, as well as an effective method for developing hotel goods and services that are targeted at serving customers and improving their quality of services in hotels that are aimed at satisfying customers

Research limitations: For this research, it will not present the result for the tourist who had stayed at five-star hotels in Malaysia since the survey sample is limited and focuses on a local tourist staying at a luxury hotel in Penang.

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EXAMINING DESTINATION ATTRACTIVENESS, TOURIST EXPERIENCE, SATISFACTION, AND REVISIT INTENTION AT FAKE TOURIST ATTRACTIONS

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Keywords: destination attractiveness, tourist experience, satisfaction, revisit intention, fake tourist attraction

Research Background: Because of the tremendous expansion of the tourism industry, the level of competition among tourism destinations has increased significantly (Bornhorst, Brent Ritchie, & Sheehan, 2010; Dimitrova, 2018; Lee, Cho, & Hwang, 2014). The competition between tourism destinations has enhanced the products and services that the industry should offer to the tourist (Timothy & Prideaux, 2008). Thus, every destination has been seen struggling to do more tourism product development in order to deliver unique and distinctive experiences to the tourist. However, to some destinations, duplicating and reproducing the current success and popular destination is seen as a strategy to be more competitive. This recent phenomenon of fake attractions can be seen in any part of the world. Thus, the purpose of the research is to examine the relationship between destination attractiveness, tourist experience and revisit intention at fake tourist attractions. The emergence of fake tourist attractions could have a positive and negative impact on the tourism industry and the tourist. To the tourist, they can experience similar attractions that are located far away from their country. However, the authenticity of experience may be the key issue that we have to ponder. Therefore, this research aims primarily to analyze tourist experience, destination attractiveness, and their intentions to revisit the fake tourist attraction that they have visited before.

Originality/value: To the authors' best knowledge, in the area of tourist behaviour, little research has been undertaken on the tourist revisit intention towards fake tourist attractions. Therefore, this study fills in the gaps in the existing research.

Research Methodology: The authors investigate how destination attractiveness and tourist experience influence tourist behaviour towards fake tourist attractions in the context of revisit intention by using Smart PLS. Self-administered questionnaires were distributed to the tourists, and a total of 399 responses were collected. However, only 386 were usable for further data analysis.

Finding and Discussion: The result of this empirical study confirmed that tourist intention to revisit fake tourist attractions was strongly influenced by destination attractiveness, tourist experience, and satisfaction.

Research Implications: The empirical results indicate that the study will enhance the body of knowledge in the tourist behavior context. This is undoubtedly important to understand tourist behavior for an industry that is totally unpredictable and dependent on external environments such as shifting trends. In general, the results of this research relate to the existing literature, such as revisit intention, destination attractiveness, tourist experiences, and satisfaction. This study provides insight into numerous exemplary benefits and value to the local host of fake tourist attractions. This research could provide some valuable information on the domestic tourist behavior to revisit fake tourist attractions. This study is expected to assist the local fake tourist attraction to understand the tourist behavior towards their products and services. The findings have important implications for attraction providers since they will aid them in better understanding the primary antecedents of revisit intentions. The findings of this study will assist industry players (fake tourist attractions) in creating a product that could lead to a better quality of life among the providers, for instance, the local community in Kampung Agong. As a result, this research may contribute to an improvement in the overall quality of life in the local community.

Research limitations: The generalization of the results may be limited due to the fact that data collection was conducted during the first Movement of Control Order (MCO), where there have been travel restrictions imposed by most countries, including Malaysia.

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RESIDENT'S SATISFACTION TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN CAMERON HIGHLANDS

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Keywords: ecotourism, sustainable development, resident satisfaction, sustainable tourism, dimensions of sustainability

Research Background: While ecotourism has attracted a large number of tourists since its inception, further development is needed to achieve more satisfactory results. Many steps have been taken to encourage the long-term growth of tourism in the Cameron Highlands, including infrastructure upgrades and environmental conservation. However, there are still some problems in the eco-tourism sector that have resulted in some flaws. The pace of growth in Cameron Highlands, on the other hand, has been particularly rapid over the last two decades. Although it has helped the local economy, it has resulted in environmental deterioration due to inadequate planning and implementation. Landslides, clogged rivers and lakes, frequent water disruptions, and low water quality have all become commonplace (REACH, 2009). Indirectly, uncontrolled exponential development would bring about the negative effects of destruction on the planet. To put it another way, pollution has a negative effect on local residents' quality of life (Musa et al., 2018). While a number of studies have concentrated on the satisfaction of tourism operators and consumers, the satisfaction of local communities and residents with the growth of sustainable tourism that affects them is insufficient (Park et al., 2013). The prominence of local community satisfaction in assessing sustainable tourism development has also been emphasized by various scholars (Cottrell & Raadik, 2008). This study therefore aimed to analyse the relationship regarding dimensions of sustainability on the prediction of resident satisfaction with sustainable tourism development.

Originality/value: The current study is expected to give a better understanding of the complex relationships between environmental, economic, sociocultural, and local resident satisfaction with sustainable tourism development.

Research Methodology: This study planned to use a quantitative research design, which is in accord with the descriptive research. The current study collects data using an online survey method based on purposive sampling. Cameron Highlands residents are the target population for this research. This is because once sustainable development is carried out in Cameron Highlands, they will be the one that has had a direct impact on them.

Finding and Discussion: Empirical evidence is expected to support the positive and significant effect of environmental, economic, and socio-cultural on residents' satisfaction. Findings indicate that all three dimensions of sustainability should be considered as part of a holistic approach towards planning and monitoring sustainable tourism development.

Research Implications: This research will assist and direct the theoretical practitioner to determine and track acceptable development for the tourist attraction area to be in line with the happiness and well-being of the local resident. Sustainability of tourism leads to educated visitors and locals in terms of taking care of the tourism region for the long-term growth and both sides will receive the benefits together. The economic, cultural and environmental effects

of the tourism sector would contribute to the sustainable future of the hospitality industry. Socio-cultural sustainability's ultimate aim is to preserve conventional socio-cultural ideas and increase human well-being (Waites, 2018). If hosts and visitors (or residents and tourists) appreciate the social and cultural differences between cultures and learn to value different heritages and lifestyles, tourism will undoubtedly contribute to the improvement and the new circle of knowledge exchange.

Research limitations: This study focuses on relatively to Cameron Highland residents while there are numbers of others highlands retreats offering in Malaysia. Then, only the impacts of the three dimensions on residents' satisfaction were assessed, which might have excluded other factors that may influence residents.

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ANALYSING THE FUTURE OF ACCESSIBILITY TOURISM IN MALAYSIA

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Keywords: accessibility, PWD, hotel, travel, destination

Research Background: In Malaysia, the debate continues about the best strategies for the management of travel destinations to provide standard infrastructure facilities for disabled travelers. Many infrastructures for persons with disability (PWDs) are merely about railings, pedestrian walk, braille in elevator buttons and voice assistant in public transportation. However, accessibility tourism is extensive. Currently, there is a lack of studies which focus on understanding the needs of people from various types of disabilities in the tourism field. Therefore, the objective of this research is to identify the level of accessibility tourism in Malaysia based on the perspectives of people with disability by including various types of disabilities including pregnant women and the elderly.

Originality/value: Amongst the original contribution of this paper is its insights from many important and direct stakeholders in the tourism field. As argued, travelling propensity of PWDs begins with calculated planning and selective destinations. However, the lack of perceptions is taken into consideration from various stakeholders to understand the best way to provide accessible tourism. Facilitation of accessibility must begin from booking, at the arrival, in the accommodation, and at the visiting sites in which true tourism practice can be applied. PWDs community should be included in the management and planning stage due to their real experiences besides industry and government. Hence, this research provides an original insight into strategic management to provide accessible tourism based on various scenarios.

Research Methodology: An online survey was conducted to identify the perceptions of PWDs, tourism operators and governments on accessibility issues in Malaysia. PWDs that were involved in this research include PWDs who came from different disabilities. Thematic analysis was done to identify the themes of the perceptions of each of these stakeholders. The survey was firstly done on PWDs and the answers were then shared with the respondents that represent governments and industries in Malaysia.

Finding and Discussion: The results of this research suggest a few improvements that are needed for the tourism sector in this country in order to reach the level of standard accessibility that is required in order to provide inclusive tourism for all tourists from various needs and backgrounds.

Research Implications: The perceptions of the stakeholders fit into the gap that is currently found in literature related to Malaysia's accessibility tourism. The concept of accessibility tourism in Malaysia is rejuvenated through the discussion between the stakeholders. Therefore, it helps to add new elements in Malaysia's Strategy for Creating Accessible Tourism which is rarely found. From a practical perspective, this study highlights that providing suitable facilities can be done through round table discussion. The approach helps stakeholders to decide best practices that are benefiting everyone. It is not just about financial issues but initiatives for progress towards accessible tourism. This research allows tourism players to

understand the level of acceptable accessibility facilities that have been provided and improvement methods that can be used in future. For governments, the financial and education needs to understand that issues related to PWDs are crucial in order to create an accessible barrier-free tourism.

Research limitations: This research uses perceptions of PWDs at hotels during their travel to justify the experience as a tourist. In the future, incorporating wider environments from online booking, using public transport and a few situations that are significant for tourist experience can be included to evaluate tourism facilities in general.

THE PERSPECTIVE OF DOMESTIC HONEYMOONERS TOWARDS TOURISM DESTINATION IN MALAYSIA AS THEIR HONEYMOON DESTINATION

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Keywords: honeymoon couple, honeymooners, tourism destination

Research Background: A qualitative study has been adopted to examine the perspective of domestic honeymooners toward tourism destinations in Malaysia as their choice of honeymoon destination. The data was gathered using an in-depth semi-structured interview with 15 couples. The transcribed interviewed data was then analysed using the ATLAS.ti software for coding and themes. The themes emerged were based on the interest, wants and experience of the respondents, which later influenced their overall perspective. Findings revealed that beaches, islands and highlands were the main choices of honeymoon destinations in Malaysia. This study may provide important conceptual implications for the owners or managers of honeymoon destinations to understand the perspective of domestic honeymooners. Honeymoon tourism has grown exponentially in recent decades and is considered a profitable market segment in the tourism industry (Kim & Agrusa, 2005; Lee, Fakfare & Han, 2019). In Asian countries, the increasing number of local newlyweds going on a honeymoon has impacted the tourism industry and Thailand is the major beneficiary of this growing trend (TAT, 2013). Due to the increasing demand, many travel agencies, tour operators and other service providers created honeymoon packages with a variety of segments included such as eco-adventure, theme parks, islands and beaches (Hanafiah, 2016). Despite having a lot of studies on honeymoon tourism, most of them specifically focused on motivation and quality attributes of honeymoon tourism. However, few studies have been carried out within the Malaysian context. Therefore, this study aims to investigate the perspective of domestic honeymooners toward tourism destinations in Malaysia as their honeymoon destination.

Originality/value: The study provides information on honeymoon travel in Malaysia and investigates how honeymooners plan and choose their honeymoon destinations in Malaysia. As most studies concentrated on decision making and subsequent destination evaluations (Chen et al., 2020), few studies have been done within the context of Malaysia. Hence, the study offers an opportunity to better understand the local market's perspective and domestic tourism in Malaysia as a whole.

Research Methodology: A qualitative approach was used as an attempt to understand the respondent's view. Using purposive sampling, 15 couples of domestic tourists (30 tourists) were selected to be the respondents of the study. The respondents were approached during their honeymoon travel at the tourist destinations in the northern states of Malaysia which includes Perlis, Kedah and Pulau Pinang. A consent letter was given to the respondents before the interview. The interviews were conducted in Malay, and the data were recorded and transcribed into a written form. The transcribed interviews were then analysed using ATLAS.ti software.

Finding and Discussion: Three main themes and 10 respective sub themes were identified in this study. There were four perspectives of domestic honeymooners towards tourism in Malaysia as a honeymoon destination which consists of natural environment, destination quality, interesting places and affordability. 20% ($n=3$) of the respondents stated that they would want to go to someplace that features natural beauty and a unique environment. 33% ($n=5$) of the respondents claimed that affordability is the main factor for their chosen honeymoon destination. 27% ($n=4$) of respondents mentioned that they searched for interesting places and the new environment when they search for a honeymoon destination, while 20% ($n=3$) respondents explained that a local destination provides a good destination quality. Malaysia has all these four themes featured in its tourist attraction, thus making it a good choice for local honeymooners to go for their honeymoon travel. As for the destination choice, three categories of destination choice were mentioned as the preferred destination choice which are (1) beaches (2) highlands and (3) islands. In addition, it was found that honeymooners gained information on the honeymoon destination mostly from the internet, social media and friends. The honeymoon destinations were chosen when the couples reached a mutual decision after considering several factors including the price.

Research Implications: This research will help to extend the body of knowledge on domestic honeymooners and their choice of honeymoon destination in Malaysia. This study helps the relevant industry players in planning the effective marketing strategies to cater the demand from this niche market. The findings of this study could also help the current and future industrial players in preparing, developing and maintaining tourist destinations in Malaysia as one of the prominent honeymoon destinations. Government organizations such as Tourism Malaysia may utilize the findings from the study to promote certain tourist destinations for that matter. Additionally, business owners will be able to create honeymoon tour packages or prepare their tourism facilities according to the local tourists' needs and preferences. This may encourage the honeymooners to travel domestically and contribute to the gross national product (GNP) for the country.

Research limitations: The result of this study was construed with relative to several limitations. Despite having some of the themes founded for tracing the honeymooners' perspective toward Malaysia's tourism destination for their honeymoon purpose, this study was conducted in several states of the northern Peninsular of Malaysia only. In addition, the focus group for the study was Malaysian honeymooners travelling to domestic destinations. Therefore, findings could not be generalized to honeymooners from other countries visiting Malaysia. Thus, future study might expand the sample to foreign honeymooners who engage in honeymoon tourism in Malaysia. Moreover, the honeymooners' insights regarding certain destinations in Malaysia and their capability of becoming world renowned honeymoon destinations probably be the best issues to be researched.

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CONCEPTUAL KNOWLEDGE MANAGEMENT LOCALIZATION TOWARDS DISRUPTIVE COMMUNITY BASED TOURISM

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Keywords: knowledge management, community-based tourism, knowledge transfer, sustainable tourism

Research Background: Knowledge management (KM) represents a distinctive capability of assisting the learning orientation, organizational memory, knowledge sharing, knowledge reuse, and creating a learning cultural environment, which is vital to a long-term survival and success (Farooq, 2018; 2019; Lin, 2015). This study aims to explore the theory of local knowledge management and its link to community-based tourism (CBT) under sustainability context in contributing to the disruptive phenomenon as COVID-19 pandemic, which seem to be fragmented in the literature, due to the abundance of knowledge in local area and the adaptation of local community.

Originality/value: Knowledge management has become an important process in many industries to sustain the turbulent business environment, which current effects of COVID-19 pandemic significantly reveal over industries. Hence, KM is seen as a prerequisite in the problem-based area to solve regular and emerging situations; as learning and shared experiences are valuable assets (Mansour, Alhawaru, & Talet, 2011). This paper contributes to such challenges. First, the concepts of KM and integrated sustainable community-based tourism are reviewed. Second, this paper differentiates the KM process used in regular and emerging situations, like in this pandemic outbreak. Lastly, the paper proposes a theoretical knowledge management model for the disruption in order to sustain CBT underlying dimensions of KM's process.

Research Methodology: The paper was developed from the theoretical perspective, gathered by a systematic literature review and analyses approach. The literature reviews were explored from a selected database, in particular google scholar, using a keyword search and critically reviewing the relevant literature to address the following questions: 1) how does knowledge development and community learning effectively facilitate knowledge transfer and knowledge sharing to tourists and within the community? (2) how does the process of KM (development, synthesis, transfer, usage) influence CBT development during COVID-19 Pandemic?

Finding and Discussion: Knowledge management is a key predictor of sustainable community-based tourism which can be strengthened by developing a systematic knowledge management platform in various aspects of communities in responding to the disruptive situation (Ruhanen, 2008). Communities can create competitive advantage by managing local capital through the strong knowledge collecting process. This is especially relevant to the information that is scattered or located at the village level, in transferring to the new generation in the community or tourists (Xiao, 2006). It helps to ensure that the local traditions, cultures and landscapes remain within the community, additionally to create pride in their locality for the new generation.

Research Implications: The finding addresses the gaps in knowledge management approach to community-based tourism as it is based on a theoretical model and apparent limitation is the non-existence of contributions that are based on empirical data. This was accomplished through a careful selection of concepts and theories of KM to integrative constituted holistic KM models which have been analysed and discussed critically and used to deepen the theoretical understanding of KM implementation under the concepts of CBT. Knowledge management practitioners and tourism analysts can use a KM model as a guideline to build KM for sharing knowledge with communities and tourists. It can also be conveyed to communities using appropriate channels and techniques for communicating with tourists as well as to promote the community's culture, tradition, way of life and others, which are the main tourism products that can lead to tourist travel intention. Whereas the emergent and disruptive situations provide opportunities for communities to develop and adapt KM and innovative approaches to overcome these critical challenges caused by the COVID-19 outbreak. Hence, this paper recommends a strategic focus on the modalities and components of KM as a way of enhancing the outcome of CBT initiatives during disruption.

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EXPLORING THE INFLUENCE OF SOCIAL MEDIA ON SUSTAINABLE INDIGENOUS TOURISM AMONG MAHMERI COMMUNITY IN CAREY ISLAND, MALAYSIA

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Keywords: indigenous tourism, social media attributes, sustainable tourism development

Research Background: To explore the social media attributes (adoption, participation, interactivity, and sharing) that could influence sustainable indigenous tourism and to determine the level of social media attributes among the MahMeri community. There are limited tourism studies on the use of social media among the indigenous people. Most of the researches on social media are concentrated on the consumer's perspective.

Originality/value: It provides new insights to all tourism policy makers including Malaysian government, MOTAC, JAKOA, and academicians by stressing the importance of sustaining the tourism of indigenous communities.

Research Methodology: Quantitative research design is a survey technique used in research to measure specific characteristics through a structured questionnaire from a large number of representative samples, so that the result can be generalized for the entire population (Lu et al., 2018). As it is implemented in this study, the researcher used structured questionnaire to analyze the influence and level of social media on sustainable indigenous tourism. This design is applied in the study as it enables the researcher to gather relevant information from respondents who are representatives of the entire population (Creswell, 2011).

Finding and Discussion: The outcomes of the study added new insights to the body of knowledge in various fields in tourism, particularly in sustainable tourism and community-based tourism. It is equally important that this study has contributed to the practitioners' understanding of using and combining the community source, social capital, and social media to sustain the indigenous tourism in future. Most importantly, the model that was generated in this study should be used as a foundation and guidance to the future research in field of sustainable tourism and community-based tourism. Furthermore, this study has served to further explore the prominent area of sustainable indigenous tourism.

Research Implications: The empirical analysis of the direct effects towards sustainable indigenous tourism are the main theoretical contributions on the research, especially to tourism literature. The study is expected to provide guidance in terms of managerial perspective and propose fundamental improvements to the tourism industry, especially community-based tourism. Malaysian government, Ministry of Tourism and Culture Malaysia (MOTAC), tourism authorities, Jabatan Kemajuan Orang Asli (JAKOA), and policy makers can get some insights on how to enhance and sustain the community-based tourism. The social media constructs will continue to be an essential consideration in retaining and sustaining the community or indigenous based tourism in future.

Research limitations: This study is limited to only 202 of MahMeri Community in Carey Island, where it is only 5 percent of the total population of 3762 (Department of Orang Asli Development, 2019). Hence, the outcomes of the study may not be generalised to the total community of MahMeri in Carey Island.

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BEYOND IMAGE AS POST PANDEMIC RECOVERY: SUSTAINING DESTINATION ENVIRONMENTAL QUALITY THROUGH EXHILARANT EXPERIENCE

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Keywords: environmental quality, sustainable tourism, exhilarant experiences, destination image, pandemic recovery

Research Background: According to the World Travel and Tourism Council (WTTC, 2019), Amran (2014) and Mintell (2019), the major problem that Malaysia is facing in tourism industry is its image. Malaysian destination managers have a problem in selecting an ideal image to brand the country (Abdul & Lebai, 2019).

Originality/value: This article discusses the issue of how the destination image was portrayed among tourists to revisit Malaysia and the immediate action to be taken to ensure recovery process and strategies from post-pandemic (Ling, Ramli, & Rahman, 2020). In this article, some suggestions are presented to improve the tourist's experience. Implications for stakeholders and tourism destination managers are highlighted.

Research Methodology: This article analyses the factors that lead to the issue of environmental quality in attracting the international tourists after post pandemic through customer engagement and branding Malaysia as hub for sustainable tourism in the holistic means based on the latest statistics, press releases, industrial reports, and recently published research articles. The discussion concludes with some recommendations for improvement from the perspective of European Tourists and Industrial experts.

Finding and Discussion: Environmental Quality from sustainable tourism perspectives have emerged as crucial element for tourism industry to kick back the operation with new momentum after COVID-19 damage. The preferences of tourists are well analyzed to meet the current need and procedures for operations (Buhalis & Park, 2021). In current COVID-19 pandemic context causing global impact on this fragile industry which was affected badly. The industry needs to emerge back with innovative and elevating concepts and strategies shrinkage from the adversely hit. Therefore, this sustaining destination through environmental quality demonstrating the essential for paradigm shift on competence, attractiveness and sustainability of this loom industry to gain the trust from the tourists. Enriching destination experience through activities and quality are safe and secured, preferred by tourists and produces profit turnover for the stakeholders. The outcome for the image enhancement through engaging first-class tourists' experiences aids come along with a higher service and maintenance cost from the host. Hence policy incentives besides other sustainability strategies would be necessary for growth considerations of tourism industry.

Research Implications: This theory adaptation type empirical paper goes-on to comebacks of stimulus, organism and responses (Mehrabian & Russel 1974) and adapted to meet current

needs of post pandemic based on Jacoby (2002) perspectives. The theoretical underpinning model provide a grand strength for contribution for this paper theoretically. This article proposes practical measures, initiatives, and recommendations to establish Malaysia's Destination Image from environmental quality in line with sustainable development through effective and competent tourist engaging activities to create the exhilarant experiences which will ensure the positive behaviour intention from tourists to take place. Once tourists are self-assured about safety and security through prodigious experience gained the sustainability of Malaysia destination image are safeguarded.

Research limitations: The discussion and recommendations offered in this article are analytical and empirical based on the experience of the European Tourists who are the respondents for the current research through their extensive experience.

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FILM-INDUCED TOURISTS POST COVID-19: THE IMPACT OF FILM TO PROMOTE A TOURISM DESTINATION

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Keywords: film-induced tourist, film tourism, impact of film, destination promotion, tourism destination

Research Background: Film-induced tourism, as an emerging tourism form that has emerged in recent years, is constantly changing tourism destinations and is one of the kinds of cultural tourism. Promoting the cultural tourism destination development is relevant to the tourism development policies of China. The consequence of this policy will enable tourists to spend more time at a tourism destination leading to the creation of jobs, occupation opportunities and income to the local residents (Sirakaya, 2005; Baum and Szivas, 2008). The aims of this study are to investigate the behavior and characteristics of film-induced tourist post COVID-19 and the factors affecting tourist behavioral motivation to travel at film-induced tourist destinations.

Originality/value: The finding of this study points out from various aspects the film destinations should pay attention to promote tourists' awareness and induce them to make travel decisions to film-induced tourist destinations of post COVID-19. The studies on film-induced tourism are abundant with the majority focusing on the impact of film-induced tourism, the marketing program of the film-induced tourism destination and the motivation of film-induced tourists respectively. However, most of those studies are related to the influence and developing program of film-induced tourist destinations, while a limited study focusing on the tourists' tourist behavioral motivation to the film-induced tourist destination post COVID-19, is coherent with changed tourists' behaviors and needs.

Research Methodology: The scope of this study sources the information, terminologies used, as well as the expected research implication in both the academic and practical aspects which are all discerned and justified. The study incorporates concepts and theories under the context of film-induced tourism and its concepts related to film-induced tourists' behaviors and the film-induced tourist destination post COVID-19. In the current contemporary society, more and more film work appear in the public's field of vision, and people's lives have more or less influence. As the most important mass media mode in today's society, film works will bring many influences on tourism as well as promote the development of destinations.

Finding and Discussion: The finding of this study focuses on the film industry by creating strategic guidelines to raise the tourists' awareness and induce tourists' travel motivation towards travel intentions to the film-induced tourism destination efficiently. The film is conducive to the shaping of the image of tourist destinations (Bigne, Sanchez, and Sanchez, 2001) that the higher the destination perceived quality, the higher and stronger is the behavioral tendency. This will serve as a guideline for the associated administrators, tourism operators, tourism planner, or even film tourism strategists, to professionally promote the film-induced tourism destination development, which may have a great significance to the growth of tourists and the economic growth of the filming location.

Research Implications: The information in this study can be used as a cornerstone for future research deployment and academic services projects, and is related to the potential development of future film-induced tourist destinations. It is also associated with the future research actions that will increase the probability that the study will produce reliable results. The finding of film-induced tourist destinations can be used as the basic concepts of tourism destinations to develop film-induced tourism. The finding provides specific information on tourist behaviors and their motivation which must be obtained from the actual situation of tourist destinations. By determining the methods and principles for enhancing the travel intention of tourists in film-induced tourist destinations, the cooperation among the government, tourism companies and film production firms related to the development of tourism can be used to stimulate tourists' expectations, which suit the actual situation of the destination, maintain a positive variance, improve visitors' satisfaction, and develop tourists' loyalty. Lastly, it can provide guidance for tourism destinations with intentional or conditional development of film-induced tourism to promote local tourism development.

Research limitations: Future studies would recommend examining the relationship between visitors' expectations and visitors' satisfaction of film-induced travel destinations and other factors. It will provide a certain supplement, experience and reference for the blank space of the current academic research on film-induced tourism. The review of the theory of the factors that affect tourists' travel decision making can help us further understand tourists and their needs towards film-induced tourism., which is also one of the theoretical foundations of tourist behavior study.

ACTION! NORMAL PEOPLE'S RELATIONSHIP WITH THE RESIDENTS OF TUBBERCERRY, IRELAND

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Keywords: socio-cultural impacts, tourism, *Normal People*, Sligo

Research Background: The aim of this research is to investigate the socio-cultural impacts of film induced tourism on a local community, focusing on Tubbercurry and *Normal People*. To fulfil the aim, the authors have outlined five research objectives (RO) below:

1. To define key terminology and concepts.
2. To evaluate and discuss the SCI of tourism and *Normal People*.
3. To compare and contrast relevant academic literature.
4. To conduct interviews with relevant industry and academic experts.
5. To distribute a survey to the local community of Tubbercurry to gain an insight into the SCI of FIT on their community.

Originality/value: The authors are going to investigate the niche topic of Film Induced Tourism (FIT) and its Socio-Cultural Impacts (SCI) on Tubbercurry, County Sligo. FIT can be defined as "...tourists visit to the destination featured on television, video, or cinema screen" (Hudson & Ritchie, 2006, p. 387). The authors aim to explore the SCI of FIT on a local community in order to prevent tourism from being perceived in such a way. The authors believe there is still much research to be done to enhance the body of knowledge associated with FIT, the SCI of tourism in a local community and how effective planning, marketing, communication, and sustainable management of the destination can increase FIT numbers, while also sustaining host community satisfaction.

Research Methodology: The methodology will discuss the primary and secondary research techniques used to fulfil the ROs of this chapter by using qualitative and quantitative data collection methods (See RO 4 and 5). The survey design will be discussed by identifying participants, piloting the survey, and asking applicable questions (See RO 5). The interview participants and their relevance will be listed (See RO 4). Additionally, ethical considerations surrounding consent and confidentiality will be explained. Finally, the research limitations will be discussed.

Finding and Discussion: The data analysis and findings highlight the research information and insights collected from the procedures undertaken in the methodology. Primary research will be analyzed using survey analysis to collect information from the residents of Tubbercurry on their perceptions and opinions of the SCI of *Normal People* on their community (See RO 5). In addition, the researcher will conduct a series of interviews with industry experts to discuss the topic of SCI of FIT (See RO 4) and discuss key terminology and concepts (See RO 1). Research gaps addressing the need for further investigation concerning the SCI of FIT on rural areas, i.e., lack of consideration regarding FIT in the West of Ireland was identified in the literature review and reinforced by the findings in the data analysis and findings. The SCI of tourism is harder to identify and evaluate compared to the more quantifiable economic impacts. It is recommended that follow up research be carried out in Tubbercurry to examine the SCI of *Normal People* in six to twelve months' time from the writing of this chapter.

Research Implications: In the literature review, the authors explained and discussed the key concepts and terminology that are instrumental in understanding the SCI of tourism, FIT and the SCI of FIT on the local community of Tubbercurry. The authors found there are various definitions and terms used to explain FIT. The SCI of tourism within the current literature remains based on rural regions in developing countries. In contrast, there is a lack of research on rural areas in developed countries. It was discovered that the SCI of tourism and FIT are directly related to the concepts of SET and Doxey's Irridex Model. The literature review examined the theoretical outline by Saunders, Lewis and Thornhill (2019) describing research methodology as an onion, dividing the process into layers including philosophies, approaches, strategies, choices, time horizons, techniques and procedures. The results of the survey analysis indicate that residents believe Tubbercurry has great potential to become a popular FIT destination with the help of effective planning and marketing strategies. As suggested by Kapera (2018) "*the success of the introduction of sustainable development rests in part on support from and participation of the parties involved in the business of tourism*". It was determined by the authors that given the scope of this chapter, further investigation into the SDM of FIT in Ireland is required. Consequently, further research and analysis is needed to better determine the SCI that FIT has on local communities and the role that SDM plays throughout the development of FIT in Ireland. Considering the recent global pandemic COVID-19, it has provided "...striking lessons to the tourism industry, policy makers and tourism researchers about the effects of global change. The challenge is now to collectively learn from this global tragedy to accelerate the transformation of sustainable tourism" (Gössling, Scott & Hall, 2021). Suggestions for future research include content analysis and interviews, which will allow for further contribution to the existing knowledge by filling the identified research disparities in this chapter.

Research limitations: For the completion of this chapter, there are limitations which the authors must overcome such as time constraints and the issue of General Data Protection Regulation (GDPR). The authors can only survey and interview participants they can contact easily.

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RESIDENTS' ATTITUDE TOWARDS PANDA NATIONAL PARK AND CONSERVATION, CULTURE TOURISM DEVELOPMENT: A CASE STUDY OF YA AN AND MIAN YANG DISTRICT

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Keywords: resident attitude, national park, conservation, tourism destination development, cultural tourism

Research Background: At present, environmental protection has become a global public awareness, especially around 257543 protected areas from 248 countries which have been included in the Green List of Protected and Conserved Areas by the International Union for the Conservation of Nature and Natural Resources (IUCN Green List). In the process of national park construction, policies to restrict residents' production activities have been adopted by most of the national parks in the world (Ferraro, 2002). At the same time, national parks in China are in the process of germination, and the discussion related to Chinese academia context is mainly about introduction of international experience (Wang, 2016), whereas few research on residents' attitudes was less explored. Hence, this paper aims to bridge the gap focusing on residents' attitude, particularly those who live in China's national parks. The foundation theory underpins this study is adapted from the Product Life Cycle theory proposed by Butler (2006). The study area for this study is designed to investigate one of the most important Panda national parks. The criteria for selecting the study area are the village must be in the three situations which are: one village must already have been developed as a tourism destination, second village is a semi tourism destination development, and lastly the third village that has not yet developed as a tourism destination. The aim of this study is to investigate residents' attitude toward Panda national park and conservation, culture tourism development.

Originality/value: This study is giving much attention from an academic perspective by providing in depth knowledge to understand residents' attitude who have been living on their own land for a relatively long time, and now the land ownership belongs to the government.

Research Methodology: The residents from each village will be contacted and asked to participate in in-depth interview, and the conceptual framework was designed to explore in important area: (1) socio-demographic of the participants (Weaver and Lawton, 2001); (2) how much do these residents rely on the income from tourism economy (Smith and Krannich, 1998); (3) the sense of belonging to the residence (Jurowski et al., 1997); (4) the frequency of contact between residents and tourists (Sheldon and VaR, 1984); (5) the frequency Residents use of tourism recreational resources (Keogh, 1990; Perdue et al., 1990); (6) the distance between residence and core tourism area (Mansfield, 1992; Pizam, 1978).

Finding and Discussion: This study is giving much attention in academic perspective by providing in depth knowledge to understand how the residents adapted themselves living in their own home land and it became a panda conservative national park.

Research Implications: For the theoretical implication, this study can be used as a new theory relating to resident adaptation and tourism destination for cultural and conservation sustainability development. The outcome and implication can be applied as a development model to enhance the attitude of residents who live in a national park in which the land belongs to the government. The result of this study can be used to formulate relevant policies and make residents have a positive attitude by promoting the community to play a greater role in developing a national park based on the concept of responsible tourism.

Research limitations: Due to Covid-19 pandemic, more time is needed in order to collect the data from tourists and residents who are involved in tourism development.

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DOMESTIC TOURIST SHOPPING EXPERIENCE AND SATISFACTION IN PADANG BESAR

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Keywords: shopping tourism, shopping experience, satisfaction, Padang Besar, domestic tourism

Research Background: Padang Besar, Perlis is a border town located in between North of Perlis and Southern Thailand that is popular place known for its shopping activities. As there is a growing number of tourists visiting this town, qualitative research has been adopted to explore the domestic tourists shopping experience and shopping satisfaction. Face-to-face interviews were conducted using semi-structured interview questions. The interviews data were analyzed using ATLAS.ti software. The prolonged engagement and member checking were used to confirm the reliability and validity of the data. As a result, seven (7) themes from the data received were grouped and determined, which are; shopping activities (purpose of visit), shopping facilities (to be improved), shopping goods, sales people, suggesting Padang Besar to other people, repeat visits intention, and overall satisfaction of shopping experience. The findings conclude that most of the respondents had good shopping experience in this border town. In addition, they also felt that their shopping satisfaction has been fulfilled which subsequently could influence them to come again to Padang Besar for shopping in the future. Shopping activities is one of the main attractions that can trigger tourists 'destinations. This approach has proven as a great success and several authorities have taken steps in developing their destinations to appeal to tourists on this matter (Filipović, Jovanović & CicvarićKostić, 2013). Padang Besar is an example of one of the destinations that offers shopping activities through bazaar shopping style, contrast with modern business style (Kartiman and Zaihasrawati (in Yahya, Mohammad & Habibah, 2008); a unique feature that made this area one of the favorite tourist attractions in Malaysia. Having the biggest shopping activities size compared to any border town in Malaysia, Padang Besar has recorded an increasing number of visitors every year since 2016 and to some degree, it has influenced the shopping experience in this border town (Tourism Malaysia, 2018). Motivated by those circumstances, it drives the researcher to explore domestic tourists shopping experience and shopping satisfaction in Padang Besar as an integral nucleus of the study.

Originality/value: A study on shopping tourism in border town has been discussed by several researchers. However, the research on the domestic tourist shopping experience and shopping satisfaction focusing on specific border town as a case study is still on latent stage. Hence, the study focusing on Padang Besar as one of the well-known shopping destinations in the border town will contribute to additional scholarly articles on shopping tourism, shopping experience and shopping satisfaction.

Research Methodology: Twelve (12) domestic tourists were interviewed at Padang Besar. They were intercepted while they were shopping in Padang Besar Business Arcade Complex (PBAC); the largest business complex in this border town consists of two-storey shopping arcades selling goods from Thailand. Apart from PBAC, the other shopping complexes such as The Market, Gapura Square, Warisan Limpahan Duty-Free Shops and Emas Kerajang

Duty-Free Complex located near to PBAC but not much visited by the tourists due to the availability of goods (Azmi, Sulaiman, Mohd Asri and Razali, 2015). A consent letter was given to the respondents before the interview. The interviews were conducted in Malay and data were recorded and transcribed into a written form. Then, the transcribed interviews were analyzed using ATLAS.ti software for coding, themes, and visualization.

Finding and Discussion: Seven (7) main themes and twenty-five (25) respective subthemes were identified. The emergent themes are all connected to the idea of shopping experience which covering shopping activities, shopping facilities, shopping goods and salespersons while for shopping satisfaction, it consists of suggesting Padang Besar to other people, revisit intention and overall satisfaction. For shopping activities, 50% ($n=6$) respondents came for shopping and vacation while 42% ($n=5$) agreed that shopping facilities were just okay and need improvement, especially the restroom. For shopping goods, 42% ($n=5$) focus on purchasing clothing with 58% ($n=7$) said that the quality of goods was the same as other places, thus they felt dissatisfied. As for salespersons, 58% ($n=7$) said that the salespersons were friendly. From a shopping satisfaction viewpoint, 83% ($n=10$) willing to suggest Padang Besar to other people and 67% ($n=8$) of them have the intention to revisit and feel satisfied with the overall aspects. This situation proved that most respondents had a great experience while shopping in Padang Besar and they were satisfied.

Research Implications: For theoretical implication, this research contributes a new body of knowledge and adds more literature towards the study of domestic shopping experience and shopping satisfaction in the border town of Padang Besar.

Research limitations: As the interview session was limited to PBAC only, the chance of meeting the same respondents is high due to the medium-large size of this complex area. Hence future research should interview respondents in other shopping complexes in Padang Besar. Apart from that, future study also should look into tourist shopping value and brand love in Padang Besar since various products are being offered here. Besides, with more variables evaluated, the researcher could determine the reasons that made Padang Besar well-known for shopping compared to other border towns in Malaysia.

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CUSTOMER ACCEPTANCE TOWARDS MODERN FOOD TRUCK IN KLANG VALLEY

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Keywords: modern food truck, technology acceptance model, customer acceptance

Research Background: The assimilation through technology adaptation, education, social interaction, and media remarkably catalyzes the sharing of various food choices through its preparation and consumption or food purchase. The rise of modern food trucks in Malaysia, which makes consuming safe street food in Malaysia has become an option. Thus, the objective of this study is to explore the extent of consumer acceptance towards the mobile food truck. This study reports given the rapid growth of the food truck industry, variables like consumer priorities, innovativeness and continuous communication had been created to investigate the relationship with customer acceptance. Results revealed that the essential aspects of variables such as convenience, health conscious, food safety are highlighted by the consumer towards the acceptance. The contribution of this study evaluates the range of strategies mobile markets use to promote access and sales as well as how consumers respond, which could be useful to identify the best practices to explore new technology. The acceptance of a new system generally refers to users' decision on whether they should buy or implement it and further use it in the long term, in the sense of active willingness and not only in the sense of reactive toleration. Nowadays, mobile food trucks seem to be very famous since it is an urban food system and has a high potential to help foster sustainable and local food systems especially in the Klang Valley area. However, in Malaysia, there is very little research done on the modern food truck due to the starting operation which is in early 2010 (Anderson, 2015). As assorted by Namkung & Jang (2007), customers who have never used a new technology before may have suspicions about its usefulness.

Originality/value: This study investigates the relationship between customer acceptance, consumer priorities, innovativeness and continuous communication. The result of the study suggested that the food safety aspects have been reported as an essential part to be highly correlated towards the customer choice to adapt especially on importance handling the food such as temperature control, personal hygiene and cross contamination inter-correlations. Subsequently, this image can be utilized in adaptation of the truck, enhancement of equipment and menu creativity.

Research Methodology: This is a correlational study and involves the people on their acceptance towards the modern food truck. The hypothesis had been tested and explained the variances between independent and dependent variables to predict the relationship. A survey had been carried out at several shopping malls of food carnivals in Klang Valley. A questionnaire was developed through literature review. A pre-test and pilot test were done before the questionnaire was distributed to the respondent. The stratified random sampling

has been applied in selecting respondents involved in this survey. All the data have been analyzed by using SPSS Version 24.0 for determination of construct validity and interrelationship between variables factor analysis, reliability analysis and multiple regression analysis were used. Self-administrated questionnaire, email and face to face method had been accomplished within 4 weeks to complete collecting data. The respondents in Klang Valley area are considered covers among Selangor, Kuala Lumpur and Cyberjaya areas which contain more than 100 (hundred) of modern food trucks that are located at the urban area during festival and carnival by using convenience sampling among 400 respondents.

Finding and Discussion: The results implied that modern food trucks had been accepted by the customers in Klang Valley due the convenience service that was offered. This is similar to Rishi (2013), which was convinced that over 80% of consumers had surveyed nationwide which said that convenience is an essential consideration in any purchases and foods with added convenience are among top supermarkets. Though health conscious had indicated very low correlation value however the ANOVA result shows that health conscious can be used as a predictor to customer acceptance with the value less than .001 which is less than 0.05. As has been said by Bhrun (2008), health enhancing properties which are key for the consumer benefits for the food in the marketplace.

Research Implications: This study can be used as a new body of literature for the upcoming research, especially about the modern food truck in Malaysia which are still limited. Enlightened an innovation in food service sectors which had been popular in most first world countries. Besides, this research would come out with some sorts of data and evidence towards the response of consumers on the modern food truck which helps to ease other researchers' ongoing process to know more about the implementation of easing the food truckers in future. From a practical perspective, this study served as a benchmark for the food service sector in Malaysia related to food and beverage services to advocate the efficiency and mobility of giving service towards the people. This might let the government take note and improve the implementation, licensing, fund for the food truckers and locality for the food truck to operate ever since the acceptance of the people is in a good number. Keeping these conditions in view, this study has discovered the current scenario of keeping beyond the kitchen, penetrating the gig economy in which modern food vending has become a flourishing business in attracting a large mass of customers.

Research limitations: These studies have several limitations and recommendations that need to be considered. First is due to lack of references and data accessing the modern food truck in Malaysia. Basically, the mobile market initiatives are springing up around the country, yet there is currently no database on the number or characteristics of modern food trucks. Future research to fill this gap would be beneficial to understand where and how mobile markets could improve healthy food access.

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THE ACCEPTANCE OF MALAY HERITAGE CONDIMENTS AMONG MALAY Y GENERATION IN MALAYSIA

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Keywords: Y generation, hedonic factors, heritage food, food acceptance model, Malay condiments

Research Background: In Malaysia, generation Y accounts for more than 11 million people on year 2010, which covers 40% of Malaysia's population. In food service industry, generation Y is the key market segment not only due to their eating habits and lifestyle but also due to having better spending power and are savvy consumers. The purpose of this study is to determine the hedonistic and knowledge factors that influence Malay Y generation's acceptance of Malay heritage condiments. Knowledge factor which was categorized as objective and subjective knowledge also influencing the acceptance of condiments among Malay Y generation. This research showed an important result to be considered by restaurateurs, academicians, as well as local food producers and food exporters when introducing Malay heritage condiments to the public. Furthermore, identification of the factors of the acceptance will lead to ideas for new product development in this area and to explore the potential consumer's demand for new or modified variations of these condiments. The International fast-food consumption is increasing in popularity and is more global than ever before. Ehsan (2012) said that fast food consumption is getting popular, especially with younger people. Meanwhile, that changes in the trends of consumption among the younger generations have led to the emergence of post-modern circuit of food and the rise of a new culture of consumption among the consumers. Additionally, Yoshino (2010) revealed that the new trend of consumption is more towards the other Asian foods such as Japanese, Chinese, Thai, and Indonesian cuisines. Thus, it is crucial to bring the young generation to be closer to the local authentic food. The same goes to Malaysian adolescents, they often tend to choose western fast food as their meals, rather than choosing traditional food (W. Vue, C. Wolff, and K. Goto, 2011). Consequently, consumption of traditional food especially authentic heritage condiments is decreasing in Malaysia.

Originality/value: This theoretical concept is to identify the relationship between the selected independent variables and dependent variable. The value of hedonic characteristic consists of four dimension which are (1) appearance, (2) taste (3) aroma and (4) texture adapted from Stone and Sidel (1993) which was modified by Ramcharitar, Badrie, Beman, Matsuo, and Ridley (2005). The hedonic characteristics of heritage condiments were not done in a form of sensory because it is a known fact that Malaysian are familiar with the condiments stated in this study.

Research Methodology: A quantitative method was used in this present study and target respondents were generally aged between 15 to 34 years old. 400 questionnaires were distributed. The questionnaires were randomly distributed and administered to different areas such as Shah Alam, Bangi, Serdang and Klang. The findings showed that hedonic factors such as appearance, taste, aroma, and texture of condiments (sambal belacan, tempoyak, budu and cincalok) are influencing Y generation acceptance on these condiments. It comprised of research design, population and sample size, instrumentation, data collection method, pilot study and data analyses.

Finding and Discussion: This subsequent section discussed on the influence of independent variables to the dependent variable as well as the moderating effect between two variables. The multiple regressions result indicated a significant correlation relationship between hedonic characteristics, knowledge on condiments and Y generation acceptance. From the results, it can be observed that Y generation are knowledgeable and familiar about the heritage condiments, thus encourages the Y generation to eat the condiments. This result was supported by Nur et al. (2015) who mentioned that theoretically, knowledge of product, sensory evaluation, health concern and respect to culture and tradition influencing adolescent's decision to eat traditional food.

Research Implications: This study provided valuable information to the education sector. In Malaysia, little studies have been conducted on the acceptance of heritage condiments. Therefore, this study hopefully can be one of the references for educators and students to have a general view on the acceptance of heritage food especially condiments in the Malaysian context. The result may serve to stimulate the interest of entrepreneurs who may be attracted by potential market development. Despite the fact that the products may have an unpleasant smell and considered offensive to some people, its future development and recognition may be derived from its hedonic characteristics which were appearance, taste, aroma and texture. Thus, Malay food experts and professionals should become role models to influence youth to know and to learn how to make the condiments as well as to attract their interest to consume the condiments. Based on the result, the government and related agencies

Research limitations: In line with that, to add to the body of knowledge, it is suggested that future research should be directed to other variables that were not examined in this research such as level of experience, social group, socio-economic characteristics, lifestyles, and others. In addition, future research should seek to explore the supply and demand market as well as the marketing strategy that could be used in enhancing the condiments consumption. Alternatively, future research should be conducted from the product innovation and development perspective where extension product from the condiments especially belacan and tempoyak could be studied.

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THE FORMING OF SRINATHA ON THE GREAT BALI'S BRIDAL MAKEUP

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Keywords: Srinatha, Bali bridal makeup

Research Background: Srinatha is a *dumanggal* (crescent) shaped decoration on the forehead of a Bali Agung bride to make her look elegant, beautiful and attractive. The traditional method of forming Srinatha was to use the shape of beautician fingers which are called methods. This method often creates a problem, because the fingers have different sizes, and so do the forehead brides who have different sizes. Proportional method is a method in which the formation of Srinatha is adjusted to the visualization of the face on each bride. The purpose of this study was to determine the finished results of the formation of Srinatha with traditional and proportional methods.

Originality/value: This research is one of the art studies, especially in traditional bridal makeup in Indonesia, namely the Balinese Bride which examines how to make Srinatha with the proportional method.

Research Methodology: This research method is descriptive qualitative. This research will compare the method of making srinatha with traditional and proportional methods. The traditional method uses fingers as a measure to form a srinatha, while the proportional method is adjusted to the appearance of each bride. Srinatha will be judged from 8 different forehead shapes which are measured based on the location of the face ornaments. There are 8 kinds of forehead shape, namely normal forehead shape, large and narrow forehead, wide and nonong small forehead, small and narrow forehead, small but large narrow forehead, bicycle saddle forehead, large wide and nonong forehead, and large and wide forehead. The assessment is carried out based on the suitability of the face shape, the flexibility of the Srinatha form, symmetry or balance with the face shape, and the accuracy of the Srinatha shape.

Finding and Discussion: The assessment of the form of srinatha on 8 people who have different forehead shapes was carried out by 30 panelists. They are experts in the field of bridal makeup. The results of the assessment are calculated by percentages that focus on 4 assessment criteria with the results; a) Suitability to the shape of the face, where the traditional method can be used on normal forehead types, small and narrow foreheads, and large and wide foreheads (60% said according to face shape). As for the proportional method, it can be used on every type of forehead (the average count is 80% according to the shape of the face). b) Flexibility in the form of srinatha, looks flexible on small and narrow foreheads, quite flexible on small but large narrow foreheads, bicycle saddles, and large, wide foreheads, using the traditional method (average count 40%). While using the proportional method can be used on all types of foreheads (80%). c) Symmetry, namely balance with the shape of the face, where the traditional method can be used on normal forehead types, and small, narrow but large (mean count 50%). And the proportional method can be used on all types of foreheads (average count 90%). d) The accuracy of the shape to the face shape, the traditional method

can only be used on a normal forehead. While the proportional method, the average count of 80% can be used on all types of foreheads.

Research Implications: The findings in this study are in forming Srinatha for the Bali Agung bride which is made using the proportional method to produce a Srinatha shape that is more flexible and in accordance with the shape of the forehead and face. The bride looks more graceful and beautiful. The results of this study can be used as a guide/method in forming Srinatha in the makeup of the Bali Agung bride. In the forming of Srinatha should pay attention to the shape of the forehead and the location of the face ornaments, so that the results in the forming of Srinatha are proportional.

Research limitations: The limitation in this research is that the assessment of srinatha is only on eight kinds of forehead shapes, namely: normal forehead shape, large and narrow forehead, wide and nonong small forehead, small and narrow forehead, small but large narrow forehead, bicycle saddle forehead, large wide and nonong forehead, and large and wide forehead.

TOURIST'S EXPECTATION, EXPERIENCE AND SATISFACTION OF SHOPPING LANDSCAPE IN MALAYSIA

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Keywords: shopping landscape, shopping tourism, shopping tourists, shopping expectation

Research Background: Malaysia seeks to attract tourists not only by their numbers but also by their ability to spend in Malaysia as this is vital to economic growth and employment creation. Tourists will usually spend more on the demand side of the market if the destinations deliver enticing and fun experiences. Shopping is one of the leisure shopping activities that tourists often engage in. Thus, there is a need to understand the shopping expectation and experience attributes in the shopping sub-sector of tourism in Malaysia as this has not been researched enough. This paper is based on research, which aims to identify international tourist's shopping expectation, shopping experiences, tourist shopping satisfaction, destination loyalty, and country images in Malaysia's shopping landscape. Three underlying factors of the shopping expectation were identified, which are named shopping atmosphere expectation, store service orientation expectation and merchandise expectation. This study provided information for better comprehension of the niche market in tourism shopping. It can also be used to support tourism decisions as to the development of destinations and supporting services, product positioning, advertising, promotions, and packaging effort. Shopping activities are recorded as one of the significant events in the tourism industry as most tourists enjoy shopping while travelling (Law & Au, 2000). Shopping enjoyment comes from its opportunity to familiarize visitors with local culture, which is the main reason for travelling, particularly when they immerse themselves during the event with others (Way & Robertson, 2013). Shopping also is the main motivation for tourists visiting a tourism destination (Timothy, 2014).

Originality/value: In Malaysia, the positive growth in the number of shopping malls is represented by the developments in retailing operated by the growth of the population and the economic achievement of Malaysia as a middle-income country. Although there were numerous studies on tourist shoppers, most of them focused on the western setting. Besides, most of the previous studies on tourist shopping variables were conducted separately. Therefore, to fulfil this gap, this study aims to identify the relationship between international tourist's shopping expectations and shopping experiences towards the tourist's shopping satisfaction and destination loyalty moderated by country images in Malaysia's shopping landscape during their visits to Kuala Lumpur. Kuala Lumpur was selected since it is the main capital city of Malaysia where most of the major shopping complexes are located.

Research Methodology: A quantitative approach is used in the form of a cross-sectional study. 430 self-administered questionnaires have been distributed to international tourists visiting Kuala Lumpur. The tourists were randomly selected while they were at Kuala Lumpur International Airport (KLIA), Kuala Lumpur International Airport 2 (KLIA2), Kuala Lumpur Sentral and Terminal Bersepadu Selatan (TBS). For the purpose of this study, several

questions were adopted from Choi, Lee, and Seo (2018), Antón, Camarero, and Laguna-García (2017), and Wong, Wong, Ng, and Wong (2013). The questionnaire was designed on a 7-Point Likert scale and the questions were divided into 8 sections.

Finding and Discussion: The result showed more than half (71.6%) of the respondents were female. The majority of the respondents were between 25 to 34 years old (37.2%). Spearman analysis was used to test the relationship between independent variables and the dependent variables and it was found that a positive correlation between the international tourist's shopping expectation ($r=.146^{**}$, $sig.=.003$) and tourist's experience ($r=.353^{**}$, $>.001$) towards tourist shopping satisfaction in Malaysia's shopping landscape. It is also found that a significant relationship between tourist Shopping Satisfaction and Destination Loyalty ($r=.110^{**}$, $sig.=.028$). The country images do moderate the relationship between tourist shopping satisfaction and destination loyalty ($r^2=.081$, $sig.=.000$). Furthermore, the findings of this study also answer the objective and research question and all hypotheses were analysed accordingly. The items such as shopping atmosphere, store service orientation and merchandise delineated under various factors in this study conform to the findings of Choi et al (2018) implying that in shopping tourism, these attributes play an important role in influencing the shopping expectation and experience.

Research Implications: This study presents new information about international tourist's shopping behaviour in Malaysia. It can be a reference to improve the shopping goods to suit the needs and preferences of the tourists. In addition, this study also benefits the industry in terms of promoting, marketing, and developing a product to enhance the growth of shopping tourism in Malaysia. Furthermore, the findings of this study will help retailers to determine the appropriate retailing mix for their stores.

Research limitations: The respondents in this study were limited to international tourists visiting Kuala Lumpur. To expand the study, future research should include domestic tourists as samples. Apart from that, differences were found in the expectation and experience of international tourists of different genders and with different travel arrangements and purpose of visiting. Therefore, future research should focus on identifying reasons for such differences to provide practical recommendations to the tourism industry, especially the retail industry on ways to enhance shopping attributes.

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SENSORY ATTRIBUTES OF KUIH AKOK: TRADITIONAL VS. MODERN BAKING METHOD

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Keywords: baking method, traditional, kuih akok, Malay kuih

Research Background: The survival of traditional delicacies is at risk as studies showed the younger generation are less inclined to learn to prepare these heritage foods (Nor et al., 2012). Among the reasons given are tedious preparation procedure that is also time consuming (Hamzah et al., 2015). With the advancement of modern technology, these important heritage foods are in danger of being forgotten especially when adoption of modern ingredients or methods are said to change the authenticity of the delicacies. This study looked into the consumers' perception and acceptance of kuih akok, a traditional kuih of Kelantan baked using the traditional method and those baked in the modern cupcake maker. The old-style baking includes the use of coconut husks and charcoal as heat source which imparts a distinct flavour to the final product. This research evaluates the sensory characteristics and preference of kuih akok prepared by traditional and modern method reviewed by 70 respondents. The characteristics assessed are colour, appearance, odour/aroma, texture, and taste. In conclusion, the colour of kuih akok prepared by modern method is darker than traditional method. The taste of traditionally baked kuih akok is creamier than modern method. The aroma of kuih akok prepared by traditional method is smokier than modern method. The appearance of kuih akok is modern method has more wrinkle compared to traditional is flatter. Lastly, the texture of kuih akok prepared by traditional method is harder than modern method that is softer. The adoption of modern technology into the making of traditional kuih akok is acceptable to the consumers. This research aims to evaluate the characteristics and acceptance of kuih akok as perceived by the consumers, baked using the traditional method and the modern method.

Originality/value: This paper compares the consumers' perception and acceptance of a traditional kuih baked using modern equipment. It measures the sustainability of a traditional kuih to adapt to the modern technology. This study benefits gastronomists, the general public, and preservation of a heritage food.

Research Methodology: This study employed the hedonic sensory evaluation where panellists were asked to evaluate the attributes of the kuih akok baked using the traditional method and the modern method. The samples were coded to prevent bias.

Finding and Discussion: The study showed promising results as the panellists found kuih akok baked in the modern method comparable to the traditionally baked kuih akok.

Research Implications: The survivalism of a lot of traditional kuih is at risk due to changes in the availability of the ingredients, but most frequently due to the tedious manner in which the foods are prepared. This study showed that it is possible to maintain the acceptance of kuih akok despite it is not being prepared according to the customary method. This study is appealing to the traditional kuih makers and sellers as the data obtained demonstrated the possibility of embracing modern technology into producing of a traditional delicacy. More

studies on the adoption of technology in the making of traditional food should be conducted to ensure the sustainability of an important part of cultural heritage.

Research limitations: Data from this research is limited to kuih akok baked in the modern cupcake maker. Using other baking technology such as infra-red or microwave may produce different results.

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THE EVALUATION OF THE MOTIVATIONS OF DIASPORA VISIT TO THE HOMETLAND WITHIN THE SCOPE OF CULTURAL HERITAGE ASSETS

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Keywords: diaspora tourism, culture, heritage

Research Background: Diaspora tourism is an area that has a wide spectrum extending all over the world, which is considered a partially new research topic for tourism, and its meaning and definition remains problematic. Diaspora and tourism overlap in many ways such as traveling to the homeland, researching the family tree, visiting diaspora communities by the citizens of the homeland, and wondering about the cultural heritage of the diasporas. Diaspora refers to the people who live and live as a minority in other places by leaving their homeland for a very long time. Diaspora tourism is the touristic trips of minority people living in different countries to their homeland. These tourist trips are generally made for the purposes of cultural heritage tourism, ethnic tourism, sadness tourism, faith tourism, visiting friends and relatives. Cultural heritage means all kinds of artifacts that are inherited from the past and wanted to be left to the future for different reasons, physically existing and made by people, and the values belonging to a society. Travel motivation is defined as the needs of people that prepare them for the trip they will make before they travel.

Research Purpose: The purpose of this research is to evaluate the impact of cultural heritage assets in terms of travel motivation in the homeland visits of diaspora tourists.

Originality/value: The scope of the research consists of national and international publications in the literature. It is thought that this research is important because it will fill the gap in the literature and contribute to the research on diaspora tourism.

Research Methodology: The research was carried out on the basis of document analysis using a qualitative research design, making use of scientific research on the concepts of cultural heritage, diaspora tourism and travel motivation in national and international literature. Collecting data from various sources through document review has allowed the examination and synthesis of different perspectives, which has increased the validity of the research and shed light on the history of the research topic.

Finding and Discussion: It is thought that the document review contains important information about people, societies and cultures, which supports the research topic. Since there is no standard format for writing the conclusion section in qualitative research and each qualitative research creates its own unique reporting format, the results in this research were written by determining the possible reader.

Research Implications: At the end of the research, it was determined that Turkey is an important diaspora center that hosts diaspora communities (Caucasian, Crimean Tatar, Azerbaijan and Balkan) as well as different regions of the world. It has been concluded that

cultural heritage assets also have an important place in the travel motivations of diasporas during their visits to their homeland.

Research limitations: Since the research was prepared on the basis of document analysis with a qualitative research design, it has no application. This situation constitutes the limitation of the research.

BLOCKCHAIN APPLICATIONS IN SMART TOURISM CITY

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Keywords: blockchain, smart tourism, smart city, smart tourism city

Research Background: Blockchain technology is attracting much attention from the stakeholders of different industries and sectors. This paper aims at exploring whether blockchain technology can occupy an important place in the network of the smart tourism city. The development of the smart tourism city should deal with analyzing an enormous volume of data generated by devices and sensors, increasing security and privacy, encouraging residents and tourists to share their data as well as supporting real-time applications (Lee et al., 2020). Due to its unique characteristics, blockchain technology could tackle some of these challenges. Therefore, the main purpose of the paper is to discuss the potential of blockchain technology to contribute to the development and management of the smart tourism city.

Originality/value: The concept of 'smart tourism city' is new. Based on the convergence of smart city and smart tourism, the smart tourism city (Gretzel & Koo, 2021) is able to enhance the tourists' experiences, improve the residents' well-being and quality of life, open up bigger opportunities for businesses, enable the destination's resilience, and address sustainability issues. Applying blockchain technology along with other innovative technologies, the smart tourism city will be more inclusive, interactive, and interconnected.

Research Methodology: The paper bears conceptual character. The paper is designed as follows: after providing literature review on smart tourism city and blockchain technology, the paper conceptualizes the possible applications of blockchain technology in the smart tourism city.

Finding and Discussion: The paper argues that blockchain technology is able to contribute to the creation and effective management of the smart tourism city. Specifically, the application of blockchain technology within the smart tourism city can facilitate data storage and data sharing between the stakeholders, ensure transparency of the food supply chain, increase trust, security, and privacy, incentivize the residents and tourists to share their data, provide trustworthy recommendation system, and make the financial transactions easy.

Research Implications: The paper extends literature on blockchain technology and provides further understanding of the impacts of this technology. Also, the paper provides some insights on the urban development, specifically, the smart tourism city development, in terms of possible benefits of blockchain technology for the smart tourism city and its goals. The paper helps to understand how adoption of blockchain technology can assist to build the smart tourism cities. The stakeholders can make decisions whether it is worth or not to invest in adoption of this disruptive technology. The concept of 'smart tourism city' implies design and management of city with focus on improvement of quality of life of the residents and tourists as well as effective and dynamic response to their needs and desires. Blockchain technology might be one of the key technologies that could foster the development of the smart tourism

city, which aims at constructing sustainable growth for the city and all stakeholders and positive interconnections between the residents and the tourists.

Research limitations: The major limitation lies in the paper's conceptual character. Therefore, further research on the subject and empirical data are needed. The practitioners could develop a blockchain solution for the smart tourism city and the researchers could evaluate the impacts at tourist, business, and destination levels. The scholars are also encouraged to evaluate the perceptions of blockchain enabled to smart tourism cities by both residents and tourists.

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CONTACTLESS PAYMENT APPROACH: E-WALLET USAGE

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Keywords: e-wallet, usage intention, perceived usefulness, perceived ease of use, COVID-19

Research Background: An e-wallet is a popular payment mechanism that is utilized by consumers all over the world. Malaysian food and beverages outlet consumers, on the other hand, are still unfamiliar with it. Throughout the COVID-19 epidemic, there has been a greater emphasis on personal safety, which has resulted in behavioral changes. The use of e-wallets allows social separation and so aids in the prevention of the COVID-19 virus's propagation. Moreover, Penang is on its way to becoming a cashless society, with e-wallets being encouraged to make payments easier in the local market. Therefore, a quantitative e-survey was carried out using the Google Forms platform to determine elements impacting behavioral intention towards e-wallet usage in food and beverages outlets. The acquired data from 156 Penang residents were then analyzed using the SPSS 26 version, which included descriptive statistics, correlation and multi regression. All characteristics, including perceived usefulness and perceived ease of use, had a strong measure of distribution, according to the findings. Thus, the results can be used as part of the protective behaviors taken during the COVID-19 pandemic to motivate consumers to use E-wallets and E-wallet providers can also make advantage of it. Malaysia has a high mobile phone infiltration rate of 146.2%, according to the Malaysian Communication and Multimedia Commission (2017), and 85% of total mobile phone users possess more than one phone. This high rate of penetration has prompted many Malaysian businesses to adopt mobile commerce as a more efficient means of doing business. Even though, high in mobile penetration, the mobile payment services have only been applied by a small number of users (Zhou, 2011). In Malaysia, only 3% of the mobile phone users use the mobile payment for their purchases and not yet widely used in Malaysia (Moorthy et al., 2020). Moreover, Penang state government planning to completely adopt and facilitate e-wallet transactions across the state by March 2020 (The Star, 2020). Therefore, by using the theory of acceptance model (TAM), this study investigated the effects of perceived usefulness and perceived ease of use on the intention to use an e-wallet and the adoption of an e-wallet in food and beverages outlets among Penang residents.

Originality/value: Only a few study publications on the measuring of e-wallet usage intention in Malaysia have been found so far and to the best of the author's knowledge, there has yet to be a published work that shows the cumulative presentation of the components that explain e-wallet adoption in food and beverages outlets among Penang residents.

Research Methodology: A cross-sectional study approach was carried out based on purposive sampling, which screening question provided to only respondents from Penang who had used an e-wallet on their mobile phones. The sample size for this study was determined using the G*power software. At the power of 95%, an effect size of 0.15 and with four predictors, the required sample size is 107. All instruments used were adopted from previous study based on five Likert scale. A total of 156 valid respondents were received which then analyse using SPSS 26. Statistical analysis technique was used to analyse data collected

using the Statistic Package for Social Science (SPSS) version 21.0 software. The reliability analysis was carried out followed by descriptive and multi regression analysis was utilized to analyse and generate the findings.

Finding and Discussion: According to the respondents' profiles, a significant number of the respondents were between the ages of 28 and 32 years (26%), followed by 23 to 27 years (19.5%), 33 to 37 years (15%), over 38 years (9.5%), and 18 to 22 years (8%). The majority of the respondents (40.5 percent) were female, and they were the ones who used e-wallets at food and beverages outlet the most. Pearson's correlation between perceived usefulness (PU) and Intention to Use (ITU) is $r=0.540$, with a significant value of $p>0.00$, indicating that PU influences customers' intention to use an e-wallet. A multiple regression analysis was used to see if perceived usefulness (PU) and Perceived ease of use (PEU) could predict whether or not Penangites would utilize an e-wallet. The regression findings showed that Model 2 (PU and PEU) explained more than 34% of the variation and was the most significant predictor when compared to the other models, $F(2,156) = 40.590$, $p= 0.0005$. These indicated that, the remaining 66% may impact by other factors towards the decision of Penang residents to use an e-wallet. As a result, the favorable impacts of PU and PEU on the intention to keep using electronic e-wallets have been proven.

Research Implications: This research aims to contribute to the literature, specifically on e-wallet usage in food and beverages outlets, by identifying factors that influence consumers' willingness to use e-wallets. Businesses may benefit from the cashless system because it allows them to improve sales and develop their own businesses by giving customers with simple, safe, and faster ways to pay for goods and services. It helps organisations save time and money on cash management while also reducing paperwork. In the COVID-19 situation, this study discusses the overall benefits and drawbacks of a cashless society in Malaysia, particularly Penang.

Research limitations: Only two key characteristics were used to identify the consumer behavioural towards e-wallet usage; perceived usefulness and perceived ease of use, have restrictions in this study when it comes to the intention to utilise an e-wallet. It also concentrated on Penang residents only. For future research, it is suggested to use other antecedents and theory.

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BARRIERS VERSUS BENEFITS OF E-WALLET APPLICATION: FOODSERVICE OPERATORS PERSPECTIVES

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Keywords: e-wallet, mobile payment, QR code, foodservice, restaurant, digital wallet

Research Background: With the growing numbers of affordable and sophisticated smartphones, the number of mobile applications users has increased exponentially. Nowadays, smartphones are not just a mere communication device, but also used to socialize, to conduct business, to have entertainment, as a gaming device, teaching and learning device, and as payment tool. Online payment is known as E-wallet or an electronic wallet which can be defined as a virtual cashless payment service replacing hard cash. It has become a popular way of purchasing goods and/or services without any physical movement of cash. The function of e-wallet is similar to online banking and plastic money; the only main difference is that the use of e-wallet saves customers from the hassle of going to the bank or automated teller machine (ATM) to withdraw bank notes. Following this, the objectives of this research are: (i) to investigate the viewpoints of foodservice operators about e-wallet application, (ii) to investigate the benefits of e-wallet application among foodservice operators, (iii) to investigate the barriers of e-wallet application among foodservice operators, and (iv) to propose the recommendations to remedy the barriers of e-wallet application among foodservice operators.

Originality/value: There has been limited research undertaken to access the perspectives of restaurant operators on the topic. Majority of research papers on the topic of cashless applications focused on consumerism, where customers are the center of attention. The rise in cashless payment applications has increased greatly in recent years. With good internet connectivity, it has gained strong footing among youngsters who tend to use their mobile phone for everything. Therefore, despite the common practice of interviewing consumers, this research intends to discover the perspective from the other side of the foodservice business viewpoint, the foodservice operators.

Research Methodology: As most qualitative research focuses a lot on consumerism, the researchers had decided to focus this study from the perspective of service operators. Time horizon of the research is cross-sectional and semi-structured interviews were used to gain service operators' perspectives on the matter in a non-contrived environment. Since the research is done during Movement Control Order (MCO), data were collected within Bandar Puncak Alam and Bandar Saujana Utama area which is in close proximity to UiTM campus. Snowball sampling was utilized, and interview questions used consisted of two sections; (i) demographic information, and (ii) e-wallet applications. 11 foodservice operators were interviewed through three methods; (i) telephone interview, (ii) google forms, and (iii) video calls. All recorded interview sessions were transcribed and organized into ATLAS.ti 8 software and undergone thematic analysis to determine codes, themes, and networks.

Finding and Discussion: Apart from all the quotations, thematic analysis had produced several outcomes comprises of: (i) initial profile of the respondent, their category of business and type of e-wallet being used, (ii) all the codes forming theme 1 - foodservice operators' perspective on e-wallet applications, (iii) all the codes forming theme 2 - benefits of e-wallet implementation, (iv) all the codes forming theme 3 - barriers for e-wallet implementations, (v) all the codes forming theme 4 - recommendations on improving the implementation of e-wallet, and (vi) all the networks following all the themes.

Research Implications: On top of contributing to the body of knowledge and extending the literature on the topic, the research is also delved into the very basic kind of research, which is exploratory. By doing qualitative research, it actually satisfies human being's curiosity of wanting to know how and why things are functioning in this world. By publishing the research and the simplicity of it, the researchers believe and hope that it will inspire many other young researchers to embark into conducting research instead of shying away from it. The produced network can also serve as the foundation of much research to come. Food and beverages industry is among the biggest industries in Malaysia; thus, consumers and the foodservice operators are demanding better business solutions to cater for growing demand parallel to the technology advancement of the 21st century. Cashless payment is excellent for conducting safer transactions, especially during the COVID-19 pandemic. The implementation of e-wallet has been visible since 2013, but as the years passed, not many establishments choose to conduct business using e-wallet, until now. Thus, the publication of this research is very important to expose to the public regarding the perspectives of foodservice operators towards the implementation of e-wallet.

Research limitations: First and foremost, COVID-19 pandemic had ultimately suppressed researchers' ability to travel and collect data from respondents from other areas in the country, apart from nearby areas. The pandemic also had ceased any face-to-face interviews, as talking within short distance from each other and within confined spaces are prohibited. For this reason, the researchers were forced to resort to other data collection methods, which are not as satisfying as face-to-face interviews. Acquiring the cooperation of business operators also posed a challenge, as not many supervisors and managers have the time or willingness to get on with the interview. Additionally, it was quite surprising that not many foodservice establishments utilize e-wallet as the method for payment, until the recent pandemic forced them to employ cashless payment methods. Other limitations which interfered with the research are time and cost constraints, and the researchers managed to complete the research nonetheless.

ONLINE REVIEW CHARACTERISTICS AND HOTEL BOOKING INTENTION: THE ROLE OF PERCEIVED USEFULNESS AS MEDIATOR

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Keywords: online review, review timeliness, review ratings, review volume, perceived usefulness, hotel booking intention

Research Background: Before web 2.0 technology was introduced, customers who sought information about a product or service in the online environment relied heavily on information provided by product sellers or service providers (Meilatinova, 2021). The problem was that most sellers or service providers only provided positive reviews about their products and services. Complaints and grievances of customers who were dissatisfied with their products or services would hardly be shown on their websites. As a result, many customers were deceived by such biased information. They would end up feeling dissatisfied with the purchased products or services obtained, and might eventually not make any repurchases in the future. Many previous studies have shown that customer review is one of the important information needed in order to make a purchasing decision. However, there are very few studies on customer review characteristics that are considered useful to hotel website users (Hu, 2020). This study aims to examine the influence of online review characteristics, namely, review timeliness, review ratings and review volume on perceived usefulness of hotel websites. Furthermore, this study also examines if perceived usefulness mediates the relationships between each of the hotel websites' review characteristics and hotel booking intention.

Originality/value: From a customer's perspective, a useful hotel website should not only provide information from the seller or service provider, but also contains customer reviews posted by customers who have experienced using the product or service. This study contributes to the development of knowledge by looking at the influence of online review characteristics on the perceived usefulness of hotel website and subsequently hotel booking intention. This study also confirms the role of perceived usefulness of the hotel website as a mediator linking online review characteristics and hotel booking intention. The implications of the findings of this study to academics, hoteliers and consumers regarding further research opportunities, e-commerce marketing and e-tourism are also discussed.

Research Methodology: A research framework based on stimulus-organism-response theory has been developed for this study (Mehrabian & Russell, 1974). A total of 104 valid online questionnaires were analysed empirically through assessment of measurement models and structural models using partial least square - structural equation modelling approach (Hair et al., 2017). The sample of the study was among hotel website users or hotel customers who had tried booking through a hotel website.

Finding and Discussion: The findings of the study revealed that two online review characteristics, namely review timeliness and review rating affected the perceived usefulness of the hotel website, which in turn influenced the intention of hotel customers to make reservations online. However, survey data indicated that the influence of review volume on the perceived usefulness of the hotel website was not significant. The findings of this study were consistent with the findings of previous studies (Liu & Park, 2015). In addition, the perceived usefulness of the hotel website also mediated the relationship between online review timeliness and review rating with hotel booking intention.

Research Implications: This study not only confirms the findings of previous studies that online review characteristics can influence the perceived usefulness of a website, but it also shows that perceived usefulness of hotel website mediates the relationship between review characteristics and hotel booking intention. To ensure that their hotel website is effective in generating sales through online booking, hoteliers not only need to provide customer review function in their website, but they also need to ensure that the online review postings are always updated (timeliness) and have good review ratings. This study is expected to benefit hotel website users as well as potential customers when hoteliers allow their customers to post online reviews on their websites. Potential consumers will get fairer and unbiased information in making better purchasing decisions.

Research limitations: The sample of this study was taken using purposive sampling technique. Therefore, the generalisability of the research findings to a broader population may be limited and should be made with caution. Therefore, future studies can use more systematic sampling techniques to address the issue of generalisability in this study.

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EXAMINING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PASSENGER REUSE INTENTION TOWARDS ELECTRIC TRAIN SERVICES

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Keywords: public transport, electric train services, service quality, passenger satisfaction

Research Background: Malaysian tourism industry continues to develop in various aspects such as accommodation, food and beverage, transportation and attraction. The service providers as well as the government must acknowledge the importance of tourism growth and forecast the revenue. As such, Malaysian transportation such as Electric Train Services (ETS) managed by Keretapi Tanah Melayu Berhad (KTMB) must be taken into account. This study is intended to assist KTMB to study services offered and identify the important aspects of service quality that affect passenger reuse intentions.

Research Purpose: The objective of this study is to examine service quality dimensions such as responsiveness, reliability, tangible, safety and security of ETS service quality dimensions (i.e., reliability, responsiveness, tangible, security and digital technology) towards train passengers.

Originality/value: ETS has adapted new technological services to globalize the travel and tourism sector. This study has assessed passengers' perception on digital technology services use on board the ETS. Nowadays, with smartphones, video streaming and websites creating traffic human networks in one medium. The technology used can affect normal operation of the market, even in the industry. This can lead to disruptive technology.

Research Methodology: Survey questions were distributed to respondents via Google form and face-to-face method. Respondents were train passengers who had used and experienced ETS' services. Data analysis procedures that which researchers used in this study are the SPSS and Structural Equation Modeling (SEM) – AMOS software.

Finding and Discussion: The outcome of the study proposed that service quality dimensions affect the passenger reuse intentions towards ETS. Aside from that, relevant recommendations are made based on the study's outcome and conclusions.

Research Implications: The study is intended to assist Keretapi Tanah Melayu Berhad (KTMB) to establish services offered and address important aspects of service quality dimensions that are related to ETS passenger's satisfaction. In addition, it can significantly contribute to academicians' understanding and extend the existing business concerned in regards to public transportation. Finally, it can influence passengers' intention to reuse on ETS in future. The study adds to both theory and practices by addressing the reasons for the necessity of use of technology and enhancing the service quality in keeping ETS updated and user-friendly.

Research limitations: The limitation of the study is time constraints due to the COVID-19 pandemic. On top of that the number of ETS users were minimal and the researcher is restricted from travelling to ETS stations to collect data.



A COMPREHENSIVE REVIEW OF RESEARCH ON NEW GENERATION INFORMATION TECHNOLOGY IN THE HOTEL INDUSTRY

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Keywords: information technology, new generation information technology, hotel industry, literature review

Research Background: In recent years, the world is facing the problem of an aging population. Labour costs of the hotel industry increase year by year. With the increase of labour costs, more and more hotels use new technologies to solve the problem. In order to maintain the competitive advantage, traditional hotels are faced with the problems of whether to transform and how to transform. Based on a comprehensive review of the literature, this research aims to discuss the possible innovation to the hotel industry and propose directions for future research in the context of rapid development of the new generation information technology.

Originality/value: The research analyzed the changes in the hotel industry from the perspective of new generation information technology applied to hotels. It concluded the new characters for the use of new generation information technology. The value of the research paves the way for future research on the impact of new generation information technology application by concluding the characters in a hotel. As a country with a large population, China is facing the problem of an aging population. Studying the impact of new technologies can provide reference to the development of China's hotel industry.

Research Methodology: The study searched the online databases to obtain relevant published articles published after 2010, from three databases, namely, Web of Science, Taylor and Francis, and ScienceDirect via keywords. Nearly 200 articles were obtained. After that, sample selection was made by reading all abstracts and choosing main articles that topic, abstract, or keywords are related to hotel. The study selected the articles on the basis of criteria. Finally, the forty-two articles were analyzed qualitatively.

Finding and Discussion: The findings are that the new generation information technology has impacts on the hotel industry, including employee job satisfaction, customer behaviour, service quality, and service delivery. The research discussed the possible trend for future research.

Research Implications: The widely use of new generation information technology will change the work environment and the customers' behaviour, the research could prospect advancements in the individual behaviour theories. This research may summarize the changes for the new generation information technology to hotels and accelerate the application of new technologies in the hotel industry.

Research limitations: This study was conceptual in nature and based on the analysis of existing literature. The lack of empirical investigation of the findings can be a limitation. Future research can collect data to test the effects of the new generation information technology.

A STRUCTURAL MODEL OF PERCEIVED WEBSITE INTERACTIVITY DIMENSIONS AND HOTEL BOOKING INTENTION

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Keywords: online booking, hotel industry, perceived website interactivity

Research Background: Advances in information and telecommunication technology have led to more intense competition among hoteliers to generate online bookings directly without going through intermediaries such as online travel agencies. Lately, the existence of many websites and mobile booking apps by online travel agencies has made the effort to get direct bookings through hotel websites, resulting in a larger number of difficulties. Previous studies have reported the reasons that hotel websites fail to generate online bookings due to insufficient interactivity (Ayob, 2016). Therefore, it is difficult for customers to get information and make reservations online. In previous studies, scholars found that website interactivity can influence customers' purchase decision (Jiang et al., 2010). There are studies that have examined perceived website interactivity as a uni-dimensional construct (Abdullah et al., 2018) and a multi-dimensional construct (Abdullah et al., 2016). Among the dimensions of perceived interactivity construct frequently studied are two-way communication, responsiveness and user control (Abdullah et al., 2017). However, conceptualization of perceived interactivity with only three dimensions is not enough to explain this concept which is now more dynamic in line with the development of more sophisticated technologies. Therefore, the present study aims to extend the concept of perceived interactivity into five dimensions and to examine their influence on hotel booking intention.

Originality/value: This study attempts to extend the concept of perceived website interactivity into five dimensions and to examine their influence on hotel booking intention. The implications of the findings of this study to academics, hoteliers and consumers on future research opportunity and e-commerce marketing strategies are also discussed.

Research Methodology: The research instrument was adapted from previous studies and pre-tested for validity and reliability. Study data were collected through a self-administered intercept survey technique. Of the 596 hotel customers invited to participate in the study, 287 agreed to answer the survey questions. However, only 273 surveys were successfully completed and analysed using a partial-least squared-structural equation modelling (PLS-SEM) approach.

Finding and Discussion: The findings of the study indicate that four out of five perceived website interactivity dimensions i.e., two-way communication, responsiveness, customizability, and demonstrability have a positive and significant influence on hotel booking intention. However, the influence of user control dimension on hotel booking intention is not significant.

Research Implications: The contribution of this study confirms the existing body of knowledge on the theoretical linkages between perceived website interactivity dimensions and intentional behavior. In addition, the present study suggests the concept of customizability and demonstrability as part of perceived interactivity dimensions. The implications, limitations and suggestions for further research are also discussed. This study shows the importance of the concept of perceived website interactivity influencing online hotel booking intention among hotel customers. It is hoped that the findings can convince hoteliers to develop a more interactive hotel website to encourage their customers to book online directly through their hotel website. This study is expected to benefit hotel website users as well as potential customers when hoteliers develop more interactive hotel website. Hotel customers will be able to book hotel accommodation more easily.

Research limitations: The sample of this study was obtained through purposive sampling technique. Therefore, the generalizability of the research findings to a broader population may be limited and should be made with caution. Therefore, future studies can use more systematic sampling techniques to address the issue of generalizability in this study.

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VALIDATION OF FASHION DESIGN TEST FOR DOUBLE TRACK HIGH SCHOOL PROGRAM USING CLASSICAL TEST THEORY

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Keywords: validation, fashion design, classical test

Research Background: The Double Track High School Program is a program with the provisions of high school students, including vocational students, in order to have competencies, one of which is Fashion Design competency. Tests are needed to measure students' cognitive abilities. This study aims to obtain information on the validation of Fashion Design cognitive test items using the classical test theory.

Originality/value: This paper is among a few researches that highlight the validation of fashion design test for double track high school program in Indonesia. Moreover, this study uses classical test theory to differ it from other previous studies.

Research Methodology: This quantitative descriptive study uses a multiple-choice test with four choices of 40 items. Participants' responses were collected through Google form for Fashion Design class of 2019 and 2018 totaling 122 respondents. The analysis technique using the Kuder Richardson (KR-20) method stata program was analyzed using classical test theory. Furthermore, the calculation results will be interpreted against the coefficient or value of r as follows: 1) If r_{11} is equal to or greater than 0.70, then the test results being tested for reliability have high reliability. 2) If r_{11} is less than 0.70, then the test results that are being tested for reliability are declared not to have high reliability. (Sudijono, 2011). To interpret the item difficulty index, the classification is used, namely: 1) Problems with $p = 0.000$ to 0.299 are difficult questions. Problems with $p = 0.300$ to 0.699 are medium questions 3) Problems with $p = 0.700$ to 1.000 are easy questions (Arikunto, 2009). Questions that are considered good are questions that are in the medium category, namely questions that have a difficulty index of 0.300 to 0.699.

Finding and Discussion: The analysis technique with the strata program was analyzed using classical test theory. Based on the analysis of the cognitive validation tests of fashion design competencies for double track high school program, results show that the question items have moderate reliability as the validation of the test uses classical test theory with a test reliability coefficient of 0.5729 for 40 questions.

Research Implications: The findings of the study extend the current body of knowledge in composing Fashion Design tests. Such findings will help fashion design educators create more reliable outcomes for their students in understanding the concept of fashion design due to the absence of such knowledge. The findings of the study can act as a guideline to educators in devising a test to measure fashion design competencies. Such findings can be also used by fashion design training centers to measure their students' knowledge about correct conception of fashion design subject matter. By implementing this measurement, the quality of future fashion designers can be improved.

Research limitations: The present study is only limited to Indonesian context. In addition, this study is also limited to Indonesian fashion design education in which it might be dissimilar to other countries' fashion design curriculum.

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THE EFFECT OF ENTREPRENEURSHIP EDUCATION AND ENTREPRENEURIAL MOTIVATION ON WORK READINESS OF FASHION DESIGN STUDENTS

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Keywords: entrepreneurship education, entrepreneurial motivation, work readiness, industry 5.0

Research Background: This study aims to measure student readiness to enter the era of industrial revolution 5.0.

Originality/value: To develop a fashion entrepreneurial class by implementing a fashion business curriculum according to the industrial world needs in the era of industrial revolution 5.0.

Research Methodology: This study used a quantitative approach. A sample of 210 respondents was analysed using PLS SEM to determine the determinants of the 5.0 industrial revolution era.

Finding and Discussion: The research findings stated: (1) entrepreneurship education can increase students' entrepreneurial motivation, strengthen work readiness and be able to adapt in the industrial revolution era in the fashion sector, according to the type of business they are interested in; (2) the era of the industrial revolution in the fashion sector is more dominant in decentralization and resilience; (3) fashion entrepreneurship education emphasizes more on indicators of creativity and fashion designers.

Research Implications: Entrepreneurship, motivation, work readiness. This study offers recommendations to higher education institutions to develop entrepreneurial classes in the fashion sector by implementing a fashion business curriculum according to the needs of the industrial world in the era of industrial revolution 5.0.

Research limitations: This study is limited in June 2021 (research was done for 8 months, from November 2020 to June 2021).

ATTRIBUTES FRAMEWORK VALIDATION FOR WELLNESS TOURISM WITHIN THAILAND CONTEXT

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Keywords: wellness tourism, PMSE experience, spiritual tourism management

Research Background: A review of literature comprehended the attributes of wellness tourism experience in various aspects. Dr. Halbert Dunn (1959) originally introduced the concept of 'holistic wellness' that not only involved the physical but also consisted of the mind, the spirit and the environment. Consequently, four dimensions of wellness tourism experience have been derived as physical, mental, spiritual and environmental or PMSE experience framework. Thus, the research on a theoretically integrated with wellness tourism attributes in the form of PMSE experience framework and cultural differences have not previously been conducted. This research aims to validate wellness tourism experience attributes and Thailand has been chosen as the case study context. A total of 384 responses were collected using online survey platform from Thai Travelers during November 2020 – December 2020. A result from quantitative methods displays a consensus within the data acquired that all four dimensions of PMSE experience framework; physical, mental, spiritual and environmental holistically served as a mechanism towards wellness tourism experience within Thailand context. PMSE experience framework offer not only conceptual fit by also a practical framework for the study of wellness tourism experience design. Thus, the results indicated that spiritual experience (SE) dimension accounted for the most variance in the framework predicting the effective wellness tourism experience than the other attributes. Recommendations for the planning of wellness experience will be investigated in the further study. Numerous studies assumed that wellness tourism and overall wellness are synonymous, thus, the wellness attributes framework in which the mechanisms provide support to overall wellness experience are somehow still unidentified (Smith & Diekmann, 2017). Exploring this gap in the context of Thailand provides a better understanding of the wellness tourism attributes framework that relate to a better design of wellness tourism experience development model.

Originality/value: While increasing evidence supports the consideration of wellness tourism attributes within different cultures context, specific relationships between well-defined wellness attributes framework model and wellness tourism experience within Thailand context have not been explored. This study sought to validate the widely accepted PMSE model tourism and to identify key underlying attributes of wellness tourism experience within the context of Thailand. The research question was set as: *What is the key underlying attributes framework of wellness tourism experience within Thailand context?*

Research Methodology: In the current research, the participants were Thai travelers. The quantitative approach of Qualtrics online survey platform was administered from November 11 to December 24, 2020. For the data-gathering purpose, the questionnaire was designed to

include four parts of questions on: participant demographics, tourism behaviors, the importance or expectation level of wellness tourism experience dimensions, and the suggestions on Thailand wellness tourism. This research applied the Likert seven-scale, where respondents were required to choose itemised rating scales from the minimum score of 1 to a maximum of 7. Descriptive statistic and ANOVA techniques were applied.

Finding and Discussion: Results of the present study indicated that PMSE framework offers not only conceptual fit but also a practical framework for the further study of wellness tourism experience within the context of Thailand. The data suggested evidence that the wellness attributes framework did have structural consistencies as proposed.

Research Implications: The research proposes the theoretical framework of experiential marketing for wellness experience within the context of Thailand. To provide a practical tool for wellness destination managers to implement design concepts of the wellness tourism experience attributes for a better outcome of wellness tourism experience. Thai government may use the validation model of wellness tourism experience attributes as the experiential marketing model for wellness tourism development in Thailand.

Research limitations: It should be noted, however, that the relationships of the individual experience dimensions with plausible consequences of wellness tourism experience attributes, may be difficult to predict because they may depend heavily on the salience of experience offerings. The proposed PMSE attributes framework validation within Thailand context awaits further implementation across different consumption situations and staged experiences. Further studies may develop design process of wellness tourism experience. Another interesting avenue for future research would be to use mechanism such as technology to implement the PMSE attributes framework and to link them to wellness tourism experience design more effectively.

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DEVELOPING THEORETICAL FRAMEWORK OF SLOW FOOD TOURISM DESTINATION IMAGE

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Keywords: slow food tourism, destination image, destination development

Research Background: Slow food is a concept that contrasts fast food by emphasizing nutritious, ecologically friendly, ethical, and educational concerns (Petrini, 2007). In relation to tourism, slow food may potentially transform tourism destinations by creating opportunities for unemployed residents, preserving culinary heritage, conserving biodiversity, and boosting sustainable rural development. Following a review of the slow food literature from the last decade to identify an academic gap, it was discovered that slow food destination image development is still lacking. Thus, this research integrated the slow food concept with destination image by adapting a destination image theoretical model proposed by Echtner and Ritchie (1991, 1993). Understanding tourism stakeholders' sensory, memory, and experience with various tourist products and attributes is critical for effectively representing the destination image and influencing consumer behaviour (Tasci & Gartner, 2007). There are three main components of slow food destination image which are adopted; firstly, functional attributes refer to tourism tangible elements. Secondly, psychological attributes highlight intangible aspects of slow food destination. Lastly, uniqueness attributes mention the unique activities which are arranged based on cultural events and food festivals created by tourism stakeholders. The result of this study derives from examining current studies. Hence, this research concludes the proposed theoretical framework of slow food destination image which is of most benefit to theoretical, practical, and policy contribution. Investigating the slow food destination factors impacting behavioral intention will be recommended in the future research. The aim of this conceptual paper is to develop a theoretical framework of slow food destination image. While previous studies are analysing, it is obvious that slow food research has made little progress over the previous century, particularly the area of destination development. Furthermore, slow food aims to have a directly beneficial effect on food production, food consumption, and sustainability.

Originality/value: This research develops a theoretical framework for slow food tourism destination image, which can be used as a marketing strategy. The research question for this study was as follows: What is the critical component of the framework for describing slow food destination image attributes? According to the study findings, it is crucial to create a slow food destination image comprising three components: functional attributes, psychological attributes, and uniqueness attributes. It is an essential idea for cultural, environmental responsibility and sustainability, owing to the critical core components that contribute to the development of the slow food destination. It was about conserving authentic indigenous culture and ensuring environmental sustainability. This is the only study that provides unique concepts for tourism goods and activity development concepts that encourage tourists to integrate leisure, good health, and mental well-being. Additionally, the destination image strategy establishes a valuable slow food phenomenon, such as a local place that contains some culinary history and gives an opportunity for new experiences with the slow food concept as people engage in activities and consume healthy food.

Research Methodology: A review of existing literature was carried out to gain a better understanding of “slow food” in “Hospitality Leisure Sport Tourism” category. To analyse academic gap, the current study uses the Web of Science (WOS) searched published research “article” data in world class journals through ISI database which is mostly acceptable from international academics from the last ten years from 2010 – 2020. The relevant past research can be classified into four research area, including consumers’ perception, slow food phenomenon, business development, and destination development. It is clearly seen that slow food research was not progressing much about destination development, especially destination image strategy. Destination image is defined as an image that shapes how individuals view their environmental surroundings while traveling, thus influencing tourists’ decision-making as they consider prospective tourism experiences in alternative destinations. The study will use the destination image aspects of tourism mechanism which are more knowledgeable about the destination, from the qualitative research method by using face-to-face technique, and content analysis was used to analyze data.

Finding and Discussion: The paper proposed the slow food destination image theoretical proposal model, which comprises three main components: firstly, functional attributes refer to tourism tangible elements, including place, facilitator, and service quality. Secondly, psychological attributes which highlight an intangible aspects of slow food logo, image, and perceived value. Lastly, uniqueness attributes include cultural events and festivals, as well as food events and activities organized by tourism stakeholders.

Research Implications: This study proposed a theoretical framework for the slow food destination image. Tourism stakeholders should be published with an understanding of slow food tourism concept and key components. As slow food refers to seasonal, organic, and healthy food, all stakeholders include the government sector. Especially, health department plays an important role to educate and cultivate awareness of this concept to the public. This project will lead consumers to be recognized for healthy foods and alternative options. The number of stakeholders providing nutritious meals will be increased. Both consumers and producers gained more benefits, as consumers have rights to consume their foods and producers received fair earnings.

Research limitations: In the future, the awareness of COVID-19 circumstance is vital, as the pandemic may not be over too soon. Therefore, the data collecting must follow the new normal rules, such as social distancing, mask mandate, and sanitation. Future studies may focus on prospective destinations, with its own unique gastronomic and cultural aspects. Also, it will lead to investigating the factors that impact on behavioural intention to visit slow food tourism destinations.

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ECOTOURISM PERCEIVED VALUE IN TODAY'S PANDEMIC ENVIRONMENT: MODIFICATION OF PERVAL DIMENSIONS FOR PROTECTED AREA

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Keywords: PERVAL, protected area, national park, health and wellbeing, EFA

Research Background: Prior literature on tourism and travel, there is a large number of studies on the perceived value, however, natural protected areas such as national parks have seldom been studied. Therefore, the main purpose of this study is to analyze the dimensionality of the concept of perceived value in national parks, adapting the modification PERVAL scale of measurement. Four dimensions were studied that include functional value, value for money, novelty value and health and wellbeing value. A conceptual model was formulated and preliminary tested to examine the value perception of ecotourists on their experiences in national parks. The results from this study revealed the important insights related to ecotourism's perceived value of health and wellbeing during the pandemic environment. Generally, through a series of analyses, the main relationship of all variables was explained taking into account the experiential nature of national protected park. Some marketing implications were discussed that could help maximize value to ecotourists. The main purpose of this study is to analyze the dimensionality of the concept of perceived value in national parks, adapting the modification PERVAL scale of measurement. Four dimensions were studied that include functional value, value for money, novelty value and health and wellbeing value. A conceptual model was formulated and preliminary tested to examine the value perception of ecotourists on their experiences in the national parks.

Originality/value: Unlike previous studies, this study pays special attention to identifying experiential dimensions specifically on health and wellbeing value. This examination of ecotourism perceived value in the context of protected parks will provide park management and marketers with valuable information on various aspects of national park visits, allowing them to assess how the participation experience can be improved across a range of different value dimensions.

Research Methodology: This study employed a cross-sectional research design to establish reliable measures for the modified PERVAL construct. The items were adapted and modified to suit this study. Study data was obtained using a structured questionnaire with an interval scale between 1 and 10. The study further conducted the Exploratory Factor Analysis (EFA) procedure on construct elements using IBM-SPSS version 26.0. The extraction method of Principal Component with Varimax Rotation, Bartlett's Test of Sphericity and the sampling adequacy by (KMO) was performed also. Cronbach's Alpha was applied to test the reliability of the retained items.

Finding and Discussion: The Bartlett's Test of Sphericity is highly significant (sig. 000) and the sampling adequacy (KMO=0.775) is good. The four components have Cronbach's alpha values of 0.932. From the total of 22 items, the factor loading of 20 items exceeded the

threshold value of 0.7, however the study found that 2 items with factor loading below the cut-off point of .60 were deleted. The development scale and validation confirmed that the instrument is consistent and stable across samples.

Research Implications: An important contribution of this study is to establish a new dimension of health and wellbeing value which is an integration of emotional value in order to embrace the innovative concept of protected area as a catalyst resource, particularly in terms of fostering physiological health and psychological well-being. The results will be used for marketers, park management and government bodies to develop potential marketing strategies in promoting and segmenting TNNP in Malaysia beyond the conventional value. Besides the known fact of ecotourism as a destination for sustainability, conservation, preservation and appreciation of culture, it is also important to embrace the hidden potential benefit of protected areas as a catalyst resource of “eco-wellness” destination. This is especially vital in terms of fostering physiological health and psychological well-being of ecotourist on post COVID-19 crisis. Nature-based destinations were likely to be targeted by the post-crisis tourists. Thus, there is a big opportunity in promoting the value effect of nature on humans and the role of natural protected areas in enhancement of ecotourist quality of life and wellbeing especially in the post Covid-19 crisis.

Research limitations: Due to time and resource constraints, the data for this study were collected only from domestic ecotourists for testing the proposed model. Examining a single segment could limit the perceptions and evaluation of the eco-touristic experiences.

THE RELEVANT OF ADVENTURE TOURISM AND EUDAIMONIC EXPERIENCE

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Keywords: eudaimonic experience, adventure tourism activities, wellness tourism, tourist perception

Research Background: This conceptual paper is to investigate tourist perception towards eudaimonic experience through adventure tourism activities. A significantly increasing number of adventure tourists forecast in the United States tend to travel to nature, outdoor, safe and relaxed destinations (ATTA, 2020). As a result of the COVID-19 pandemic, tourists' behaviors have changed to privacy, safety, and social distances (GWI, 2019). A new normal pattern of travelling style creates ways for tourism recovery which leads people to seek for health and safe activities especially, sport and/or adventure activities (Wyman, 2020) and it also links to a tourist's memorable experience (Bauer, 2012), leading to life well-being ultimately (Bhumiwat & Ashton, 2020). Thus, one experience to look for, is eudaimonic tourist experience (Lengieza, Hunt, & Swim, 2019). This research had reviewed 61 research papers and identified various eudaimonic perspectives, and experience concepts applied in adventure tourism. It was found that there were significant academic gaps between wellness tourism and psychology perspectives on eudaimonic experience. In addition, a majority of research fields had paid attention to eudaimonic experience especially, positive psychological well-being concepts (Lengieza et al., 2019; Ryff, 2017). It is still lacking attention based on adventure and wellness tourism concepts. Hence, this study seeks through adventure tourism activity to bridge the above-mentioned academic gaps and this paper focuses on 3 areas: adventure tourist's perception, eudaimonic experience and adventure tourism activity lead to the eudaimonic experience. The greater understanding of these three areas can help tourist destinations in attracting more quality adventure tourists as a target group who can help uplift adventure tourism development in terms of high spending, longer staying, sustainability issue concerns (Musa, Hall, & Higham, 2004) and enable the improvement of the said tourist areas in terms of greater accessibility (Apollo, 2017). Also, this paper presents ideas on how to develop tourist adventure activities for eudaimonic experience, which encourage tourists to look after the development of their psychological and physical wellbeing in further. The aim of this study is to investigate tourist perception towards eudaimonic experience through adventure tourism activities.

Originality/value: A theoretical framework of this paper is to develop a eudaimonic experience model through adventure tourism development.

Research Methodology: This study will be using mixed methods, both qualitative and quantitative approaches. For the quantitative approach, the data collecting process uses online-based survey questionnaires, research instruments can be designed by using a seven-point Likert scale for collecting data. Approximately 250 samples will be collected to obtain sufficient data. The data collection process for qualitative approach will involve data collection at adventure tourism destinations, such as Phu Kradueng National Park, Thailand and collecting approximately 30 samples for in-depth interview. Research instruments and

questionnaire design will be adapted from past studies, for example, Ryff and Vogt's theories. The criteria for employing sample and participant for both approaches (qualitative and quantitative) for this study are firstly, they must have at least three years' experience in adventure tourism such as participating in activities related to challenging adventures. Secondly, tourists must stay overnight in adventure tourism places, away from their homes; thirdly, the participants must have at least one of the purposes to improve their wellness to join the adventure tourism activities. This study will be using SEM technique to analyze data for quantitative approach and content analysis will be used to analyze data for qualitative approach.

Finding and Discussion: The expected findings in this paper is to obtain knowledge and understandings of adventure tourism activity development for eudaimonic experience. Also, this may provide three areas for study; firstly, adventure tourists' perception to understand the characteristics of tourists and why tourists make decisions to participate in adventure tourism activities. Secondly, eudaimonic experience is highlighted in six attributes: positive relationship, self-acceptance, purpose in life, environmental mastery, autonomy, and personal growth. Finally, adventure tourism activities – hard and soft tourism activities leading to the eudaimonic experience, which is one of the main perspectives for tourists participating in adventure activities and to enhance their wellbeing both psychologically and physically.

Research Implications: This paper will be applied in academic papers of adventurous-wellness tourism development model for eudaimonic experience. The outcome and implication can be applied to local business sectors, government, business associations, activists, and tourism developers as a development model for increasing tourists' eudaimonic experience based on adventure tourism activities. For the government, the result of this paper can be used for a new tourism pattern to generate tourism profits with high quality tourists in adventure tourism. Also, it can be implemented in the next development plan to create wellness activity lists through adventure tourism activities.

Research limitations: Future research should use this developed theoretical conceptualization for adventure and wellness tourism development. In terms of wellbeing perspectives, the future researchers should measure not only the eudaimonic experience aspect, but also hedonic experience aspect. This is because at present, there is still limitation to investigate both eudaimonic and hedonic experiences scoping in adventure and wellness tourism.

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POSITIONING MUSLIM WELLNESS AND SPA IN THE TOURISM INDUSTRY

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Keywords: wellness tourism, spa tourism, health, Muslim wellness

Research Background: Cummings and Bentley (2018) stated that wellness is a crucial construct and is foundational in efforts to enhance health, wellbeing, and quality of life. They also mentioned wellness is necessary, precious, guarded, delicate, elusive, arduous, attainable, and affirming. Feeling lonely or sad impacts individuals' perceptions of their overall sense of wellness. It is also possible that spirituality mediates the relationship between depression and health (Hodge et al., 2015). However, Othman et al. (2019) argued that the uniqueness of this market has been mostly ignored in terms of Shari'ah compliance to cater to Muslim needs. In addition, there is limited studies about targeted on Muslim friendly wellness and spa due to the fact that spa and health is a new area to be segmented in Muslim friendly tourism hospitality and services (Hodge et al., 2015; Othman et al., 2015). Thus, the area of this study requires constant and evolving attention (Cummings & Bentley, 2018). Hence, the understanding of Muslim wellness and spa is crucial in order to provide suggestions and recommendations on how to position Muslim wellness and spa in the tourism industry effectively.

Originality/value: Generally, wellness and spa services provided can help individuals to release their stress, avoid depression and this may lead them to achieve good health mentally and physically. To navigate the developing country, Malaysia needs healthy people and spa services are seen as one of the most important services not only for tourists but also for the citizens. This is in line with the government's effort in one of the eleven Malaysia Plan in Sustainable Development Goals (SDG) which is to improve the well-being of all to promote a socially advanced Malaysia with healthy individuals. Other than that, tourism is one of the 12 prioritized industrial sectors in the National Key Result Area (NKEA). Tourism refers to both leisure and business tourism and includes the following sub-sectors: accommodation, shopping, tourism products (i.e., ecotourism, cruise tourism and other related activities such as spa and wellness). For instance, Theme 5: Business Tourism in NKEA tourism consist of EPP9a which is developing local expertise and better regulation of the spa industry. Therefore, this study is relevant in supporting government policy to further develop the spa industry effectively.

Research Methodology: The authors inductively identify differing conceptualizations of Muslim wellness and spa, and then argued the aspect of interest is best addressed in terms of particular concepts or theories. Other than that, a SWOT analysis was done to examine the stage of positioning Muslim wellness and spa in tourism industry.

Finding and Discussion: This paper conceptualizes the relationship of wellness and spa operation in accordance with the Shari'ah compliance services offered. The dimensions of wellness can be categorized into three main themes including i) wellness as connection: engaging with myself, my future, and the world around me; ii) wellness as awareness: building

a clearer and fuller understanding of my illness, recovery, and what works for me; and iii) wellness as congruence: a convergence of my intra-, inter-, extra-personal experiences. On the other hand, a SWOT analysis was carried out to examine the stage of positioning Muslim wellness and spa in tourism industry.

Research Implications: In the West, wellness is developed as part of the transformation of the health definition from the biomedical field (Westgate, 1996). However, religious influences provide a major impact on the practices in wellness and spa services. Generally, people can describe an Islamic wellness and spa as a vicinity where the services and products supplied are according to Islamic law (Othman et al., 2015). Accordingly, this research will add to our understanding of the differences between Western and Muslim healthiness. The research also provides several suggestions and recommendations on how to position Muslim wellness and spa in the tourism industry. These recommendations are useful to the relevant stakeholders, especially the Islamic Tourism Centre (ITC), as the association that responsible for bringing Muslim tourism broadly. In addition, suggestions are provided to government agencies, tourism operators, tourism intermediaries and spa operators regarding the important guidelines for stakeholders in planning and implementing Muslim-friendly wellness and spa to boost up Malaysia's tourism industry. Increasing attention towards healthy lifestyles and pleasant character attracts people to visit a spa and wellness center, especially for professional and working ladies and gentlemen (Jamaluddin et al., 2018). As a result, establishing wellness and spa centers that follow Muslim Shariah would serve to raise awareness among women and men while still allowing them to rest in Muslim-friendly way. Therefore, it may help to increase their quality of life and encourage social responsibility particularly among Muslim tourists who place a high emphasis on gender distinctions when obtaining wellness and spa services.

Research limitations: This is a concept paper that analyses and synthesize the theories, ideas and phenomenon of Muslim wellness and spa. An empirical study from the standpoint of spa providers and authorities should be conducted to obtain more detailed information on the stage at which these services are being positioned in the tourism industry.

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PERSUASION MODEL TOWARD SMART SOCIAL NORMS ON WELLNESS TOURISM IN PRE-RETIREMENT AGE GROUP

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Keywords: persuasion model, wellness tourism development, wellness tourism, smart tourism, pre-retirement age group

Research Background: The rising ageing society is the most important demographic transition in the twenty-first century. Because of low fertility rates, longer life expectancy and baby boomers, many countries around the world are now facing unprecedented increases in the number of elderly people. In developing countries, for example France, Sweden, Japan, Singapore etc. The number of senior citizens aged 60 years or older is projected to rise by at least 3 percent each year (World Health Organization, 2002). Smart tourism has played an important role in developing the tourism industry. The smart technology is products and services that add value to the concurrent tourist experience, with a level of support for interaction. It creates shared values and increases individuality (Boes, Buhalis, & Inversini, 2016). Following a review of the smart tourism literature from the last decade to identify an academic gap, it was discovered that persuasive messages in smart tourism are still lacking. Thus, this research integrated persuasion in the smart tourism concept by adapting ELM (Elaboration Likelihood Model) by Petty and Cacioppo (1986). The persuasion in smart tourism term has two factors in central and peripheral persuade based on ELM (Elaboration Likelihood Model) with five indicators in this study are Information Quality, Information Relevance, Source of Credibility, Interactivity and Accessibility (Warren, Becken, & Coghlan, 2017). As a review from past studies, hence this paper aims to develop the theoretical framework proposal of persuasion towards smart social norms on wellness tourism. The practical, and policy contribution was also provided. The aim of this conceptual paper is to develop a theoretical framework of persuasion toward smart social norms on wellness tourism in pre-retirement age groups. In the study of smart tourism, there are many foreign scholars who have conducted various studies in various aspects as follows: ICT in tourism, online website tourism, smart destination, and study phenomena of smart tourism but wellness tourism and persuasive messages are still lacking. Hence, the aim of this study is to investigate persuasive messages toward smart social norms on wellness tourism in pre-retirement age groups.

Originality/value: This study will contribute a persuasion factor for pre-retirement age groups to all of the stakeholders in the wellness industry. The research question for this study was as follows: What is the critical component of the framework for describing persuasion pre-retirement age groups to prepare health before going through retirement age. According to review form literature, it is providing a significant five components inside the concept of persuasion model are Information Quality, Information Relevance, Source of Credibility, Interactivity and Accessibility. This is the only study that provides unique message concepts for wellness tourism promoting delivery to the pre-retirement age group.

Research Methodology: In the research, quantitative study will be employed. Data collecting for this study employed questionnaire surveys with Seven-points Likert scale for collecting samples, a minimum of 250 samples will be collected, because it most reflects the reality, which are meaningful to the aim of the study to obtain the groups of samples which are the

most suitable to the study's aims. The participants were collected from tourists aged between 50-59 years' old who participate in wellness activities for example running sport events, spa and resorts, wellness center and meditation center etc. These future research results will be applied to EFA CFA use for data analysis in the study.

Finding and Discussion: The expected findings in this conceptual paper found the in-depth knowledge and understandings of persuasion toward smart social norms on wellness tourism. Also, this will create a new aspect perception for tourists who pursue participating wellness activities and to enhance their wellbeing both psychologically and physically for pre-retirement age groups.

Research Implications: This study proposed a theoretical framework to be fundamental of knowledge for the persuasive message toward smart social norms on wellness tourism in pre-retirement age groups. The outcome and implication can be applied as a development model on wellness tourism to meet the tourist target group, especially a segment market on pre-retirement age group. The public sector, this paper result can be used as a guideline to deliver a message on wellness tourism in pre-retirement age groups to increase the value of income in destination by increasing the number of tourists.

Research limitations: Expected limitations for this study may be conducted to determine the characteristics that influence tourist intention on persuasion to participate in wellness tourism. Another fascinating topic of intention is not contained in this study. It is recommended for future research to concentrate on other prospective areas, as each tourist behavior aspects.

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SPA AND THAI MASSAGE CRISIS MANAGEMENT IN SMALL BUSINESS DURING CORONAVIRUS-19 PANDEMIC

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Keywords: Spa and Thai massage, small business, crisis management, wellness tourism development, COVID-19

Research Background: Wellness tourism has become one of the most well-known research topics in the past several years (Global wellness summit, 2019), especially in the spa and Thai massage business. However, over the past year many entrepreneurs have been affected by the COVID-19 pandemic, including the spa and Thai massage businesses. As results, it's become challenging for all owner to operate the business, particular, suffering operational challenges, declining income and an increasing unemployment rate (Spanaki, Papatheodorou, & Pappas, 2021), and some firms temporarily shutting down (Wiwatreungdech, 2021). The purpose of this conceptual paper is to ascertain the role of entrepreneurs in spas and Thai massage management since COVID-19 started in 2019. The major goal is to learn how company owners handle the pandemic and operate tourist spas and massage services. As a result, the crisis management concept will serve as the theoretical foundation underpinning for this research. It crisis management theory comprises four constructs: the workforce, cost control, organizational support and marketing (Kukanja, Planinc, & Sikosek, 2020; Radwan 2017). The target participants will be selecting from the spa and Thai massage entrepreneurs from the West Coast Tourism Development region (Thailand Riviera area), including four provinces: Phetchaburi, Prachuap Khiri Khan, Chumphon, and Rayong provinces. The findings of the study can be used as a strategic guideline for entrepreneurship to be prepare when confronting with crisis, such as COVID – 19 pandemics, as result the strategy will help to alleviate the regions and countries economic crises. The COVID-19 outbreaks have placed the fragile tourism and hospitality industries in uncharted territory. A highly infectious novel coronavirus continues to wreak havoc on the sector, raising serious concerns about business in the present and the future survival of the sector. Most researchers have studied business management practices in normal circumstances. But crisis management in small businesses for spas and Thai massage during the coronavirus-19 pandemic is still lacking. This gap framework is a problem-solving tool that can be used to develop entrepreneurs and evaluate the crisis of entrepreneurs concerning specific spa and Thai massage areas of business. As a result, the purpose of this research is to look into how spas and Thai massage can help small business owners survive the COVID-19 pandemic.

Originality/value: This is the only study that has looked into the situation surrounding wellness tourism, specifically the management of spas and the Thai massage crisis. Crisis management during a significant pandemic has been re-launched as COVID-19 to suit the current global pandemic crisis. This study's significant findings provide a useful spa and Thai massage crisis management model for small businesses. This model serves as a guideline for entrepreneurs seeking to rehabilitate their businesses. Additionally, those who must improve their company to ensure its survival during an economic crisis.

Research Methodology: The data collection technique used in this study was in-depth interviewing, as it most accurately reflects reality and is relevant to the study's objective of obtaining the groups of samples most appropriate for the study's objectives. In addition, interviews form as research instruments were employed. The structure of the interview form will include 7 business factors in small business management and the four dimensions of crisis management. The content analysis methodology was used to analyze data and ensure the following criteria (Denzin & Lincoln, 2000).

Finding and Discussion: The findings in this paper show that deep knowledge and understanding of business management practices are required when confronted with a crisis and during the Coronavirus outbreak.

Research Implications: This study offered a theoretical framework for crisis management in small businesses in the spa and Thai massage industries, which will be beneficial to all countries in Southeast Asia dealing with the wellness tourist crisis. This study can apply an approach to managing the seriousness of the crisis to four dimensions of crisis management, including the workforce, cost control, organizational support and marketing (Kukanja, Planinc, Sikosek, 2020; Radwan 2017). Using tools to manage a small business is also important. To manage the situation during the COVID-19 epidemic, he was in charge of all seven elements, including environmental, strategic, marketing, financial, human resources, operational, and product management. This discovery can help owners of small enterprises in the wellness tourism and service industries. The findings of this research can be applied to several different situations as the private sector learns how to run a business amid a crisis and boosts the competence and competitiveness of wellness tourism entrepreneurs. Furthermore, businesses in the health and wellness community can use this crisis management strategy to better their operations. This database is also used by the public sector to establish government policies and strategic objectives.

Research limitations: Additional research may be conducted to ascertain the way to manage the business with other crises or study medium and large businesses in the wellness tourism industry.

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STAKEHOLDERS' PERCEPTION TOWARD SPA TOURISM DESTINATION IMAGE

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Keywords: wellness tourism, SPA tourism, destination image, Lanna culture

Research Background: Chiangrai, a northern province in Thailand, will be selected as a case study due to its richness in natural resources, hot springs, geographic location and comfortable weather. Also, it is a popular tourist destination with full of tourism infrastructure, such as various hotels, resorts and spas offering to tourists with good quality of wellness attributes, including physical and mental activities for relaxation, e.g., Thai massage, yoga, cycling, and meditation. Despite the aforementioned outstanding contributions to both national and international tourists, there are some critical issues arisen. Among stakeholders, the strengths of this province are not well perceived. Thus, it is interesting to study how to create a destination image by investigating all relevant stakeholders in order to develop this destination to become world class tourism. Besides, very few studies have been conducted on the development of wellness tourism, particularly in the Chiangrai province context, so it has become the research gap of this present study. The contribution of this study will help improve the destination image for wellness tourism, resulting in a positive impact on local income as well as the economy of Thailand.

A conceptual foundation for this study will adapt destination image model proposed by Ashton (2014), Sheldon and Bushell (2009) and Echtner and Ritchie (1993). In addition, spa tourism concept will be developed from popular and important past studies related to wellness contents, including professional services related to body and mind renewal (ISPA, 2013) (Smith & Puczkó, 2014), and a unique Lanna local wisdom, such as a mixing of local life style, the Lanna unique Thai message, Northern Thai herbal compress ball (for example: Yum-Khang style, north style message using heat as a tool to massage). This research employed a qualitative approach with in-depth interview technique. The data were collected from spa stakeholders around Chiang-rai province. The expected results will reveal insightful information from stakeholders' perception and a destination image development, especially spa tourism Lanna style context.

Originality/value: The original value of this paper is to propose authentic spa tourism destination image to be developed based on Lanna local resources, such as the unique hot spring that is created by nature. In addition, spa image that is combined with local culture Lanna style with unique services and products (Northern Thailand culture and tradition).

Research Methodology: This is a qualitative study which focuses on data saturation rather than participant size. Approximately 30 people (or until the repetition of information) will be interviewed. The participants will be selected from the persons involved in the Lanna spa tourism business from different organizations, for instance, local government authority, local health department, spa tourism small business, both at natural spa and in spa in hotel, community related to spa tourism destination. The expected time to collect the data is scheduled from June to August 2021. The data analysis will employ content analysis technique.

Finding and Discussion: This study is still in process of interview. The expected findings from this study will give some information to create a model of the Lanna spa tourism destination image development which will be used to improve a destination image in order to attract domestic and international tourists.

Research Implications: The research proposes the theoretical framework of destination image components for spa tourism as a wellness destination image development model, Northern Thailand Context. To provide a practical guideline for wellness destination practice for stakeholders, such as to design marketing strategy to gain competitive advantage. In addition, the Thai government can use this outcome to implement the destination image for wellness tourism in Chiang Rai province, based on Lanna spa tourism development. The results of this research will have an impact on the perception of local people regarding how to create spa products for wellness tourism using Lanna traditional style and provide local culture into spa and service product and help sustain the local culture and tradition. The improved destination image will help enhance the well-being of society, such as people's employment opportunities and their sustainable income.

Research limitations: Due to COVID-19 outbreak, the interview process may have to change to an online channel; hence, it may prevent the researcher from gaining less insightful data because some reactions from face-to-face interviews can be read more easily. However, it is expected that the quarantine period will be over soon, and currently Thailand plans to open the country for international tourists at the end of October, 2021. The physical interaction will resume, but with the new normal rules, such as social distancing, and mask wearing during the interviews.

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MILLENNIAL TRAVEL TRENDS: FUTURE OF RURAL-BASED WELLNESS TOURISM DEVELOPMENT

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Keywords: wellness tourism, rural tourism, tourism destination, Thai wellness wisdom, millennials travel

Research Background: This paper aims to reflect on the enlivenment and localization of future wellness tourism destinations in rural areas within the context of the current transformation after the strike of coronavirus pandemic. It takes into consideration of relevant attributes that encourages young individuals' tourists, or referred as millennials in this study, to experience a visit/travel which brings about social and cultural regeneration

Originality/value: It has been widely discussed that millennials are one of important factors for the regeneration of tourism after the pandemic (Baratti, 2021; Paolinelli, 2021; Pololikashvili, 2020; Sachdev, 2021). This research contributes towards understanding the attributes of wellness tourism development in the rural area context, especially attributes that will shape the development of the area in order to attract millennials to visit.

Research Methodology: This study is based on secondary data; literature review of various sources including journal articles and reports, and primary data; questionnaire survey with international tourists to gain insights and relevant information on wellness tourism destination, indigenous wellness practices, and travel behavior and demographics of millennials.

Finding and Discussion: Behavioral characteristics of millennials are analyzed as being curious, open-minded, and keen to explore and immerse in new cultures, experiences, and unknown places (Cheng, 2019; Smith & Nichols, 2015) and research findings reveal other certain characteristics such as indigenous healing practices, spiritual traditions and local culture. These characteristics are the factors of reasons for the increasing experience of millennials' travelling in the rural area. In addition, four key aspects of wellness tourism destination attributes are harmoniously revealed to strengthen millennials' travel experience in relation to local social and cultural regeneration. First, area aspects include uniqueness, natural setting, and attractions. Second, tourism aspects include local food, culture, and local experience. Third, wellness wisdom aspects include traditional medicine, meditation retreat, and indigenous wellness therapy. Finally, service range aspects including partial and holistic wellness packages.

Research Implications: New variables of wellness tourism attributes are added to the existing rural tourism theory under the perspectives of the potential travel segmentation, millennials, such evidence is scarce, and more research is needed generally in rural-based wellness tourism. This research finding additionally gives researchers an insight into the emotional and behavioral responses of this group of tourists, particularly under psychological aspects of how to develop rural-based wellness tourism in corresponding to millennials' behaviors and characteristics. Understanding the rural-based wellness tourism attributes inducing millennials' experience in the rural context helps destination developers and stakeholders improve the integration of rural-based wellness tourism attributes and indigenous

wisdom into tourist activities' design. This is done to respond to the rising demand of the millennial tourists, an important trend that could shape how wellness tourism practices and its destinations are developing. The development of wellness tourism in rural areas contributes directly to the promotion and protection of traditional wisdom and cultures, especially indigenous wellness therapy as well as related practices which are the key elements necessary for the success of rural-based wellness tourism development for millennials.

Research limitations: Data collection for this study is only investigated with young independent tourists in the rural-based wellness tourism destination. It is suggested that further study should be carried out to include tourists travelling with organized tours to extend market segmentation for rural-based wellness tourism development in the future.

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WELLNESS ACTIVITY DEVELOPMENT FOR RETIREMENT

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Keywords: wellness tourism development, Thailand retirement, motivation, retirement activities

Research Background: The study aims to explore the internal and the external motivation of the retirement age group, focusing on wellness activity. At present, retirees tend to be interested in wellness activities for fun, relaxation, and restoring health both physically and mentally (Nimrod, 2008; Patterson, 2006; United Nation, 2015). It is important to conduct this study because wellness tourism activity for the retirement age group is crucial, and the growing number will continue to increase in the future. Hence, the development of activities to suit the retirement age is crucial and will be beneficial for all relevant stakeholders at a destination. Interesting and proper activity will add value and provide a competitive advantage for the retirement age group. In addition, it helps to reduce health problems if they have good health from attending and exercising in such activity (Voigt et al., 2011). Past studies on wellness tourism activity for retirement is still lacking, thus, this research intends to fulfill this gap by integrating the concept between retirement behavior in a wellness activity, focusing on retirement motivation, including internal and external motivation. The study will provide useful guidelines of wellness tourism activity development for the retirement age group accordingly. The result of this study revealed a guideline for developing wellness tourism activity for the retirement age group. The model comprises the retirement behavior in wellness activity (Chen, L. & Chen, J., 2011) and motivation theory including the internal and external component (Strout & Howard, 2014). The aim of this research is to develop wellness tourism activity for the retirement age group, a case study in Thailand.

Originality/value: This research contributes to the theoretical framework of wellness tourism activity development, especially the retirement age. This is the only study describing the specific concept of retirement behavior in wellness activity as it gives some insights for internal and external motivation factors of retirement in relation to wellness activity.

Research Methodology: This study used a qualitative approach by adopting an in-depth interview technique for the data collection process and content analysis technique to analyze the data. A total of thirty-seven respondents participated in September 2020, in an in-depth interview; a content analysis was used to analyze the data for the study. A retirement behavior and motivation theory were adapted for this study.

Finding and Discussion: The results of this study revealed that the wellness activity that the retirees are most interested in is walking because it is an activity that can be done easily and conveniently and it has almost no danger at all. The purpose of the wellness activity is to strengthen the body and mind by doing five or more times in a week at 04.00-09.00 pm in the evening, and spend time doing that activity for about 1-2 hours by receiving information about the activity from friends. Most of them travel to do wellness activities with friends. The cost per time is less than 500 baht. Secondly, as for the internal motivation factor within wellness activity in physical dimensions, it was found that wellness activity resulted in retirees having a strong body. In the social dimension, it was found that retirees were able to meet and talk, exchange knowledge and experiences with new friends of the same age. In the emotional

dimension, it was found wellness activity allows the retirees to know how to control and manage their emotions. In addition, the intellectual dimension found retirees to be focused on what they are doing and stay calm. In the spiritual dimension, it was found that it makes retirees have more acquaintances. Finally, an external motivation factor within wellness activity in the wellness activity attraction aspect is an activity that makes both physically, mentally healthy and no illness. As for the facilities for wellness activity, it was found that the place must be spacious, clean and well located and must have necessary equipment, food and beverage outlets, restroom, parking spaces, including seating area should have enough tables and chairs. In terms of safety, most of them are very safe because they have a teacher or someone who knows about wellness activity who can give advice and also near to hospitals. However, some people think it's unsafe because the CCTV is not installed. Lastly, the service area found that experienced professionals are required to advise in wellness activities as well as provide a warm welcome to make them feel friendly.

Research Implications: This study contributes to the theoretical framework of a wellness tourism activity development for retirement. It comprises the retirement behavior in wellness activity, and motivation theory, including internal and external constructs. Tourism stakeholders can use the results from this study as a database and adopt it as a new guideline for wellness activities development. In addition, business owners can use it as a practical guideline to deliver a wellness tourism activity for older age and other tourist groups. The public sector should issue and promote wellness tourism standards and policies to ensure the development of tourism wellness activity and community can be used to develop a well-being society by using this activity for health improvement.

Research limitations: This study was conducted during the COVID-19 pandemic; hence researchers and participants must be aware due to safety and security concerns for health and well-being. Further studies may be conducted from the supply side or stakeholders' perspective including other samples to expand new knowledge in the perspective of wellness tourism activity development.

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THE EFFICIENCY OF YOGA TOURISM DEVELOPMENT: A CASE STUDY OF HUAHIN, THAILAND

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Keywords: wellness tourism, yoga tourism, yoga destination development, yoga tourist satisfaction

Research Background: The aim of this research is to study yoga tourism destination development: a case study of HuaHin, Thailand. Yoga tourism is part of wellness tourism (Ali-Knight & Ensor, 2017; Smith & Puczkó, 2009). Nowadays, a significant number of people tend to seek health and well-being in life, since many of them are facing high tension and stress in everyday life, thus leading to the needs of body, mind and spiritual restoration and healing (Mueller & Kaufmann, 2001). Despite the significant trend of research in body and mind recovery that is increasing gradually, more studies are still needed for exploration within this area. Past studies have focused on a preliminary study of yoga, niche marketing strategy, and motivation (Lehto, Brown, Chen, & Morrison, 2006; Öznalbant & Alvarez, 2019). However, yoga tourism destinations from stakeholders' perception have been given less investigation. Hence, this study intends to bridge this gap, particularly in this Thailand case study. It was found that for core resources development, the following are factors influencing tourist satisfaction: all activities related to physical and mind wellness; authentic yoga practice style; service quality strategy; destination attraction for yoga practice; sufficient areas and equipment to suit with yoga practice; expertise of yoga instructors; and good reputation of a yoga destination. For yoga tourism destination development (YDD), the supporting element resource factors influencing tourists' satisfaction are good accessibilities, amenities, accommodations, and good promotion for a variety of yoga activities at a destination. On the contrary, infrastructure including the electric power system, water supply system, roads, and the internet (Wi-Fi) have no influence on tourist satisfaction. The recommendations can be implemented in order to develop a plan to better suit both domestic and international yoga tourists. The aim of this research paper is to study yoga destination development: a case study of HuaHin, Thailand. Many past studies have focused on the experience of yoga tourism, yoga tourism motivation, the emerging phenomenon of yoga tourism, the impact of yoga tourism, and marketing of yoga tourism. However, studies that directly focus on the development of yoga tourism are relatively scarce, especially for the many in Thailand as most of them have studied yoga in the field of medicine and the physical education context.

Originality/value: This research develops a theoretical framework for yoga destination development (YDD). The two main components for developing yoga destination development are core resources and supporting elements. The core resources comprise place, for instance, availability of yoga practice areas and equipment; attraction of the yoga practice area; the reputation of a yoga destination, personnel, for instance expertise of the yoga instructors; service providers; the characteristics of yoga, such as authentic yoga and wellness activity. Furthermore, the supporting elements are accessibilities, amenities, accommodation varieties, and promotion of a yoga destination.

Research Methodology: The study employed a quantitative approach using online questionnaires for the collection of data. The study's data were analyzed using a Statistical

Package for the Social Sciences (SPSS), with Pearson's Product Moment Correlation and Multiple Linear Regression Analysis.

Finding and Discussion: The results found that the components of yoga destination development in terms of core resources have a moderate influence on tourist satisfaction, especially for wellness activities, authentic yoga, service providers, attraction of yoga practice areas, availability of yoga practice areas and equipment, expertise of the yoga instructors, and reputation of the yoga attraction. Furthermore, there is no significant influence in terms of safety, availability of yoga instructors and the variety of yoga on tourist satisfaction. Therefore, tourism stakeholders involved in the development of yoga tourism should concentrate on expanding the types of yoga available so that tourists with varying yoga interests can be accommodated. For yoga tourism destination development (YDD), the supporting elements positively influence tourist satisfaction at a moderate level, especially for accommodations, amenities, promotion of yoga destinations, accessibilities and the variety of yoga destinations. On the contrary, infrastructure has no influence on tourist satisfaction. Therefore, tourism stakeholders involved in the development of yoga tourism should concentrate on enhancing infrastructure, including the various road routes, electricity system, water supply system, and the Internet (Wi-Fi) that may be used more efficiently in public areas.

Research Implications: This study proposed a theoretical framework for the efficiency of yoga tourism development: a case study of HuaHin, Thailand. It consists of two important structures: firstly, yoga destination development in core resources; secondly, yoga destination development in supporting elements. Tourism stakeholders, yoga studio owners, beachside restaurant owners, and government sectors are able to apply the findings of the study to establish effective yoga destinations, react to the needs of yoga tourists, and promote the image of yoga tourism in the future such as yoga centers.

Research limitations: In-depth studies investigating the perspective of yoga tourists could be conducted in the future to collect insights from yoga tourists, entrepreneurs, and government sectors. This will result in a clearer development of yoga tourism in each issue. The limitation of this study is that it was conducted during the COVID-19 outbreak; thus, researchers must consider the health of tourists as a priority.

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PERCEIVED RISK, PERCEIVED QUALITY AND PERCEIVED VALUE AFFECTING INTERNATIONAL MEDICAL TOURIST RETENTION IN THE POST COVID-19 ERA

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Keywords: medical tourism, perceived risk, perceived quality, perceived value, post COVID-19

Research Background: According to the World Health Organization (WHO), COVID-19 was declared a pandemic since March 11, 2020 because of its rapid and extensive spread among many countries through its very contagious nature and its high mortality among the elderly and the infirm (Olaimat, Shahbaz, Fatima, Munir & Holley, 2020). Nowadays, every country is confronting the economic and financial challenges brought about by COVID-19 pandemic. According to the World Bank (2021), the COVID-19 pandemic has affected nearly every business in the world in different ways. Taking into account the fact that the number of travelers has been greatly affected by the COVID-19 pandemic, the tourism industry including medical tourism became one of the most affected sectors in the global COVID-19 pandemic since 2020 (Mohamed Aref, 2020). In Thailand, Prime Minister Prayut Chan-o-cha announced on Wednesday 16 June 2021 that the country will be fully reopened within 120 days, with all businesses able to resume normal operations and visitors free to travel across the country (Bangkok Post, 2021). The tourism industry, especially medical tourism will gradually revive after Thailand has been hit hard by the third wave of COVID-19 pandemic since April 2021. The key factor to driving the success of medical tourism in Thailand after the COVID-19 pandemic is customer loyalty, in particular international medical tourists' intention to revisit Thailand. Moreover, perceived risk is also another important factor in the post COVID-19 era because people nowadays are more concerned about personal hygiene, sanitation, and cleanliness in order to protect themselves from coronavirus disease. Thailand has also been known to be one of the world's most efficient in mitigating the pandemic situation that has boosted travelers' confidence. This is an opportunity to highlight medical as well as wellness tourism during post COVID-19 to international patients under safe guidelines (Bumrungrad hospital, 2021). However, the research focusing on medical tourism loyalty in the post COVID-19 era is limited. Therefore, the purpose of this study is to propose a conceptual model of international medical tourist loyalty by considering the concepts of perceived risk, perceived quality, and perceived value. Specifically, the objectives are to 1) evaluate the roles of perceived risk, perceived value, and perceived quality by examining their influences on the processes of creating international medical tourist retention toward Thailand as a medical tourism destination in the post COVID-19 era. It involves the examination of the interrelationships between risk, perceived value, quality, and customer retention and 2) to test the mediating impact of perceived risk and perceived value components.

Research Methodology: This quantitative research employed an empirical study using the questionnaire survey method in order to verify the hypotheses. The survey questionnaire comprises six sections including description of the research, four sections (perceived quality, perceived risk, perceived value, and tourist loyalty) relating to study variables and questions to collect demographic information. The model was used to test the primary conceptual ideas,

objectives as well as hypotheses in the present study empirically, as shown in Figure 1. Data were obtained from 405 international tourists who have experience in receiving medical treatment and traveling in Thailand. The values of skewness and kurtosis were examined before data analysis. The results indicated none of the variables presented (skewness) > 2 and (kurtosis) > 7 , thus there is no extreme violation of normality, as suggested by Maroco (2014) and appropriate for data analysis. SPSS and AMOS 21 were used to analyse the data. The data were then analysed using the two-step approach (confirmatory factor analysis-CFA and structural equation modelling – SEM) recommended by Anderson and Gerbing (1988).

Finding and Discussion: Before the evaluation of the structural model, the measurement model was conducted. The results from the confirmatory factor analysis presented that the measurement model satisfactorily fit the data. Other values (e.g., factor loading, composite reliability, Cronbach's alpha, AVE values) were calculated. These values were all acceptable, exceeding the suggested cut-off. Subsequently, the Structural Equation Modeling (SEM) was run and findings presented a good model fit for the proposed model. The full model showed six paths were significant. Therefore, all hypotheses were supported in the present study, as presented in Table 1. Specifically, perceived quality had direct effects on both perceived risk and perceived value which in turn had significant associations affecting intention to revisit. Also, perceived risk had a direct effect on perceived value. In general, the results from the SEM model were used in order to confirm the proposed model as well as relationships among the constructs.

Research Implications: The findings of this study contribute to the limited literature of international medical tourists' intention to revisit the destination in the post COVID-19 era. This study found that the statistical value for testing matched the proposed model as well as the empirical data. The factor of perceived quality directly influenced both perceived risk and perceived value in the context of medical tourism. In turn, the perceived risk and perceived value directly influenced international medical tourists' intention to revisit Thailand as a medical tourism destination. Additionally, the perceived risk of international medical tourists directly affected the perceived value. Finally, this study found the mediating role of perceived risk and value in the proposed model. These results can provide stakeholders with valuable information in order to develop strategies of international medical tourist retention. Moreover, researchers will gain a deeper understanding of international medical tourist loyalty formation. For practical implications of the research, practitioners can create strategies that differentiate as well as enhance perceived quality, perceived risk, and perceived value in forming international medical tourist loyalty.



THE HOSPITALITY INDUSTRY PERSPECTIVE ON EMPLOYABILITY SKILLS NEEDED FOR FUTURE CHEFS

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Keywords: employability skills, skills integration, competency, food industry, UiTM alumni

Research Background: These days, the interest for top notch graduates in the culinary field proceeds to become critical in the period of the fourth modern industry. Shivpuri and Kim (2004) noted that the administration abilities and authority attributes needed on past managers in the hospitality and food industry are different compared to the current era managers. Studies on employability abilities required from the alumni (in respective universities) have also generally been completed in other countries as well, for example, from India's hospitality standpoint (Kavita, 2011) and for Australia and United Kingdom's standpoint (Jackson, 2013). While in Malaysia, Universiti Teknologi MARA (UiTM) particularly has been delivering a huge load of culinary graduates in the previous 20 years with a significant number of them presently are as of now filling in as the labour force in the culinary field. To see more about the employability abilities required in the Malaysian modern viewpoint, an examination is expected to notice the alumni' views on the employability abilities needed for the future chefs, especially future fresh graduates from UiTM, school of Culinary Arts. Utilizing the ambiguous technique by (Suleman, 2016), this strategy is to open a path to note employer's satisfaction on needed skills from future graduates.

Originality/value: By utilizing the data given from the graduated class' insight, the meanings gained from this investigation will be featured in the 'list' of abilities needed in the market. Various UiTM Culinary Arts Students have been battling to perceive on which sets of abilities could be a preeminent device to help them in testing the serious market of employability. Also, these students have a view where the advanced education provided by their university has given adequate information and useful tools to endorse and create hypothetical perspectives from the industry itself. In this manner and also the main aim of this study, it is expected to give the nearest reality and a comprehensive view of the industry from the perspective of UiTM alumnus on what type of abilities is fundamental for UiTM Culinary Arts students to prepare themselves for the real world. From the pragmatic perspective as well, this study may help to exhibit the skills needed to be sharpened that can persuade higher rates of employment for the UiTM fresh graduates in the industry. These days, the market has been more competitive due to the great deal of graduates from numerous universities and colleges. Standing alone with only education in their hands has been diminishing the chance of employability (Tomlinson, 2008). Well established universities, UiTM, need to be associated with the field players to ensure that the degrees of skills and education are aligned that can furnish future graduates.

Research Methodology: Qualitative manner has been used to understand this phenomenological and also non-numerical study. For this manner, semi-structured interview was the most suitable data collection instrument that has been used. Snowballing approach on the sampling had been done in order to obtain potential and most suited subjects. At the early stage of the study, there was no limit number of the participants (Baker et al., 2021).

Nevertheless, this study has obtained saturated data after the 7th informant. The data analysis was conducted through the manner of transcribing the data collected. Then, open coding also had been conducted to obtain substantial codes to build theories in order to classify the objectives of the study.

Finding and Discussion: Primarily, this study had dived into the employability concept where it consisted of knowledge, skills, and personal attributes (Kim et al., 2011). From the finding of this research, supported fully from the data gained, UiTM alumni unanimously informed that these (skills and personality) attributes are indeed 'to have' when it comes to being an employable fresh graduate. From these 3 main attributes, this study only focuses on the set of skills and personality attributes that were needed vitally in the field. Thus, the emergence themes that were revealed in this study were breakdowns of soft skills, hard skills and the mindsets needed specifically for future fresh graduates.

Research Implications: This study will contribute to the gap of knowledge on the specification of attributes needed by the concept of employability (Kim et al., 2011) circling 'being employable' specifically for UiTM future graduates. This encouraged that the study of the concept of employability that had been done outside of Malaysia can also be applied here, in Malaysia. The practicality of this paper will contribute to the number of employability rates in the food industry field. With the findings from this research, readers will get a full view on what a person has to be in order to be more employable in this industry of food. This will ensure the knowledge of 'what to have' or 'what to do' and can be practically applied before proceeding into the field and readily to compete.

Research limitations: The main limitation of this study will be the small-scale apprehending of the phenomenon. This study only captured a part of the society, that is the UiTM society only. On the other hand, by using qualitative research, the study will be enclosed to only non-number scale-able results. The method that had been used should be more concise by adding another element of qualitative instrument to the approach.

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CONSUMERS' PURCHASE INTENTION OF VEGETARIAN FOOD IN PENANG, MALAYSIA; A STUDY FROM HEALTH PERSPECTIVE

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Keywords: vegetarian food, perceived value, food safety concerns, health consciousness, religion

Research Background: This study aims to discover the factors that influence purchase intention of vegetarian food in Malaysia, specifically among Penangites. Penang is one of the states in Malaysia which is steeped in rich historical heritage attractions and diversity in its multicultural society composed of Malays, Chinese and Indians. The religions practiced by Chinese and Indians in Malaysia are predominantly Buddhism and Hindu respectively. These religions have had long-held practices of devotees following partial or full vegetarianism. However, the Malays of Islamic faith do not observe this practice as an act of their faith. Therefore, this study intends to examine the consumer purchase intention of vegetarian food among the different races in Malaysia. Vegetarianism has been suggested as grounds for supporting 'plant based' movements which encourage the conservation of environmental sustainability. Hence, this study proposes to determine how factors such as perceived value, food safety concerns, health consciousness and religious factors influence consumers' purchase intention of vegetarian food. It is expected that the results of this study will provide a better understanding to both the industry players as well as academicians on information which can be applied in the promotion and marketing of the copious benefits of vegetarian food. Furthermore, the results could provide valuable knowledge on what can be done to generate business and stimulate the local economy, offer useful information to health authorities and espouse vegetarianism towards healthier living.

Originality/value: This study looks from a health perspective whether health factors play the role in influencing the purchasing intention of consumers in deciding whether to purchase vegetarian food or not.

Research Methodology: To measure the consumers' purchase intention towards vegetarian food, a self-reported experience through a quantitative survey on vegetarian food will be carried out among consumers who live in Penang. The questionnaire will be developed in Google forms, making it easy for respondents to provide answers. Instead of a circle, a place was created for the questionnaire in which all respondents could conveniently mark the Likert Scale.

Finding and Discussion: It clearly involves many factors that vegetarian food brings along profitable and potential sectors to boost the Malaysian economy in the value chain. It is also to influence consumers' purchase intention towards vegetarian food by the consumers perceived value, environmental and health consciousness. Retailers can develop effective marketing programs and awareness to influence consumers positively and make these products easily available to attract consumers to buy vegetarian food. Thus, policy makers may emphasize the health benefits and quality of vegetarian food.

Research Implications: This study intends to examine consumers purchase intention towards vegetarian food with regards to healthy eating lifestyle. The study will give a clear and constructive picture of Malaysian consumers' purchase intention of vegetarian foods with regards to healthy eating lifestyle. It also reveals the impact of various factors towards consumers' purchase intention of vegetarian food in the industry which can be adopted for future health promotion campaigns. Encouraging purchase intention among consumers will require the collective efforts of all stakeholders such as the food industry, government agencies, health bodies, and consumer groups. A better understanding of vegetarian foods used for health reasons is warranted. It is expected that the results of this study will provide a better understanding to both the industry players as well as academicians on information which can be applied in the promotion and marketing of the benefits of vegetarian food. Furthermore, the results could provide valuable knowledge on what can be done to generate business and stimulate the local economy, offer useful information to health authorities and expose vegetarianism towards healthier living. In addition, Malaysian consumers will perceive vegetarian foods as something that has value and worth buying if they are given more information and knowledge on them. Hence, the more information received, the higher the value purchased by Malaysians.

Research limitations: The data from this study is limited to people who live in Penang and among them are those people who purchase vegetarian food. Due to movement control order, the government has encompassed restrictions on movement, and mandated the closure of business. This situation could have an effect on consumers' purchase intention of vegetarian food especially for those who intend to dine in the restaurant. Furthermore, quantitative survey questions can only be answered in the form of a Google form.

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THE ROLES OF SOCIAL MEDIA'S VISUAL CUES INFORMATION AND ITS DETERMINANTS IN PENANG LOCAL FOOD CONSUMPTION

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Keywords: visual cues, social media, penang local food, food consumption, product information

Research Background: The technology uprising brings access to the visual information that can influence consumers' preference in food choice. This information sharing creates sense for obtaining reliable information and sources of information evaluation among consumers. Thus, the study observes the roles of social media's visual cues information and its determinants in Penang local food consumption. It is related to information reliability and accuracy that influence the consumption of food especially Penang local food through the visual cues on the image advertised in the social media.

Originality/value: These activities will create interest and provide path for other researchers to further explore this area in different ways. It is also expected the originality of this research would provide useful information in food and beverage industry in Malaysia. The novelty of this research perhaps could contribute creating new body of literature particularly in food consumption of Penang local food and extending the existing knowledge in this area.

Research Methodology: Quantitative approach using online survey technique has been used for data collection in order to gather related to the roles of social media's visual cues information and its determinants in Penang local food consumption. The stratified random sampling has been applied in selecting respondents involved in this online survey. All the data have been analyzed by using SPSS Version 26.0 for determination of construct validity and interrelationship between variables. Analyzes of factor, reliability and multiple regression were used.

Finding and Discussion: Finding reveals there is enough evidence to indicate that the images of the products of social media's visual cues on Penang food positively affect the consumption of Penang local food. Moreover, product information on visual cues related to reliability and accuracy also plays significant roles in Penang local food consumption. It also shows that all finding makes positive inclination to the product advertised and through the determinants of visual cues it managed to reveal the preferences in food consumption.

Research Implications: This study shows the value and use of the social media can be greatly developed the information in several contributions to academic perspectives. The first paradigm deals with credibility of information on visual cues advertised in social media applications which could enhance the eating trends in Malaysia. The studies on visual cues mostly focused on consumer perception are plentiful, but there is a lack of studies on the quality

of necessary information needed from the advertised visual cues, which can be an extension of additional related literatures with regard to food service. In addition, this study may further explore the wider application in technology as the alternatives for Penang local food consumer to gain accurate and reliable virtual information. This would change the future of the education landscape where effective tools or digital platforms would be the other sources of knowledge. This study provides several practical implications for marketers, restaurateurs, hoteliers, small medium entrepreneurs, e-entrepreneurs and to the consumers as they can make use of the results so as to modify and initially change their food appearance for feasible consumption increment of Penang local food. Different determinants such as colour, volume and variety can repeat the exposure and may then enhance consumer acceptance of a new familiar product. This technique can minimize the uncertainty about the taste of the particular food and encourage trial.

Research limitations: The first probable limitation is the role of some visual cues in social media particularly in product determinants that have been largely deficient and/or inattentive. The second potential limitation concerned with the sample size. Typically, the number of social media users is extensive, but due to the time constraints, they tend to emphasize only limited database.



WORKING ENGAGEMENT AND WORKING ENVIRONMENT TOWARDS JOB HAPPINESS: A CASE STUDY AMONG EMPLOYEES OF 3 TO 5-STARS HOTELS IN PENANG

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Keywords: working engagement, working environment, job happiness, hospitality and tourism, organizational behaviour

Research Background: The issue of work engagement and job happiness were among highly discussed topics by many scholars in the field of organizational behaviour. In modern management the consequences of not taking them seriously would result in a decrease in productivity, wasted resources and creates a toxic environment that nobody wants to be part of (Morgan, 2014). Previous reviews show that 48% of Malaysians experienced high stress levels, as the Public Services Department (PSD) reports that stress will continue to haunt Malaysian employees. Kruger (2014) posits that happy employees prefer to work within a stress-free working environment as job happiness is the conduit for employees to achieve high performance (Rego & Cunha, 2008; Guan et al., 2020). In order to win the customer's heart, organizations need some sort of engagement with the employees, as they are the main actors in providing quality products or services to customers (Xua et al., 2020). As a result, employees who experienced high levels of happiness at work gained three benefits such as high performance, job efficiency and job effectiveness (Golparvar & Abedini, 2014; Ampofo, 2020). Even though the turnover rate in this industry is high, job happiness was known to be the cure towards employee retention (Hwang et al., 2020). Previous studies have shown that there are positive relationships between job happiness, working environment and job happiness (Morgan, 2014; Bastos & Barsade, 2020).

Originality/value: This paper uncovered several issues related to working engagement, working environment and job happiness among hotel's employees in Penang. From the findings, it was found that vigour, dedication and engagement have positive relationships towards employee job happiness. In this research it was discovered that the findings were seen to have a high impact towards the hotel employee job performance. It was found that a study of employee engagement towards job happiness was rather small specifically towards the Malaysian hospitality industry.

Research Methodology: In this study quantitative research approach was employed. 3 to 5 stars' hotels in Penang were selected to be the target sample. The questionnaire was divided into four sections in accordance with the research objectives. Section A: a construct measurement of study about Job Happiness (10 items) by Demo and Paschoal (2016), Section B: Work Engagement (15 items) by Schaufeli et al, (2006), Section C: Working Environment (14 items) by SS0 (2009) and Section D: a respondent demographics. A pre-test, pilot test and simple linear regression were employed to test the consistency of the item, reliability and validity in testing the relationships among variables.

Research Implications: This research contributes to the existing literature review on job engagement and job happiness among hotel employees specifically in the selected target sample (Penang). This research is significant as the findings showed that to improve employee job happiness is crucial as the factor will lead to high job performance and job satisfaction and as a result satisfied customers are created (customer loyalty).

Research limitations: In conducting the research there were limitations that could not be avoided. Reaching out for all 3-to-5-star hotels employees was seen as a challenging process, because some hotels disallowed their employees to participate in such study due to the issue of confidentiality of the organizations.

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INVESTIGATING FACTORS AFFECTING CAREER ADVANCEMENT OF FEMALE CHEFS

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Keywords: career advancement, career commitment, gender equality, work-family conflict, gender discrimination

Research Background: Males and females shall receive equal treatment when it comes to job opportunities. However, the same does not happen in the hotel industry. Even though the job market is open to all genders, the ratio between male and female is not balanced. The growth of working females in the hospitality industry is a concern in terms of career advancement for females. This perception may affect the performance of female chefs to advance further in their careers. Female chefs working in the hotel industry reportedly fought for gender inequality associated with the promotion and career advancement. Although, more recent studies reveal that in the market today, trends show more opportunities for higher executive positions than ever (Beck, 2018). This suggests that gender inequality tends to occur in the industry, and it is interesting to investigate the rising gender equity opportunities in the hotel industry. This issue promotes increased interest to examine conflicts between roles, either conceptually or through empirical studies. Nowadays, work-family balance is the most challenging duty for people, especially couples. They need to concentrate on their families because these are their roles besides being great employees to their employers. Gender roles are still a common obstacle to career advancement for females in many contexts and females are facing a hard time to be the decision-maker in industries and businesses (Conrad & Von Scheve, 2016). Thus, the main purpose for this study is to empirically investigate the determinants of career advancement for female chefs, particularly the influence of equality of opportunities, work-family conflict, gender discrimination, and career commitment.

Originality/value: Confirming the theoretical understanding on career advancement of female chef via examination the relationship between equality of opportunities, work-family conflict, gender discrimination and career commitment. This study, specifically through case study research design within quantitative research approach, identifies either equality of opportunities, work-family conflict, gender discrimination, and career commitment have the significantly influenced career advancement of female chef.

Research Methodology: This study is based on descriptive research. A quantitative approach is used for this study using self-administered questionnaires. Close ended questions are formed through the adaptation of questionnaires from journals written by previous researchers which Taylor, (2004) (equality of opportunities), Roman (2017) (career advancement), Kim and Tan (2013) (career commitment), Dubbelt et al. (2016) (gender discrimination) and Bellavia, and Frone (2005) (work-family conflict). A total of 480 questionnaires were distributed to 22, 4 and 5-stars rated hotels located in selangor and kuala lumpur.

Findings and Discussion: Cronbach's alpha is used to examine the internal reliability of the total 26 items used to measure the six constructs. Results show that all constructs exceeded 0.65 and 0.8 where work-family conflict is the highest (0.856) followed by equality of opportunities (0.812), gender discrimination (0.800), career commitment (0.678) and career

advancement (0.629), meanwhile convenience show the lowest alpha coefficient of 0.629. Pearson Correlation is used to measure the correlation between measured variables. Result shows that there is a positive relationship between all independent variables and career advancement ($r=0.629$).

Research Implications: The finding from this study added further knowledge on the importance of equal opportunities and work-family conflict as predictors of female chef career commitment and advancement. Apart from that, this study may be used as supporting information for further study as this study using current journals and articles pertaining career commitment and career advancement. The finding from this study provides considerable insight and suggestions to the hotel organization in Malaysia. Specifically, the study findings provide empirical facts about female chef career commitment and advancement in the Malaysian hotel industry. The use of the result from this study is valuable for creating awareness and encouraging hotel human resource managers in managing female chef career advancement. Hence, hotel managers must treat female chefs equally with the male chef. Opportunities for promotion must be seen to be fairly implemented regardless of gender.

Research limitations: There are several limitations faced in this study. The first limitation relates to the small sample size, which was derived from a female chef in 4 and 5 star rated hotels located within the Klang Valley area only. Thus, the result obtained may not be applicable and able to generalize to another sample across different regions and hotel segments. The use of a larger and more diverse sample from different regions within the same industry would improve the generalizability of the finding. Hence, it is suggested future research should investigate all-female chefs in Malaysia regardless of hotel ratings. Another limitation is that this study only investigates the influence of equality of opportunities, work-family conflict and gender discrimination on career commitment and advancement. Future research should explore another variable that may influence female chef career commitment and advancement. Organization variables such as work climax, interpersonal relationship, organization justice, etc., can be investigated to predict female chef career advancement.

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SEXUAL HARASSMENT IMPACTS ON FEMALE EMPLOYEE'S MENTAL AND PHYSICAL HEALTH

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Keywords: sexual harassment, gender discrimination, hospitality industry

Research Background: Sexual misconduct is almost as likely to take place these days through social media such as 'Instagram', 'Twitter' and 'Tinder' and even within the workplace. Most of the workplaces have a sexual assault policy that outlines types of immoral behaviour such as butt rubbing, unconsented touching, or hugging, which allows for sexual remarks. Women faced this prejudice because they are deemed physically weak and are only capable of doing light work. (Rahman, Mehat, Hamzah, Tuanku, & Sirajuddin, 2019). The issue of sexual harassment and abuse is attracting more attention now than it has at maybe any point in the past (Freyd & Smidt, 2019). This study aims to determine the impacts of the awareness on sexual harassment, gender discrimination and improper behaviour towards female employees' mental and physical health in the hotel industry. This study was conducted among female workers at a 5-star Hotel in Langkawi, Malaysia.

Originality/value: The diversity of the workforce in the hotel industry necessitates for males and females to work together which sexual harassment issues become unescapable. Hotel industry deals with the physical working environment in various departments regardless of gender classification. Thus, the working environment includes behaviours, body languages, verbal, or non-verbal communications that to certain point, if it became uncontrollable (looks and gross comments, gender-based demeaning remarks, sexual misconduct, and other physical aggression), may affect mental and physical in creating a secure and safety workplace for women employees. Thus, this study has expanded the research on the factors which could give a bad impact towards female employees' mental and physical health. This study provides an understanding of the nature, severity, and frequency of sexual harassment in the workplace and could also encourage initiatives to empower and train up personnel, minimize risks to both employees and the organization and ensure that everyone is participating.

Research Methodology: A preliminary interview was carried out before distributing the questionnaire to the respondents. A causal study was conducted to find a relationship between factors of sexual harassment towards female employees' mental and physical health. A method of convenient sampling was used in this study. The data collected for this study were gathered using preliminary interviews and questionnaires. The respondents were provided with a mutual consent letter. This approach was applied to inform and get mutual consent from the respondents to be interviewed. An entire set of questionnaires consisted of a cover letter, mutual consent letter, factors, impact factors, and the completion of the questionnaires then were distributed to the respondents.

Findings and Discussion: The reliability analysis result for awareness factor was 0.527. The results also indicated that the correlation between awareness and impact of sexual harassment was 0.66. The Cronbach's alpha value for the second variable was sex discrimination which was 0.801. The result stated that the data or factors used were reliable according to the level

of reliability. There was a significant relationship exist between sex discrimination and the impact of sexual harassment where the spearman's correlation was 0.87 with a p -value less than 0.001. The value of Cronbach's alpha for the last variable was the behaviour factor which was 0.797. This proved that the value was reliable since there was a significance relationship exist between behaviour and the impact of sexual harassment where the spearman's correlation was 0.73 with a p -value less than 0.001.

Research Implications: It is crucially important for the organizations to develop policies. It is necessary to raise awareness, and therefore initiatives should be enforced. For example, hotels could enforce a research policy, formulation, legislation, and awareness-raising at the workplace which the study believes that the initiatives are still currently in progress and at such a high level. The managers and employees should be well conveyed regarding the policy. The level of consistency of the policy on sexual harassment should be consistent so that it can develop resistance to the harassers. Next, direct and taking appropriate disciplinary measures should be implemented for all staff members with no exception. Then, the top management and superiors should not simply ignore sexual harassment complaints. In this way, the welfare of the employees can be taken care of and they will feel a sense of belonging to the organization.

Sexual harassment has censoriously given an attention by government and society due to gender equality matters. This concern had urged the employers or hotels specifically to provide and take preventive action against this issue. Service industries like hotels which involve a huge number of manpower need to be firmer and stricter when dealing with this issue. Creating house policy, enforcing rules and regulations, and taking disciplinary action are some of the actions that employers should take when facing this issue. Providing hospitality should not be focusing on guests only, but also should include the workers of the establishment as well.

Research limitations: Sample size of the study is insufficient since the questionnaires were only distributed among female employees in Langkawi hotel. Future researchers should consider having more respondents to obtain very reliable data. To be more precise with the data collection, future researchers also should consider conducting the study among different categories of hotel star rating. Hence, focusing on a certain department also might be a good point to consider.

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THE EFFECT OF ATTITUDE, SUBJECTIVE NORM AND PERCEIVED JOB INSECURITY ON FUTURE JOB PURSUIT INTENTION IN HOSPITALITY INDUSTRY AMONG HOSPITALITY MANAGEMENT UNDERGRADUATES

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Keywords: attitude, subjective norm, job insecurity, job pursuit intention, Theory of Reasoned Action

Research Background: Prior to 2020, Malaysia's tourism industry has grown rapidly with the arrival of tourists from within and outside the country. However, this situation changed when the COVID-19 outbreak spread. This alarming spread of coronavirus (COVID-19) has crippled economic activity around the world, especially countries that rely on the tourism industry alone. This situation has caused millions of workers to lose their jobs. In the tourism sector alone, 100 million people have lost their jobs worldwide. The tourism and hotel sector in Malaysia has suffered a loss of about RM3.37 billion in the first two months of the movement control order (MCO) being gazetted (Karim et al., 2020). Many hotels had to close temporarily and some others permanently. As a result, many hotel workers were instructed to take unpaid leave while some were even laid off.

Due to the COVID-19 pandemic, many hotels, travel agencies, airlines, theme parks, and resorts have to be closed and their employees have to take unpaid leave or be laid off (Ganesan, 2021). This scenario is likely to have worried students in the field of hospitality management to find employment in the hospitality and tourism industry after their graduation. Therefore, this study attempts to examine the effect of attitude, subjective norm, and perceived job insecurity on future job pursuit intention in the hospitality industry among hospitality management undergraduates.

Originality/value: This study extends the original framework of Theory of Reasoned Action by taking into account the concept of perceived job insecurity as a new exogenous variable in the theory of reasoned action (Fishbein, 1979). It is hoped that this study can help students to make early plans so as not to rely on the hospitality and tourism industry alone in getting a job after graduation.

Research Methodology: A conceptual framework was constructed based on the Theory of Reasoned Action (Fishbein, 1979). To test the model, research data were collected from students in the field of hospitality management from various universities in Malaysia through an online survey. A total of 150 usable responses were successfully collected and analysed using a partial least squared-structural equation modelling approach.

Findings and Discussion: The results of the study found that attitude and subjective norms have a positive and significant effect on future job pursuit intention among undergraduates in the field of hospitality management. On the other hand, job insecurity has a significant negative

effect on job pursuit intention. This shows that students are worried about working in the hospitality industry after graduation due to the very serious impact of the COVID-19 pandemic on the hospitality and tourism industry around the world.

Research Implications: This study extends the original framework of the theory of reasoned action by adding an exogenous construct, namely, perceived job insecurity and testing its effect on job pursuit intention. Institutions of higher education need to provide multi-skill courses to students in the field of hospitality management so that they are more dynamic and competitive after graduation. Although they have been trained in a specific field, they need to be trained to quickly adapt to changes and challenges in the real world. Early planning by institutions of higher learning, industry players and the students themselves before graduation is very important to overcome the problem of unemployment among graduates if they find it difficult to get employment opportunities in the hospitality industry after graduation.

Research limitations: Because this study does not use probability sampling method, the findings of the study may not be generalized to the entire population of hospitality management undergraduate students in Malaysia.

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PRIVATE LABEL BRANDS: THE INFLUENCE OF PRICE AND QUALITY TOWARDS PURCHASE INTENTION IN SELANGOR

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Keywords: private label brands, price, quality, purchase intention

Research Background: Private label brands (PLB) are brands manufactured and sold in their own stores by a manufacturer, known as store brands or own brands (Juan and Govindan, 2017). These brands have evolved over the years to become a major contributor to retail differentiation (Collins-Dodd and Lindley, 2003). With the current technology and accessibility of internet in Malaysia, customers are well informed, therefore, the manufacturer is becoming very competitive in promoting their brands to the customer. Due to this, any advertisements or promotion, require a thorough investigation from the company. Price and quality are two (2) key interrelated elements in determining the successful of the product. As mentioned by Völckner (2007), most of the consumers use price to measure the product quality. This is because customer experienced showed that expensive products in terms of their quality are better than the cheaper ones. Hence, the objectives of this study are to study whether price and quality influenced the purchase intention on private label brands among gen X, gen Y, and gen Z in Selangor specifically.

Originality/value: This paper is able to add in values and important elements to the manufacturers and retailers in determining the understanding of consumer purchase behaviour and improving their private label brands positioning. In addition, this research will also add body of knowledge in this field.

Research Methodology: A descriptive research design using a quantitative approach through cross sectional study was applied with self-reported and self-administered questionnaire. This study used a structured questionnaire as the research instrument that focused on consumers born in year 1965 to 2012. The relevant unit of analysis in this study is the people who aged between 18 to 56 years old. Section A was created to measure independents variables price using Likert Scale. A total of three (3) questionnaires were adopted from Gupta (2010) and used to measure the level of importance and level of price in determining the intention to purchase. In section B, quality with three (3) items were adopted from Gupta (2010) and respondents were required to translate their view using Likert Scale ranging from 1 to 5 was used as "Strongly disagree", "Disagree", "Neutral", "Agree", and "Strongly agree." In section C, items were adopted from Ratanakitcharoen (2020) and scale ranging from 1 to 5 was used as "Strongly disagree", "Disagree", "Neutral", "Agree", and "Strongly agree." The survey was conducted at Klang Valley in Selangor. Consumers were approached and a total of 400 respondents were obtained. The data were coded and keyed in Statistical Package for the Social Sciences (SPSS) version 22 for analysis. Descriptive statistic for instance frequency, percentage, mean, median, mode score, and standard deviation were used to report the data analyses results regarding the distribution of scores of all related variables price and quality towards intention.

Findings and Discussion: Findings in this study denoted that there is a moderate strength of correlation between quality and price towards purchase intention in Klang Valley, Selangor. The result indicated that there is a moderate strength of correlation between price and product quality (p value= <0.01), $r = .357$. Meanwhile, price also has a moderate strength towards purchase intention (p value= <0.01), $r = .457$. Last but not least, the strength between purchase intention and product quality accumulated (p value= <0.01), $r = .469$. It shows that a person in Selangor does believe that price and quality plays important elements in determining the intention. Yet, this study cannot be generalized as this study mainly conducted in Klang Valley area.

Research Implications: Theoretically, this study has contributed to the body of knowledge and provides an insight view of the clients' intention to purchase private label branding in Klang Valley, Selangor. Therefore, it offers a good indicator for manufacturer and retailers to be aware with the price and quality as it is able to create perception and lead the act to purchase or obtain that particular product or services.

Research limitations: For future research, independent variables such as perceived risks, brand recognition, perceived value for money, product image, and others are highly recommended to be applied to the research. With more variables evaluated on the basis of the numerous studies in this field of interest, retailers may design better strategies and make better decisions to improve their goods.

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THE UNATTRACTIVENESS OF CHEF CAREER PROSPECT AFTER INTERNSHIP: THE UNDERLYING CAUSES

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Keywords: internship, students' intention, students' perception, career, hospitality industry

Research Background: Previous studies on career expectations of hospitality students showed that graduates are not keen to work in the industry after graduation (Zahari, 2004). This issue should be highlighted in order to help students prepare themselves before venturing into the industry so that they can contribute substantially, evolving with the industry revolution in the future. However, the hospitality industry has been known as an industry that gives negative impressions to students in addition to intimidating them to participate in this industry such as low financial, unsociable working hours and job insecurity (Penny Wan, Wong, & Kong, 2014). In addition, the hospitality industry is also being hit by job shifters if they experience a bad experience during internship and causing them to change their career path (Haldorai et al., 2019). To understand more about the internship experienced by the students in terms of industrial perspective, a study needs to be conducted on the students' readiness requirement to reshape their future career. Therefore, this study narrowly focuses on student's industrial perception and intention towards working in the hospitality industry before and after industrial training.

Originality/value: A number of studies in hospitality education have focussed on the initial entry phase of hospitality programmes that study on student's industrial perception of careers towards intention to work in the hospitality industry. However, there has been limited analysis of the relationship between students' industrial perception towards intention to enter this programme. In other words, this phenomenon might also stem from many factors that influence students' decisions to join and stay in the hospitality industry. In fact, such research related to Malaysian context has either been identified as no publication or unpublished research. This study, therefore, reveals the reality of students' careers in hospitality which are affected by various factors.

Research Methodology: A total number of 72 students from Diploma in Culinary Arts were chosen for this study using the purposive sampling method. This research used a longitudinal approach and repeated measure design where data are collected from two different points of time which are before and after students went for internship programs.

Findings and Discussion: Findings from this research revealed significant differences in students' intentions after the internship program and where the majority no longer see a career in the hotel industry as attractive compared to the reported intention before going for an internship. A significant decrease in students' intentions is closely related to the problems that are commonly associated with the hospitality industry including bullying, sexual harassment, and long working hours. Apart from regular causes associated with low intention, this study also revealed yet another underlying cause such as discrimination against hijab, which is also found to be another factor that pushes away culinary graduates from staying in the industry.

Research Implications: Hospitality industry has been recognised for being important as it is one of the major contributions to economic and social growth. Culinary field as one of the indicators of the hospitality industry is playing a significant role in supporting the business throughout Malaysia and also worldwide. Culinary Arts Education pointed out that sufficient information and knowledge skills are exposed to students during their study years however turn into negative outcomes after they undergo the internship practical. Therefore, this research aims to add to the established body of knowledge regarding hospitality industry by helping to clarify the determinants of students' career expectation before and after joining the internship. This research further demonstrates the relationship between student's industrial perception and intention working in the hospitality industry before and after industrial training. This study's findings will provide potential insight into students, institutions and even industry in terms of the readiness of the students to create their future career. The impact on this research would give satisfaction to students to concentrate more on the course during study and how it can affect their expectation to work in the hospitality industry before and even after the internship. This research could also define or provide the big picture of the motivations to stay in the industry and face the reality in working life to satisfy the social life of human beings. Internships deliver the real senses of the working environment and students learn through the experience of working in the industry. A report by (Abdullah, Harnizam & Zain, 2015) identified that students tend to not re-join hospitality industry after enrolling in internship program as they learnt that the job in this field requires long working hours, poor remuneration and poor benefits (Brown, Arendt, & Bosselman, 2015).

Research limitations: The result of the findings in this research is only applicable to UiTM graduates only because of the population and study limited to these personnel and environment. This research is limited only to students who enrolled in the culinary program and only available for students in semester 4 and 5 who had undergone the pre- and post-internship programs. Hence, this study would like to emphasize on the negative perceptions that needed to be changed to positive perceptions of the hospitality industry so that graduates can contribute more. This study also concludes that the internship program under hospitality organizations plays an important role and should be revisited and examined again to improve its function in future.

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JOB EMBEDDEDNESS OF FRONTLINE HOTEL EMPLOYEES: THE MALAYSIAN CONTEXT

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Keywords: service training, rewards, empowerment, job embeddedness, hotel employees

Research Background: The hotel industry at present is encountering tremendous challenges particularly in retaining and ensuring the stability of their employees. Turnover becomes one of the most critical issues in service-related industries due to the nature of its competitive environment. Few factors – internal and external – contribute to the argument of employees' retention or resignation from their organisation, such as well-being and job-related factors. Research on the predictors of job embeddedness among hotel employees, particularly in the Malaysian hotel industry is vital but remains scarce. Therefore, this study attempts to examine the impacts of service training, empowerment and rewards on hotel employees' job embeddedness.

Originality/Value: The study contributes to the body of research on the theoretical explanation of the relationship between service training, empowerment, rewards and job embeddedness among frontline hotel employees.

Research Methodology: Data were gathered within two weeks from a self-administered questionnaire that was distributed to 313 frontline hotel employees in four and five-stars hotels in Malaysia. Hence a response rate of 58.2%. The questionnaire included demographic variables and four reliable instruments used to measure service training, empowerment, rewards and job embeddedness. A partial least squares structural equation modeling (PLS-SEM) was employed to analyze the data through the measurement model that measures the construct validity and the structural model which examines the relationship of the studied variables.

Findings and Discussion: The results revealed that the empowerment and rewards were significantly related to the job embeddedness, but service training was found to be insignificant. The study demonstrated that when hotel management empowers and rewards their employees, the staff tend to show compatibility and comfort working for the organization. They are not willing to sacrifice the benefits they currently receive by leaving their job. Whilst the employee undergoes several sessions of either technical or competence training, it does not stop them from leaving the organization upon obtaining better rewards, benefits or working environments from other organizations.

Research Implications: Building upon the theory of job embeddedness it is affirmed that service training, empowerment and rewards were related to job embeddedness. Thus, it helps the researcher to further understand the factors that may keep a person from leaving their job. It was found that empowerment and rewards are the significant predictors of job embeddedness by frontline hotel employees. This suggests that when management allows the frontline staff to decide to perform their daily task despite offering them a good reward either

monetary or non-monetary, the employees would feel connected and comfortable to the work environment and thus will not be willing to sacrifice the benefit that they are getting from the organization. This somehow helps to retain them in the organization. Eventually, it will reduce employee turnover. On the other hand, a training conducted for employees to increase their knowledge and skill will not be a guarantee that the employees would be embedded in the organization. This could be true as when the employee becomes knowledgeable and skillful through the training they have received, there are more opportunities for them to be able to market themselves which encourages job-hopping in seeking better job opportunities and employee pinching by other organizations.

Research limitations: The study only focuses on four to five-star hotels and may not be generalizable across other hotel settings (one, two or three-star). Only service training, empowerment and rewards are being considered as factors that are significantly related to job embeddedness in this study and further investigation shall consider other variables such as teamwork, leadership behavior and information technology. Future studies may also consider the role of job embeddedness as the mediator or moderator.

TO BE OR NOT TO BE A CHEF

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Keywords: culinary graduates, hospitality industry, motivational factor, psychological factor

Research Background: This study aims to provide in-depth understanding of the factors that are important in culinary graduates' career decision. The findings may provide important information for the related government agencies or hospitality employers in managing the issue of workforce shortage in the hospitality industry. This study seeks an in-depth understanding of the decisions made by culinary graduates whether to work as a chef in the hospitality industry focusing into two relevant factors, namely motivational and psychological. The low number of culinary graduates pursuing career as a chef is becoming a serious issue amongst culinary learning institutions and stakeholders. Thus, the industry has to rely on foreign workers to combat the culinary labour shortage. This study is qualitative in nature, involving twelve culinary graduate respondents from Klang Valley using semi-structured interviews. Data collected was decoded via NVivo software and analysed using thematic analysis. This study found a couple of themes for each motivational and psychological factor. Environment in the workplace and nature of work are motivational factors that influenced the graduates' decision, while external influence and passion influence the psychological factors. In addition, the demographic of the respondents moderates the influence of the motivational and psychological factors. Nonetheless, the generalisability of the study is limited. The small number of participants from each group might not represent majority of culinary graduates and half of the non-chef respondents are former chefs; thus, the result might not be rigorous. Future research can be conducted in the different workplace setting and should include a larger sample size. Future research could further explore the role of gender in influencing culinary graduates' career decisions. Culinary institutions and stakeholders should use the result as a steppingstone in exploring the problem; thus, grasp a solution to the said problem.

Originality/Value: There are studies that have been done to explore the factors that influence people's choices in choosing careers like O'Leary and Deegan (2005), Agarwala (2008), and Neequaye and Armoo (2014). A specific study about student intention to choose careers in hospitality industry has been conducted by Anthony et al. (2006) and Zahari et al. (2010). However, a review of the literature suggests that little study has been conducted to provide deeper understanding of the issue using the qualitative method.

Research Methodology: The qualitative investigation was conducted using the inductive approach. This study used the cross-sectional study where investigations were only made at a single point in time. The unit of analysis of this study was individual. This study interviewed respondents using semi structured questions. The questions covered both factors. Data from the qualitative investigations were analysed using the thematic analysis.

Findings and Discussion: The most notable underlying motivational factor is the working environment and the nature of work itself. The working environment is a crucial factor that they considered when choosing their careers. For the psychological factor, it is determined that the underlying factors are the graduates' passion, interest and external influence. The analysis

suggests that the respondents' decisions whether to pursue career as a chef is moderated by the demographic profiles of the respondents.

Research Implications: It provides much needed data on the factors that influence the culinary graduates in choosing a career. The information is important as it provides in-depth understanding that focuses on the culinary graduates alone. Other than their own personal passion, their interest in this field is a little bit influenced by the external factors like family, peers and media. Another implication found in the research is that how important gender is in the career decision making. The data found can be reviewed and improvised by the industry to decrease or eliminate the negative factors that made the culinary graduates reluctant to pursue their career as a chef.

Research Limitations: The interview conducted focuses solely on the chef respondents who work at the hotel organisations. Different settings of the workplace of a chef can be used in conducting future research. The research is conducted in the Klang Valley area only. For future research, it is suggested that the researchers collect the data from more respondents and from various locations. For the non-chef participants, half of them are former chefs and they changed their career because of the inevitable reasons. The result could be more accurate if the respondents are the graduates who never and do not want to be a chef at all. The factors that discourage them to pursue career as a chef could be more rigorous. Future researchers should choose the respondents who never and do not want to be a chef at all to make the result more accurate.

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THE EFFECTIVENESS OF E-RECRUITMENT IN KEDAH'S HOTEL INDUSTRY

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Keywords: e-Recruitment, internet recruitment, Technology Acceptance Model, human resource management

Research Background: Traditional recruitment methods are known for having to spend more time and cost, thus creating significant problems for current job seekers. According to Kaur (2015), using online recruitment is 70 percent faster than conventional hiring methods. E-recruitment helps to attract and hire the best candidates (Junejo et. al., 2019). It focuses on the entire recruitment process online. The presence of various e-Recruitment activities demonstrates that companies need to recognize their company's unique practices to attract and maintain exceptional talent (Madia, 2011). Job applicants need the best quality platform, while providers need to enhance the quality of service to increase the satisfaction of job applicants. Hence, the purpose of this research is to study the effectiveness of e-Recruitment to job seekers in hotel industries in Kedah by using the Technology Acceptance Model (TAM) as the theoretical basis.

Originality/value: The usage of e-Recruitment or online recruitment can be implemented to help candidates secure jobs and knowing the effectiveness of e-Recruitment implemented will improve the system used. Furthermore, this research will also contribute understanding of this area.

Research Methodology: A quantitative approach using cross sectional study is used. Job seekers in hotel industries between 18 to 34 years old in Kedah were invited to participate in the study. A self-reported questionnaire was developed using Google forms and distributed via social media platforms such as WhatsApp and Telegram. This questionnaire is designed on a 7-point Likert scale, having 4 sections that is Section 1, usefulness of e-recruitment (4 questions), section 2, usability of e-Recruitment (4 questions), section 3, intention to use e-Recruitment (4 questions) and finally, section 4, respondent profile (3 questions). For the purpose of this study, several questions were adopted from Siew et al. (2018).

Findings and Discussion: Based on the total of 385 job seekers responded to the survey, most of the respondents were females ($n = 211$), males ($n = 174$). 51.9% of the respondents are undergraduates. 57.7% spend 30 minutes up to one hour searching for jobs on online platforms. Spearman analysis was used to obtain the relationship between independent variables and the dependent variables and it was found that a strong, positive correlations between the usefulness of e-Recruitment and the behavioral intention to use ($r = 0.702$, $p < 0.01$) and between the perceived ease of use of e-Recruitment and the behavioral intention to use ($r = 0.653$, $p < 0.01$).

Research Implications: This study has contributed to the knowledge of TAM model and provided insights into the job seekers' behavioral intention and perceived ease of use and perceived usefulness of e-Recruitment in Kedah. It posed an indicator for the Human Resource

Management to convert the traditional style of recruiting to more advanced technology, concurrent with the new era of Information Technology (IR4). This study benefits both parties, the employers and the job seekers. With e-Recruitment, job seekers can find various jobs on the Internet, and the employers can find the most suitable candidates. An organization should concentrate on enhancing the overall user-friendly of the current e-Recruitment websites to encourage higher usage. In terms of usefulness, online job providers should emphasize e-Recruitment efficiency, productivity, and performance enhancement.

Research limitations: This study only focused on Kedah's hotel industry. This research sampling can be expanded to other states in Malaysia with a bigger age gap, not only from 18-34 years old. With the current COVID-19 pandemic, many jobs had been laid off thus creating more unemployment. Furthermore, other elements that affect the intention to use e-Recruitment can be added in future studies.

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A STUDY ON EMPLOYEE PERFORMANCE TOWARDS EMPLOYEE ENGAGEMENT AND EMPLOYEE RETENTION IN 4 AND 5-STAR HOTELS IN KLANG VALLEY

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Keywords: employee engagement, employee performance, employee retention

Research Background: This study was conducted to clarify what is meant by employee engagement and why it is important to the organization. Hence, this study aims to investigate whether the dimensions are important in the Malaysian setting. The findings of this study will enhance the body of knowledge pertaining to strategies that can assist the hotel industry in Malaysia in managing human resources. In addition, the result of the study is useful to the organization, because it discovered whether employee engagement is an important antecedent in retaining employees and promoting employee job performance.

This study is conducted to uncover what is meant by employee engagement and why it is important to the organization. The aim of this study is to investigate whether the dimension of employee engagement is significant towards Human Resource practices in the Hospitality industry. Employee engagement has become important in conceptualizing and measuring the impact of human capital in organizations and in the integration of many different aspects. Grounded by the social exchange theory Kibui et al., (2014), this study proposed a framework linking employee engagement, employee performance and employee retention. Data were collected from 390 employees from four and five star hotels which represented a response rate of 92%. Data for all the study variables were collected through self-administered and face to face survey questionnaires. Multiple regression analyses were conducted to test the hypotheses. The regression results indicated that: (1) employee engagement was partially supported related to employee performance, (2) employee performance and employee retention are fully supported, (3) employee performance was found to partially mediate the relationship between employee engagement and employee retention.

Originality/value: The paper reveals key determinants of employee engagement which can be sustained by the supervisors and businesses to give a genial domain to the employees to end up absolutely locked in. Thus, this study enlarges the extent of recognizing measures that will improve association elements like work spot wellbeing, working environment and approaches and strategies. Additionally, the organization needs to put resources into building an agreeable domain that will create a situation favorable for good group and associate relationships, compelling authority, preparing and vocation improvement and alluring pay programs.

Research Methodology: Quantitative Method - The sample of population for this study were among the employees who are working in four and five star hotels in Klang Valley. According

to Malaysian Association of Hotel (2014), there are sixty-eight (68) 4 and 5-star hotels in Klang Valley. However, only 47 hotels responded to the study. This study employs Multiple Regression Analysis, Correlation Coefficient (R), Anova Regression, Coefficient of Determinant and Standardized Coefficient Beta.

Findings and Discussion: This study has outlined an employee engagement model based on previous researchers such Bharwani and Butt (2012), Kibui et al., (2014), and Anitha (2014). The objective of the study was to investigate the relationship between employee performance, employee engagement and employee retention. From the findings obtained, the final framework was substantially validated. The study achieved the stated objectives and all posited research questions have been answered. The study variables were observed to have a significant predictive effect on employee retention. In all, the seven sub-dimensions of employee engagement and employee performance jointly explained employee retention. Thus, it can be concluded that employee engagement and employee performance are potential predictors of employee retention in four and five star hotels in Klang Valley, Malaysia.

Research Implications: Improving previous theoretical framework on job performance, job engagement and job retention. Improving the understanding of job performance, job engagement and job retention. Improving employee job performance, organization engagement with employees and strategy towards company job retention.

Research limitations: The first limitation relates to the seven sub-dimensions of employee engagement. The seven sub-dimensions identified in this study may not be generic for all employee engagement practices in four and five star hotels and may also be identified in other studies (Kibui et al., 2014; & Anitha, 2014). Additionally, future studies may also expand this study by comparing the relative importance of these sub-dimensions in various service industries and countries. The second limitation is that instead of distributing the survey to the employees who were working at four and five star hotels in Klang Valley, the study could also be extended to other hotels of different ratings in Malaysia in order to get generalization of results. Thus, the results can make a significant contribution to the hotel management when indicating what should be considered in planning on how to make the employees engage more with the organization. Thirdly, applying the present measurement items to different types of levels of employees or different types of departments should be approached with caution. Further research and replication of the measurements could strengthen the validity and reliability of the present measurements in different service settings and geography.

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THAI HOTEL ORGANISATION COMPETENCIES MODEL FOR INTERNATIONAL BUSINESS DEVELOPMENT

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Keywords: Thai hotel, hotel business competencies, competency model, international business development

Research Background: The purpose of this conceptual paper is to develop theoretical model of Thai hotel organisation competencies for international business development. Hotel industry is a business that focuses on hospitality services and it is important to understand its competencies that are typically required for organisation to ensure its best services for customer. Besides, it is essential for people who work in the industry to be competitive. Lefever and Withiam (1998) defined competency as knowledge, traits, skills, and abilities attributed to people that perform in a specific way which differentiate an outstanding and average performance. Reviews of the hotel organisation competency in the last five years discovered that there were few studies on hotel organization competency which focused on business competencies and managerial skills. Thus, this research presents a proposed model hotel organisation competencies by adapting Sandwith (1993) framework. Understanding organisation competency, the ability to identify the competencies is required for the hotel organisation to remain competitive (Chung-Herrera, Enz, & Lankau, 2003). There are four main components of Thai hotel organisation competencies. Firstly, business environment is a prominence as a major factor influencing overall business performance. Creating organisation culture is one of the significant factors that contributes to human resource professionalisation. It often engages with training to prepare employees for specific job classes and hospitality establishment. Secondly, operation aspects illustrate how a hotel consumes internal resources and obtains competitive advantages and market profits. Thirdly, customer satisfaction in many corporations, hospitality-relayed or otherwise, attributes their success to a strong emphasis on customer service, which emphasises on customer needs. The issue of customer needs or satisfaction has always been heavily emphasised in the hotel industry. Lastly, service quality in the hotel industry is one of the significant factors for gaining a sustainable competitive advantages and great chances to create differentiation for organisations. The results of this study derived from examining current studies. Hence, this research concluded the proposed theoretical model of Thai hotel organisation competencies for international business development, which benefitted the theoretical, practical, and policy contribution. Investigating the hotel competency factors impacting hotel business development will be recommended in the future research.

Originality/value: This research develops a theoretical model of Thai hotel organisation competencies for international business development, which can be used as a tool and strategy for hotel business development. The findings reveal that it is essential to create Thai hotel organisation competencies which comprise of four components: environment, operations, customer satisfaction and service quality. It is a vital idea for international business development, owing to the critical core components that contribute to the development of Thai hotel organisation competencies. The hotel organization needs understand its competencies for advancement.

Research Methodology: Reviews of the hotel organisation competency in the last five years from 2015 – 2020, were used to analyse academic gap. The relevant past studies were classified into five research area, including domestic hotel, international hotel chains, internationalisation,

business competency and business development. The study used the aspects of hotel organisation competencies via face-to-face technique, and content analysis to analyse data.

Findings and Discussion: The paper proposed theoretical model of Thai hotel organisation competencies for international business development, which comprises of four components; firstly, environment aspects included organisation culture, information technology, information collecting ability, cooperation relationship. Secondly, operations aspect which are adaptability, timeliness, communication quality, flexibility. Thirdly, customer satisfaction aspect concern with customer complains rate, fulfillment rate of customer order, on-time delivery, response time to demand. Lastly, satisfaction and resource efficiency are mainly studied on service quality aspect.

Research Implications: This study proposes a theoretical model of Thai hotel organisation competencies for international business development. Thai hotel organisation stakeholders especially managerial positions and entrepreneurs should understand the concept of competency. This project will lead the employment development and business capability to be recognised internationally. Besides, it enhances the opportunity to cooperate with neighbouring countries to develop the employment flow among ASEAN, regarding the commitments under ASEAN framework agreement on services in line with the targets set under the ASEAN economic community blueprint.

Research limitations: In the future, the awareness of COVID-19 circumstance is vital, as the pandemic may affect hotel businesses directly, and may gradually recover. Therefore, the data collecting should follow the new normal rules, such as social distancing and sanitation. Future studies may focus on prospective internationalisation for hotel businesses as there are several Thai hotel organisations with the capability to expand their business internationally.

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THE CHALLENGES OF ONLINE EDUCATION DURING PANDEMIC COVID-19: EVIDENCE FROM EDUCATORS

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Keywords: challenges, educators, online education

Research Background: The inception of novel coronavirus (COVID-19) has distressed the higher learning institutions all over the world including Malaysia. The shutdown operation of higher learning institutions has emboldened the platform to fully online teaching and learning process to ensure continuous educational measures take place. Educators on the other hand, suffered several challenges in delivering quality online teaching lessons and materials for students especially for Hotel and Tourism Management educators since they rely heavily on face-to-face for practical classes. This study focuses on exploring challenges among educators in their implementation of online education. Respondents participating in this study were sixteen (16) educators from the Faculty of Hotel and Tourism Management, UiTM Terengganu. An in-depth interview was carried out to explore their perspectives with regards to online education practices. Based on the interviews, findings postulated that among the challenges encountered were communication breakdown, lack of training among lecturers with tech-savvy applications, inadequate assistance with student's online delivery as well as assessing students ongoing performance. Though it is crucial for educators to equip themselves with relevant knowledge and skills in getting ready for blended approaches, measuring the students' assessments especially for practical classes really served as the main challenges. There is a great need for higher learning institutions to strengthen the practices in curriculum review in redesigning subjects and assessments to suit the learning needs even beyond the conventional classrooms. Suggestions and tips to reconsider Hotel and Tourism Management education in the post-pandemic era as well as for future research were given to expand the study further. The inception of COVID-19 has distressed the higher learning institutions all over the world including Malaysia. The shutdown operation of higher learning institutions has emboldened the platform to fully online teaching and learning process to ensure continuous educational measures take place. Educators on the other hand, suffered several challenges in delivering quality online teaching lessons and materials for students especially for Hotel and Tourism Management educators since they rely heavily on face-to-face for practical classes. This study focuses on exploring challenges among educators in their implementation of online education.

Originality/value: Findings of the study served as the value added and plus points for this study. The challenges encountered by educators signify the originality work of this study. On top of that, interviewing educators that have vast experiences with regards to subject matter, would definitely provide an interesting findings and original contribution of the work.

Research Methodology: This study focuses on exploring challenges among educators in their implementation of online education. Respondents participating in this study were sixteen (16) educators from the Faculty of Hotel and Tourism Management, UiTM Terengganu. An in-depth interview was carried out to explore their perspectives with regards to online education practices

Finding and Discussion: Based on the interviews, findings postulated that among the challenges encountered were communication breakdown, lack of training among lecturers with tech-savvy applications, inadequate assistance with student's online delivery as well as assessing students ongoing performance. Though it is crucial for educators to equip themselves with relevant knowledge and skills in getting ready for blended approaches, measuring the students' assessments especially for practical classes really served as the main challenges. There is a great need for higher learning institutions to strengthen the practices in curriculum review in redesigning subjects and assessments to suit the learning needs even beyond the conventional classrooms. Suggestions and tips to reconsider Hotel & Tourism Management education in the post-pandemic era as well as for future research were given to expand the study further.

Research Implications: This study adopted critical theory where knowledge cannot be separated from the agents of the system in which it exists, all knowledge is shaped by interests of various people and systems. As this study highlights the challenges faced by educators with their online teaching and learning, recommendations and suggestions derived would contribute to the theory. Online learning as a safe medium of engaging in critical emotional reflexivity, because adult learners had numerous opportunities in terms of time and space to share their emotional struggles and reframe their beliefs. Findings of the study would definitely benefit higher learning institutions to strengthen the practices in curriculum review in redesigning subjects and assessments to suit the learning needs even beyond the conventional classrooms as there are urgent needs. Suggestions and tips to rethink Hotel and Tourism Management education in the post-pandemic era as well as for future research were given to expand the study further. The impact of this study on society is having quality education with better implementations of online teaching and learning.

Research limitations: This study focuses on the East Coast area and servicing one faculty. Same study can be replicated to other faculties that have practical classes covering a larger sample of population.

DEVELOPING SUSTAINABLE TOURISM TRANSFORMATIVE PEDAGOGY MODEL TOWARDS NURTURING GRADUATES' ENVIRONMENTAL CITIZENSHIP

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Keywords: pedagogy, sustainability, tourism, education, environmental citizenship

Research Background: Although tourism is a significant part of the world economy, it substantially contributes to the carbon footprint that affects global climate change. This challenges higher learning institutions to educate society to become more responsible towards the natural environment. While a great emphasis has been put on environmental education, the literature on sustainable tourism pedagogy based on the education 4.0 paradigm remains limited. This research focuses on three objectives; (1) to examine sustainable tourism-related syllabuses being practiced in Malaysia higher learning institutions, (2) to evaluate the role of Malaysia Higher Education 4.0 paradigm towards the development of sustainable tourism transformative pedagogy model, and (3) to develop and validate the sustainable tourism transformative pedagogy model towards nurturing graduates' environmental citizenship. By developing the sustainable tourism transformative pedagogy model, the study will pave the way for the nation to improve its innovative and creative capabilities as a means of enhancing economic competitiveness and quality of life.

Originality/value: Given the detrimental effects of tourism on the host community, an innovative and sustainable tourism pedagogy model is integral to educate society about the damaging consequences of tourism development. This is manifested in the Malaysia Shared Prosperity Vision 2030 under strategic thrust number 2 (KEGA-12: Green Economy), 10-10 Malaysian Science, Technology, Innovation, and Economy (MySTIE Framework: Education and Environment), and United Nations Sustainable Development Goals (SDG-13: Climate Action) which call for the imperative role of educational institutions in equipping digital native generation with the necessary knowledge, attitude, and skills towards becoming environmental citizen.

Research Methodology: The study employed a mixed-method approach: (1) a content analysis of sustainable tourism-related syllabuses being practiced in Malaysia's higher learning institutions, (2) a thematic analysis of data collected from (a) focus group semi-structured interviews with first-semester undergraduate students, and (b) in-depth semi-structured interview with national and international sustainable tourism experts, and (3) a PLS-SEM analysis to develop and validate the proposed transformative sustainable tourism pedagogy model.

Research Implications: Theoretically, the study advances the environmental education literature by introducing an innovative technology-oriented sustainable education model.

Practically, the study serves as a valuable reference for higher learning institutions to reform the current sustainable tourism curriculum to be in sync with the education 4.0 paradigm. It enhances the environmental knowledge, attitudes, and behaviour of adults and young people through technology-enabled, learner-centred, autonomous, and collaborative learning in a virtual setting.

Research limitations: The study only focuses on the feedback by students from the Top 50 QS World University Rankings in 2021 by subject (Hospitality and Leisure Management), which only include three universities in Malaysia: Taylor's University Lakeside Campus Subang Jaya; School of Hospitality and Creative Arts, Management and Science University Shah Alam; and Faculty of Hotel & Tourism Management, Universiti Teknologi MARA Puncak Alam, Selangor. There are plenty of other universities offering similar programs related to tourism and sustainability that are worth to be part of future research.

VIRTUAL TOURISM APPROACH: BRIDGING NEW HORIZON IN MELAKA HERITAGE TOURISM DURING COVID-19

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Keywords: virtual tourism, Melaka heritage tourism product, new normal, EWOM, pandemic COVID-19

Research Background: World is suffering from the COVID-19 outbreak the transmittable disease that continually increase in numbers, affecting and contributing to fatal cases rising daily (Hafsa, 2020) forcing the government to reinforce Movement Restriction Order (MCO) to constraint the pandemic from escalate, causing gloomy tourism industry. One of the affected tourism destinations is Melaka. As reported in Bernama (2020), Melaka tourism industry went through a serious diminishing phase due to COVID-19 but managed to recover after the MCO had loosen up. Melaka then hit back to the ground when the third wave pandemic struck Malaysia once again, forcing pulls down all attempts of improvements and restorations. Reflecting on the above notion, according to Uzaidi Udanis (2020), the President of Malaysia Tourism Council, virtual tourism including virtual reality application, augmented reality and artificial intelligence may help the industry and its players to survive in this pandemic era. Thus, the main objectives of the research are to identify virtual tourism attributes towards Melaka Heritage Tourism product, to investigate the best dimension of virtual tourism towards Melaka Heritage Tourism product and to examine the relationship between virtual tourism approach toward EWOM (Electronic Word of Mouth) Intention.

Originality/Value: The output of the research may contribute to the new body of knowledge as well as literature review in the relationship of virtual tourism approach and EWOM.

Research Methodology: Moreover, the data in this research was collected through online distribution questionnaires as well as observing secondary data, validity and reliability tests are also deployed. Additionally, descriptive data, Pearson's Correlation Coefficient and Multiple Regression analysis were used to strengthen the output with mediating effect variables data output analysis.

Finding and Discussion: As a result of this research, the highest associated dimension with the Melaka Heritage Tourism product is Artificial Intelligence. Some of the respondents find AI is more convenient to be used as it is loaded with information that helps decisions to be made faster. In the context of this research, the accomplishment of the virtual tourism approach on providing a good sensory experience would direct to electronic word of mouth (EWOM) among travelers and the result showed that there is a positive relationship. However, there are several gaps remaining for future exploration with regards to the standard operating procedure set by the local authority.

Research Implications: Furthermore, Technology Acceptance Model (TAM) and Self-Determination Theory (SDT) were chosen in this research, in relation with the purpose of this study in visitors' experience optimization through 3D lenses or virtual environment. Referring to Davis (1989) explanation cited in Huang et al., (2016) said that TAM was introduced on

measuring people's adaptation on information technology, while SDT were chosen due to claim made by Deci & Ryan, (1985); Ryan & Deci (2000), that portrays human motivational behavior (Huang et al., 2016). Ultimately, the results of this research will help industry players to know how effective virtual technology stimulates the sense of traveling through virtual tourism. It is a need to consider how authentic tourists would perceive forms of travel without being physically present in the tourism site. It is expected by travelers to experience the authenticity in order to stimulate their travel intention using virtual technology. The degree to which users participate in a virtual reality tour may be based on their realistic experience or perception (Wagler et al., 2018).

Research Limitations: Consequently, one of the research limitations is the attributes given cannot come to the senses of respondents as it may not get identified by the respondents, affecting the level of acceptance for the implementation of virtual tourism in Melaka and to handle the hesitation of respondents to respond on online surveys. In a nutshell, the virtual tourism approach also emphasizes and promotes social distant travel or sanitized travel or known as hygienic tourism. In a post of Covid-19, people are becoming more cognizant towards the need to travel to destinations that make it easy to maintain social distancing practices.

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ARE WE THERE YET? USER INTERFACE ELEMENTS IN TOURISM MOBILE APP

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Keywords: app design, DMO, mobile, smart tourism, travel app, user interface elements

Research Background: Tourism activities have been put on hold due to COVID-19, globally and locally. A return to domestic travel will follow once the movement control order (MCO) is lifted. Despite the travel restriction, Destination Management Organizations (DMOs) have to ensure that their websites and mobile apps are up to date to accommodate travelers' current needs. For instance, IATA is piloting its mobile travel app with health and vaccination information. If this pilot is successful, a digital travel passport could mitigate the risk of importing COVID-19. With that in mind, DMOs need to re-evaluate their tourism apps design. Therefore, this study aims to examine the Malaysian Government-related DMO tourism apps to propose user interface (UI) tourism mobile app guidelines.

Originality/value: The availability of reliable and up-to-date travel health and safety information is needed to help the government in reducing the COVID-19 positive cases and countering the rise in fake news. This research proposes a design guideline which will be named "A Good UI Elements for Tourism Mobile App" and it will be used for references in developing DMO's mobile app design.

Research Methodology: For scoping IU elements of DMOs' mobile app, dedicated mobile apps will be downloaded from Play Store by using search keywords "Tourism Malaysia" and "Visit Malaysia". Only Government-related tourism mobile apps will be selected for examination. 10 UI elements by Zamri and Al Subhi (2015) will be used to identify and classify the Good UI elements of the downloaded apps.

Finding and Discussion: The following 10 UI elements can form the groundwork for a new UI design direction. *Connectivity* enables information to be obtained quickly within a short period of time. When you activate this feature, the application can be stopped, started, and restarted with only minimal effort (Boisvert, Paquette, Pigot, & Giroux, 2009). *Simplicity* containing minimal information features also uses concise information to prevent the user from spending time reading the content (Kristoffersen & Ljungberg, 1999). *Directional* elements describe the capability of an application to help a user navigate or perform tasks by first getting information needed in each step and then delivering it to the user. The fourth element is *informative*. To successfully convey critical information, delivering an effective user interface is imperative. The relevant information can be consumed effectively when the structure is effective (Lestari, Hardianto, & Hidayanto, 2014). The fifth element is *interactivity*: human-computer communication. It has several features within this component. One, simple navigation. There should also be a maximum number of menus on the landing page to help avoid overcrowding and low interactivity (Lee, Moon, Kim, & Mun, 2015). The sixth element is *user friendliness*. Every developed app should prioritise this feature. We must design a simple UI that provides dependable and trustworthy user experience. (Lee, Shaharuddin, Ng, & Wan-

Busrah, 2017). The seventh element is *comprehensiveness*. The application needs to be able to assemble a comprehensive set of elements, each of which is tailored to content transformation. Customizing the app is made easier by this (Long & Zhang, 2016). The eighth element is *continuity*. A well-designed UI should be consistent to shape users' perceptions and comprehension of the app and increase app information dissemination. (Rodrigues, Lessa, Gregório, Ramos, & Cardoso, 2016). The ninth element is *personalization*. More experienced users want total control and the ability to impact the interface. Granting them more control and the opportunity to plan and lead their travel experience (Han & Jung, 2018). The tenth element is *internal*. An application must be developed based on both the capabilities of the application as well as the device's capabilities. The internal element features error prevention.

Research Implications: This paper proposes a UI element of DMO's tourism mobile app to meet the current travel needs and futures of safe travel. Inter-border rules and restrictions, travelers' vaccination status and destinations' safety status could be integrated into the DMO mobile app design. Efforts to improve accessibility and elderly friendly features such as text-to-speech features. It is also recommended that the DMOs' mobile apps have the ability to display mosques, restaurants and retail operation hours as well as real-time location-based mobile augmented reality.

Research limitations: Only Government-related DMO's tourism mobile apps will be analysed. Future investigations into private tourism mobile apps for comparison and improvement of the proposed guidelines is encouraged.

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THE SHIFT OF TRAVEL BEHAVIOUR AFFECTED BY COVID-19 PANDEMIC

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Keywords: travel behaviour, intention to travel, COVID-19, pandemic

Research Background: The purpose of this conceptual paper is to propose if subjective norm, perceived behavioral control, attitude, risk perception, and trust have a significant effect on travelers' intention to travel by flight during the COVID-19 pandemic period. Majority of countries have implemented additional health measures that significantly interfere with domestic and international air traffic. The impacts of these new standards procedures, practices, and restrictions have caused significant impact on the aviation industry. With the large-scale quarantines, travel restrictions, and social-distancing measures have caused the demand for air international and domestic travel to plummet (Foo et al., 2020; Tan, 2020). At the same time, travelers' behavior has also changed. Their perception of risks, personal and referent beliefs on the situation of the pandemic have shifted their behavior and intention to travel (Peters et al., 2020). It is interesting to note that the intention to involve in air travel depends more on the sense of safety and governmental policy rather than the availability of a vaccine for the COVID-19 (Choufany, 2020).

Originality/value: This study examines the nexus between Theory of Planned Behavior (TPB) and intention to travel by air during COVID-19 pandemic. It applies Theory of Planned Behavior scales, along with constructs such as perceived risk and trust from previous studies into a new setting, which examine the shifting of travelers' behavior and intention to travel during COVID-19 pandemic. After the COVID-19 outbreak, most of the studies examine in great depth the supply-side perspective, estimating the caused damage, forecasting the subsequent changes, and remodeling of the tourist offers. Yet, very few papers investigated the emerging signs of consumers' recovery and the readiness to renew their travel (Gössling et al., 2020; Zencker and Kock, 2020).

Research Methodology: A quantitative research design will be conducted through online and self-administered questionnaires. The sampling frame for this study will be between 350 and 450 individuals who have travel experience during the COVID-19 pandemic. To test the model's hypotheses, this study will apply structural equation modeling (SEM) with maximum likelihood estimation using AMOS. This will include determining the fit of the confirmatory factor analysis (CFA) model with data observed to assess the fit of the overall measurement model.

Finding and Discussion: No result will be presented as this is a conceptual paper. Nevertheless, by examining the preliminary traveler intentions (such as perceived risks, attitude, trust, and subjective norm), the study will facilitate the aviation business in elaborating or adapting their offers to meet the consumers' changing travel behavior and demand, forecasting on the consequent changes, and remodeling their service offers. Moreover, results provide insights about the pace of travelers' intention to travel, and hence a chance to forecast the recovery of the aviation industry.

Research Implications: This study contributes to the further development of Theory of Planned Behavior (TPB) through utilization of perceived risk and trust (towards airlines and key players within aviation industry) will better enhance understanding on behavioral shift and intention to travel among travelers. Knowledge acquisition on travelers' perception of risks and trust will be considered as part of strategic actions undertaken through TPB implementation to produce distinctive behavioral understanding on the new shifted behavior. Airlines' recovery plans should highly focus on the shifting of travelers' behavior and demand. Players within the aviation industry need to consider the emerging new trends, with innovation on products and service delivery systems that prioritize according to the shifted behavior and seize the business opportunities to restore travelers' demand for travel. The process of recovery after the pandemic requires research on the shifting travelers' travel behavior, to understand the changes in the characteristics of the demand (Brouder, 2020). By examining the preliminary traveler travel intentions (such as perceived risks, attitude, trust, and subjective norm), the study will facilitate the aviation business in elaborating or adapting their offers to meet consumers' changing travel behavior and demand, forecasting on the consequent changes, and remodeling their service offers.

Research limitations: The study will be conducted only on a sample of Malaysian travelers, and the research findings will not be generalized globally. Future researchers could expand this study by adopting both quantitative and qualitative analyses and examine the supply-side perspective as well.

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HOW TECHNOLOGY IS REVOLUTIONISING TRAVEL EXPERIENCE? A SMART TOURISM PERSPECTIVE

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Keywords: Internet of things, cloud computing, mobile communication, artificial intelligence technology, tourists' experiences

Research Background: Many developing countries have attempted to improve on the development of Information and Communications Technology (ICT). Some have progressively participated in mobile and digital-based economy (Tavakoli & Wijesinghe, 2019; Milenkovic et al., 2016). Undeniably, the use of smart technologies can be applied to support tourism activities, leaving room for enhancement in tourist experience (Boes, Buhalis & Inversini, 2016; Neuhofer, Buhalis & Ladkin, 2012; Sigala, 2018). Tourist experience refers to a sensation of being entertained, educated, indulged in the vacation environment. Their expectation has evolved due to the evolution of tourism transformation and advancement of technology. Thus, experiences in the past may no longer be applicable in this digital age. Tourists can diverge to a new self where value is co-created based on smart technologies for the tourism industry (Buhalis & Amarangga, 2015). The aim of this study is to examine the relationship between types of smart technology use and tourists' experience during their holiday. There are four types of smart technologies included in this study: Internet of Things (IoT), cloud computing, mobile communication and Artificial Intelligence (AI) technology.

Originality/value: Smart tourism with the concept of expanding findings from intelligent management systems in the tourism industry remained vague from past scholars. Limited studies covering this phenomenon as most of the literature is focusing on smart city development and tourist's attraction (Wang, Li, Zhen & Zhang, 2016). Although some research focused on tourists' experiences, only few directed on analyzing the components of smart technology from tourists' viewpoints.

Research Methodology: The target respondents are international tourists who travel to Malaysia who possess some relevant technology skills and knowledge during their vacation trip. A total of 250 usable questionnaires were collected. Data was analyzed using partial least square structural equation modelling. Smart PLS software version 3.2.8 was deployed to run the analysis through pls algorithm and bootstrapping technique.

Finding and Discussion: Based on statistical results, it was found that internet of things, cloud computing, mobile communication and artificial intelligence were positively related to tourists' experiences. The smart technologies on artificial intelligence can produce the largest effect size on tourists' experience. This is followed by the internet of things, mobile communication, and cloud computing.

Research Implications: This study provides important contributions in the body of knowledge on tourist's experience applicable to smart technologies. The study has shown that the application of smart technologies could enhance tourists' experience in the aspects of education, entertainment, escapism, as well as aesthetic. This implies that Internet of Things (IoT), cloud computing, mobile communication, and Artificial Intelligence (AI) technology are

vital to enhance tourists' experience. Technology allows tourists to be educated, entertained, indulged in the discovery environment, as well as diverged to a new self through smart technologies. Tourism industry in Malaysia and its workforces should focus on cultivating smart technologies so as to successively attract tourists for a revisit. With the support from the Malaysian government in subsidizing the technological advancement for tourists' activities, tourists' experiences could be boosted. IoT is the least significant factor among the rest of smart technologies discussed. The most common IoT elements as aforementioned are QR codes and NFC tags. Perhaps, the authorities should utilize the advanced technology and resources from developed countries to enrich the current essentials. The government should overcome the privacy issues on mobile communication for tourists' fear of releasing personal information. Strategically, the tourism industry could team up with technologists in developing more mobile software applications specifically for tourists' activities. Lastly, the Malaysian tourism industry and government could provide more incentives to further encourage the advancement of AI technologies for the tourism industry.

Research limitations: First, the data was collected before the Covid-19 pandemic which caused the findings may not adequately reflect on the current tourism circumstance. For future study, the situation of an unexpected environment should be considered while forming the research instrument. Second, the data was collected in urban tourism areas in Malaysia. Tourist's experience could be more favorable as such areas are more equipped with digital infrastructure. They could easily apply the digital tool or technology for their tourism activities. Therefore, this study's findings may be more generalizable to tourists who had visited developed tourism areas or developed countries. A similar study should be conducted by focusing on tourists who had visited the rural areas to reach for different findings and insights.

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ENHANCING EMPLOYEE ENGAGEMENT OF TRAVEL AGENCIES AFTER COVID-19 PANDEMIC: A CONCEPTUAL MODEL

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Keywords: employee engagement, employee commitment, employee satisfaction, employee retention, outbound travel agency

Research Background: The impact of the COVID-19 outbreak on tourism has been challenging and affecting the tourism industry, in particular outbound travel businesses. It has brought the business to a standstill as being a labour-intensive industry since the situation is the worst affecting this sector. The concepts of the employee engagement (EE) have become an integral part of managing organisational employees (Chanana & Sangeeta, 2020). This study aims to investigate the impact of the COVID-19 pandemic on the tour operation staff of the outbound travel agencies and the major challenging aspects in retaining the employees post COVID-19 pandemic through the employee engagement practices. In addition, the study also explores the conceptual and empirically driven antecedents and consequences of the EE concepts by proposing the conceptual model.

Originality/value: This study gives an insight of the EE in different conceptual spaces that has led to a fragmented approach for developing and implementing strategies for capitalising the positive outcome of the employee engagement for the businesses (Gupta & Sharma, 2016). The employee engagement emerges as a critical success factor for the business and is considered as a roadmap to profits, performance, and loyalty (Saxena & Singh, 2015) that begins the journey to the results which is also linked with multi-layer organisational effectiveness to achieve the mission for business survival during the COVID-19 pandemic (Saji, 2014).

Research Methodology: A structured literature review method was adopted to investigate the antecedents and consequences of the EE at individual and organisational levels as the EE not only contributes to the organisation but also helps the employees to improve their self-motivation and effectiveness of their work, which gathered the literature systematically from databases, particularly Google scholar.

Finding and Discussion: The findings explored the concepts of the EE, specifically in relation to outbound travel businesses; they present a conceptual model of the EE and outline various factors that contribute to the EE; employees' commitment and their satisfaction are considered as the antecedents and consequence to retain employees (Aktar & Khan, 2016). This enables business to take personalised actions for each employee to improve his/her EE. Engaged employees enjoy in what they are doing, and they spend most of their time and energy to attain high level of the job performance and productivity, so this type of employees is considered the greatest asset for an organisation (Swarnalatha & Prasanna, 2012). When a good bonding and connection with the organisation are established, this will automatically build a healthy working environment even though during the COVID-19 outbreak.

Research Implications: The findings provide support for the identifying antecedents and consequences variables of the EE and applicability of these variables towards the

development of the EE practices (Barik & Kochar, 2017). The EE can be a contiguous process as opposed to an irregular periodic one where the researchers might need to investigate endlessly as it can help to prevent the resignation but instead retain them with the business (Salleh & Memon, 2015). The understanding of the factors that impact on the EE still needs deeper studies. The verdict of the paper is to perceive how COVID-19 pandemic has adversely affected the tourism workforce and to solve the challenges where there is a need to be decisive while managing employees emphasising in small-scale tourism businesses as the outbound travel agencies. By using suitable EE concepts and practices can bring business to propositions that need to be managed and to enhance employee satisfaction and commitment (Wollard & Shuck, 2011), while considering developing employee motivation and advocacy to make their survival possible for the post COVID-19 pandemic and to contribute a highly engaged workforce as a means for achieving competitive advantages in this dynamic business world (Mehrzi & Singh, 2016).

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ONLINE BOOKING INTENTION AT LANGKAWI HOTELS AND RESORTS: THE INFLUENCE OF WORD OF MOUTH AND ONLINE REVIEWS

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Keywords: booking intention, word of mouth, online reviews, customer preference, purchase decision

Research Background: This study is to address the factors that can influence customer intention in purchasing decisions for online hotel booking. The objectives are to determine the relationship between word of mouth and customer preference of hotel and to determine the relationship between online reviews and customer preference. Most tourists prefer to opt for an easy, simple and precise destination to visit. Tourists prefer to go on their own leisure time and get their hotel rooms through walk-ins. This is one of the main factors that influence online booking intentions at Langkawi hotels and resorts. Word of mouth comes into action when the tourists start posting their statements on any media channels or information sources. The information is straightforward. From top to bottom and left to right, it is all about the difficulties arising from the many arrangements required to prepare upfront influencing booking intentions at Langkawi. Online reviews also play a vital role in influencing online booking intentions as well. The voluntary feedback on purchase experience becomes an important information source that allows tourists to search for detailed and reliable information through their sharing of past experiences. Negative feedback and bad purchase experience will influence their online booking intentions.

Originality/value: The main objective of this research is to analyze the most important factors that influence online booking intention at Langkawi hotels and resorts. As one of the most popular tourist destinations in Malaysia, the island has accommodation, transportation, and recreational facilities. Thus, this study would be useful for tourism operators and investors to consider the impact of word of mouth and online review to improve their service and consider online booking service for various tourism products on the island.

Research Methodology: The research design that will be used in this study is quantitative research which is based on the result in numerical evidence. The population of this study are tourists on Langkawi. According to data by Langkawi Development Authority (Lada), the average tourist arrival at Langkawi is 3.63 million people (The Star, 2019). A total of 476 respondents were involved in answering the questionnaire but only 384 questionnaires were valid for analysis as the survey has been filtered before going through the analysis process.

Finding and Discussion: The result of Pearson correlation between Word of Mouth towards Customer Preference of Hotel shows the value of $r = 0.697$ with the significant value of $p > 0.005$. Therefore, it is shown that both variables have a strong positive linear relationship, meaning that word of mouth is important towards customer preference of hotel. The respondents agreed that the best advertisement for hotels is Word of Mouth as the mean score is 4.15 and the standard deviation is 0.917. The result of Pearson correlation between Online Reviews Towards Customer Preference of Hotel show the value of $r = 0.556$ with the significant value

of $p > 0.005$. Therefore, it is shown that both variables have a strong positive linear relationship. It means that online reviews are important towards customer preference of hotel.

Research Implications: This study has achieved all the objectives of the study, which is to determine the relationship between word of mouth and customer preference of hotel and the relationship between online reviews and customer preference of hotel sales. The hypotheses are eventually supported that word of mouth is the most influential factor that can influence customer purchase decisions in booking hotels because word of mouth offers information and recommendations and is much more reliable. From the study a better understanding on the factors that can influence customer purchase decisions is gained. It is proven that word of mouth and online reviews are important factors influencing a customer's online booking intention. In this study, it is proven that word of mouth is the most influential factor that can influence a customer's online booking intention to book a hotel. The hotel organization can now understand where and how to direct their resources to create word of mouth communication and gain substantial advantage out of that. An organization that can afford to build a customer base through word of mouth will be able to have better long-term profitability and they could reduce spending on customer retention.

Research limitations: The study was conducted during the COVID-19 pandemic. Although Langkawi was not closed for tourism activities during the fourth quarter of 2020, the majority of the tourists were domestic travelers. Perhaps this study should be implemented again after the end of the pandemic to obtain data from international tourists.

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EVALUATING TOURIST INTENTION TOWARD FUTURE SMART TOURISM TECHNOLOGIES IN MALAYSIA

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Keywords: UTAUT, performance expectancy, effort expectancy, social influence, facilitating condition, behavioral intention, use behavior

Research Background: The COVID-19 pandemic has shaken many industries in a negative way. Hospitality industry became one of the key industries that was badly affected from this pandemic. Numerous resorts closed, while some travel operator collapsed as their funds dried out. In Malaysia, 109 tourism agencies and lodging properties were being shut down throughout this pandemic (Vasantha Ganesan, 2021). To make thing worse domestic and international attraction also been shut down (Nair, 2020). The close of these attractions create a bad implication to both tourism operator and the local community in that area. Transmuting the way of operation and diversify the business model will give a hope of surviving their business. According to Ballina et al. (2019), technology help transforms the industry both their operation and digital technology. Thus, infusing technology become one of the answers for their predicament. Virtual reality, artificial intelligent, augmented reality and other IOT application being used by the business as their lifeline (Revfine, 2021). This paper aims to explore the acceptance of this technology by end user and its ability to foster the sustainability of their impending business. To achieve the objective, the paper introduces Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh & Davis (2000) as foundation of the topic. A cross sectional survey has been carried out using a web medium which was distributed to targeted samples. Based on the proposed framework, the data collected showed the indication of end user intention using the technology which is being infused by the business.

Originality/value: In the hospitality industry, the competitiveness between industry has become rougher, thus it is necessary to come out with new service or offer to have a lead advantage from others. In this regard, it is important for the tourism operator to provide a new service or offer that is accepted by the local target market. Until now, the study done in this selected region focused more on technology that was implemented by the market. However, there are no studies that focus on the future technology that will be accepted by the customer. Therefore, this study contributes to the field of technology acceptance in Malaysia tourism operation.

Research Methodology: A descriptive research design using a quantitative approach through cross sectional study is applied with self-administered questionnaire. A structured questionnaire as the research instrument that focused on the customers who are technology literature. There will be a screening question to make sure of the reliability of the sample. First section was created to measure independent variables which are performance expectancy, effort expectancy, social influence and facilitating conditions. Then the dependent variable being asked which was a behavioral intention and use behavior. The study used Likert Scale ranging from 1 to 5 was used as "Strongly disagree", "Disagree", "neutral", "Agree", and "Strongly agree". An online survey was conducted all over the study using several channels such as email, WhatsApp, Facebook and Telegram. Utilizing statistical software, a Spearman correlation analysis was performed to help in interpreting the data collected.

Finding and Discussion: The analysis indicates a strong positive relationship between performance expectancy with behavioral intention with $r = .776$, ($p < 0.05$). While effort expectancy presents a moderate strength of correlation to behavioral intention with value of $r = .429$, ($p < 0.05$). Meanwhile, social influence reveals the greatest relationship with behavioral intention as the assessment shows a power of $r = .902$, ($p < 0.05$). Followed by behavioral intention to use behavior, the result is still positively related with value of $r = .824$, ($p < 0.05$). Lastly, the potency of facilitating condition toward use behavior presented a moderate relationship with $r = .402$, ($p < 0.05$). Overall, all the hypotheses tested show a positive relationship, but the result should not be generalized as the study was done with some limitation that may affect the result.

Research Implications: One contribution of this study in theoretical implication was a knowledge glance of future technology research which sooner will become one of required technology in the hospitality industry. Consequently, it provides some statistic for hospitality tourism operator in Malaysia on implementing forthcoming technology.

Research limitations: For future research, the study recommended a profound study on the technology itself. The cost, applicability, support, and maintenance of the technology need to be researched to support the decision by the tourism operator before executing the project. All the said factors cannot be analyzed in this study due to limitation of budget and time for conducting more detailed elements of the topic.

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DOMESTIC TOURIST INTENTION TO USE E-HAILING SERVICE DURING COVID-19 PANDEMIC IN KUCHING, SARAWAK

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Keywords: tourist intention, e-hailing, domestic tourism, ridesharing, COVID-19

Research Background: The emergence of e-hailing has significantly benefited the tourism industry worldwide (Henama, 2020; Ten, 2018). E-hailing has become a component of the transportation network in Malaysia, relieving the pressure from traditional public transit modes. However, COVID-19 pandemic has affected the use of e-hailing, where the rising case of COVID-19 has reduced the usage of e-hailing to avoid contact with other people, such as the e-hailing driver. One of the effects happened when Malaysian authorities agreed to implement Movement Control Order (MCO) beginning 18 March 2020, to halt the country's spread of COVID-19 pandemic (Shah et al., 2020). Under the Movement of Control Order, two persons, including the driver, are permitted to travel in the same transport. This entails carrying no more than one passenger per journey, regardless of the vehicle's capacity. Thus, the purpose of this paper is to empirically examine the antecedents of TAM, social influence, and safety and security towards the use of e-hailing services during the COVID-19 pandemic.

Originality/value: Notably, the study adds significantly to the body of knowledge pertaining to e-hailing services by examining the determinants of domestic tourist intention to use the service during the COVID-19 pandemic.

Research Methodology: This paper investigates the use of e-hailing services among domestic tourists in Kuching. Primary data were collected using an online survey. A self-administered questionnaire was distributed to ensure a high response rate across all demographics. The questionnaire was distributed via social media platform, and 110 responses were obtained. Using Smart PLS, the survey results were examined for construct validity, convergent validity, and structural equation modeling.

Finding and Discussion: Using Smart PLS analysis, we discovered that perceived usefulness, perceived ease of use, social influence and safety, and security contribute significantly to domestic tourist intention to use e-hailing service during the COVID-19 pandemic.

Research Implications: The results of this study have a considerable impact on the body of knowledge, given only a limited number of research have been conducted, particularly in Malaysia. The primary theoretical implication of this study is that the relationship between perceived usefulness, perceived ease of use, social influence, safety, and security regarding the use of e-hailing service during the Covid-19 pandemic has not been studied in this country previously. Thus, the present findings have the capability to make a significant contribution. During the data collection, despite the implementation of MCO in Malaysia, the e-hailing service in the tourism industry, particularly domestic tourism, is still in high demand. Therefore, this study will play an essential leading role for the policymakers and e-hailing service providers in emphasizing as well as enhancing the standard of operating procedures during the

pandemic outbreak and aftermath. The findings of this study will assist industry players (government agencies, e-hailing service providers) in creating and enhancing standard operating procedures that may lead to a better safe e-hailing environment. This eventually influences them to continue re-use e-hailing services in the future regardless of any circumstances.

Research limitations: Even though the variables were taken from the literature, additional variables that might have a substantial impact on the intention model were omitted. Among the variables are perceived convenience and perceived accessibility. Furthermore, quality of experience could also be incorporated in the model as a moderator. The poll was performed during the months when the most severe restrictions on mobility were implemented; hence, the findings collected might only reflect a snapshot of public opinion at the time of the pandemic's height.

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HOSPITALITY AND TOURISM ONLINE REVIEWS: RECENT LUXURY EXPERIENCE TRENDS AND FUTURE DIRECTIONS

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Keywords: reviews, content analysis, luxury experience, luxury tourism, hospitality

Research Background: This study aims to present a content analysis on luxury experience research hospitality and tourism between 2016 to 2020.

Originality/value: This study is the first systematic review of luxury experience research in the field of hospitality and tourism. It can lead to advances in this field, as it identifies the publication trends and providing an overview of how knowledge on luxury experience in hospitality and tourism has progressed since 2016.

Research Methodology: A total of 89 articles from Science Direct and Google Scholar, largest and most popular online databases/ search engines were gathered by conducting a systematic literature search approach. Additionally, the authors used a qualitative content analysis to review, analyze and categorize all included articles into topical focus, target industry, and methodology.

Finding and Discussion: This study provides an overview of the recent luxury experience trends in hospitality and tourism, the topical focus of each article (i.e. branding, value creation, motivation, service, and purchasing), analysis of industry sectors (i.e. hotel, cruise, travel, restaurant, and wellness), and research methodology are systematically reviewed. However, there are still knowledge gap existed, thus requiring researchers to conduct an advancement.

Research Implications: This study provides an intensive understanding of the development of luxury experience in hospitality and tourism online review research. Therefore, the authors analyze the significant topical clusters, methodological reviews and limitations of previous research to propose directions for future research in the field, as well as implications for practitioners and academics. This study is expected to keep practitioners and academics updated with the recent trends of tourists' luxury experience and offer significant information to identify gaps of previous research to propose future research directions.

Research limitations: This article studies specific area of interest, where categories of keywords from luxury experience in hospitality and tourism are classified. Future studies may consider to include more journal to provide more in-depth issues.



APPLYING A TRAVEL TECH BUSINESS MODEL CANVAS FOR SMART TOURISM IN THAILAND

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Keywords: smart tourism, travel tech, business model canvas

Research Background: Smart tourism has been identified as one of the key national strategies to increase revenue and strengthen tourism competitiveness in Thailand (Campiranon, 2019). Smart tourism refers to approaches that add value to tourism products and services by utilizing higher connectivity, interaction, personalization, and co-creation. More importantly, the goal of smart tourism is to enhance tourist experiences (Azis, Amin, Chan, & Aprilia, 2000) by maximizing both the destination's competitiveness and consumer satisfaction (García-Milon, Juaneda-Ayensa, Olarte-Pascual, & Pelegrín-Borondo, 2020). Therefore, it is crucial for smart tourism destinations to adapt products and services to meet tourist needs (García-Milon et al., 2020) in the digital age. While large tourism organizations such as tour operators primarily focus their business model on attracting mass tourists, emerging tourism startups, or travel techs, concentrate their business model on customized travel experiences using tourism technology. As smart tourism studies in Thailand are limited (Campiranon, 2019), this paper aims to apply a travel tech business model for smart tourism in Thailand by adopting Osterwalder (2004)'s Business Model Canvas (BMC) concept.

Originality/value: This paper has employed BMC to highlight the value proposition of smart tourism in Thailand by examining how smart tourism products and services have created value for specific types of tourists.

Research Methodology: In-depth interviews were conducted with respondents between December 2018 and February 2019. Using purposive sampling, the respondents were from 6 government agencies, 2 startup accelerators, 1 consultancy company, and 12 tourism-related startups. Content analysis was employed to contextualize the connections between the categories and themes

Finding and Discussion: As discussed by a number of authors (e.g., Daou et al., 2020; Keane, Cormikan, & Sheahan, 2018; Strulak-Wójcikiewicz, Wagner, Łapko, & Hącia, 2020), analysing BMC requires an understanding of the business processes and internal activities in nine interlinked categories: Customer segments, Value propositions, Channels, Customer relationships, Revenue streams, Key resources, Key activities, Key partners, and Cost structure.

Research Implications: This paper has adopted BMC in regard to smart tourism and contributes to the knowledge on how to keep the customer needs at the centre of business model development. This paper has revealed the following practical implications for travel tech business models. Firstly, travel tech's main customer segment is international FITs who have planned most of their travels by themselves, or through travel agents including OTAs, but seek to fulfil their customized travel with travel tech. To capture this customer segment, travel tech's value proposition is provided through their digital platforms, such as <https://localalike.com>, which enable FITs to design their own travel plans such as SoLoMo or secondary-city travel.

Travel tech also utilizes a number of channels to communicate with customers such as websites, apps, TAT, and overseas OTAs. To establish relationships with their customers and to enhance customer loyalty, travel tech usually invites customers to review their travel experience on a digital platform. Secondly, travel tech's key activities, or products and services, are customized tours such as 1-day tour. To offer such activities, resources are required. Some resources are already available, such as tour guides; however, other financial and technological resources need to be acquired. More importantly, travel techs need to collaborate with suppliers and partners in order to penetrate the customer segment successfully. Thirdly, major revenue streams for travel techs derive from their own travel package, as well as commission fees from hotels, retail stores, and restaurants that provide services to the travel tech customers. It should be pointed out that the cost structure of travel tech can be very high such as the cost of developing digital platforms, salaries, commission fees for OTAs, and so on.

Research limitations: As digital technologies are advancing rapidly in the tourism industry; travel tech research needs to be conducted constantly. Based on the findings of the paper, the researcher would like to suggest the following research directions: critically measuring the strengths and limitations of the travel tech BMC; comparing travel tech BMC in Thailand and other countries, and the perceived value proposition for travel tech customers.

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THE EMERGENCE OF ROBOT, ARTIFICIAL INTELLIGENCE AND SERVICE AUTOMATION IN SOUTHEAST ASIA HOSPITALITY INDUSTRY: A SEQUENTIAL EXPLORATORY STUDY

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Keywords: robotics, artificial intelligence, service automation, hospitality industry, tourism industry

Research Background: Despite the increasing attention on robotic, artificial intelligence, and service automation (RAISA) applications in the hospitality industry, there is a scarcity of empirical research concerning the development of RAISA from Southeast Asia regional lens. Most studies have concentrated in developed western countries such as the USA (Kim et al., 2021; Flavián et al., 2021), France, United Kingdom, Italy and Spain (Blöcher & Alt, 2020). Perhaps, this is due to the infancy of discussions and debates about the subject among scholars and practitioners in this part of the world. One of the interesting developments in the hospitality industry is the emergence of RAISA technologies. This is fueled by the advancement of machine learning technologies and Internet of things, coupled with the rise of the digital generation. A collection of literature by Ivanov and Webster (2019) stated that organizations are interested in RAISA applications due to its ability to transform traditional business models into a more cost effective, economic efficient and productive framework. The application of RAISA also can revolutionize customer service experience and attract the digital generation (Berezina et al., 2019). Considering the importance of the topic, several scholars have called for studies looking at RAISA. For example, Wang and Siau (2019) stated that empirical studies looking at the effect of RAISA on employees, society, and humanity are urgently relevant and warranted. They stated that it is important to grasp both the benefit and cost of implementing RAISA. In a similar vein, Yang et al. (2020) highlighted that more studies should be conducted to examine the effect of RAISA on customer service experience within the hospitality industry. This is critical in order to justify the huge investment on RAISA.

Research Purpose: Based on the Cognitive-Affective-Cognitive theory, this study aims to investigate how RAISA application influences consumers' perception, attitude and behavior. Specifically, the study is interested to examine whether the perception, attitude and behavior related to RAISA are significantly different among Malaysian, Thai and Indonesian.

Originality/Value: This study proposes a cross-comparison investigation on RAISA applications within the context of Malaysia, Thailand and Indonesia hospitality industry.

Research Methodology: The study will use a two-phase sequential exploratory method approach to achieve the stated research objectives. The rationale for using this approach is because it is imperative to understand how consumers in the Southeast Asia region frame their perception, attitude and behavior in relation to RAISA applications in the hospitality and tourism industry. In the first phase, a qualitative study will be conducted that involves a series of focus group interviews with consumers who have experienced RAISA in the hospitality and tourism industry. In this stage, the primary objective is to capture consumers' perceptions and

attitudes towards the use of RAISA, and how these affect their behavioural usage intentions. From findings of the qualitative study, a conceptual framework will be developed proposing the possible connections among the key themes identified (consumers' perception, attitude and behaviour related to RAISA applications). In the second phase, a quantitative study will be conducted using online surveys to collect data from the target population. In line with the purpose of cross-comparison study, both qualitative and quantitative stages will be conducted in three Southeast Asia countries namely Malaysia, Thailand and Indonesia. The implementation of the qualitative approach prior to the quantitative study is essential in identifying the key attributes and instrument development (Creswell & Plano, 2018). For the data analysis, SmartPLS version 3 will be used to examine the measurement and structural model of the study's conceptual framework. The statistical instrument is chosen because it is more appropriate for an exploratory study (Hair et al., 2021).

Research Implication: The study aspires to improve current understanding on the effect of RAISA applications on consumers within the context of Southeast Asian hospitality and tourism industry. Theoretically, this will deepen and enrich the body of knowledge on RAISA applications particularly from developing eastern countries perspective. Practically, the study will serve as a basis for framing effective RAISA business strategies towards the development of better customer service experience.

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PRESERVING THE TANGIBLE LIVING HERITAGE OF FORT MARGHERITA IN SARAWAK

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Keywords: culture, heritage, arts, historical

Research Background: One of the problems that can be stated in this study is the lack of recognition on Fort Margherita as a tourism attraction. Cultural heritage refers to tangible objects such as historic buildings, historic sites and architectural exists. As well as intangible artefacts such as philosophy, traditions, values, ceremonies and art forms (Nuryanti, 1996; Prentice, 1993). As a result, heritage is often linked to the past and associated with an inheritance by one generation from another. Next, according to Timothy and Boyd (2003), they summarized the meaning of heritage by stating that 'heritage is not simply the past, but the modern-day use of elements of the past'. therefore, within the tourism field, heritage has been used in both the natural and cultural contexts cited in (Chhabra et al., 2003; Garrod & Fyall, 2001; Timothy & Boyd, 2003). Hence, the main aim of cultural heritage tourism is to save urban heritage and culture, to share it with visitors and to obtain economic benefits from tourism. The development of cultural heritage tourism is crucial as it also preserves and protects the original ideas of the product from the past. Clearly, the uniqueness in heritage tourism has only existed in that particular place.

Research Purpose: The purpose of this study is to preserve the Tangible Living Heritage of Fort Margherita in Sarawak. This study is therefore being carried out in order to identify the elements and the impacts of lack of recognition towards tourists' satisfaction on Fort Margherita.

Originality/value: The researchers are targeting respondents from people who have visited Fort Margherita, Kuching, Sarawak. This study will be valuable towards the business industry involved and other academicians pursuing the same research area.

Research Methodology: This research will be conducted using a quantitative method. Qualitative analysis was carried out in this study, whereby all data were obtained from the questionnaire. This research adopted a survey analysis aiming to identify the lack of recognition of the living heritage site of Fort Margherita in Sarawak. This study is cross-sectional since the data can only be obtained once to answer the research questions.

Research Implications: This intended study is done to gain as ample knowledge as possible and gather more information about preserving tangible living heritage of Fort Margherita in Sarawak. From the academic perspective, this study will most likely encourage the other researchers to study more in-depth related to the impacts of preserving the tangible heritage of tourism attractions towards tourist recognition and perception intention. Furthermore, this study will also help in contributing a new body of knowledge in Malaysia, as well as extending the body of literature in heritage tourism-related study.

Research limitations: The study's limitations include the difficulty in obtaining responses since researchers are not permitted to engage in face-to-face human contact with people. Additionally, the researchers are unable to go to other places during the MCO period because of the pandemic, which is spreading daily. Apart from that, the study's limitations may include the time required to finish the study and the time required for respondents to respond to the researchers' online questionnaire.

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FOOD HERITAGE KNOWLEDGE AMONG YOUNG GENERATION IN KEDAH

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Keywords: food heritage, young generation, food knowledge, food practices

Research Background: Classical and traditional cuisines are growingly associated with food heritage and have become an important element in society and even an individual's life. In general, a country's food identity leads to stability, foreign identity, and popularity, and positive economic impacts (Takaki, 2012). However, due to social change and unrestricted information technology, Malay modern society, especially the young generation has gradually forgotten the Malay traditional food practice despite its importance as a symbol of national pride (Sharif et al, 2016).

Research Purpose: The objective of this study is to study the knowledge of food heritage in Kedah among Generation Y of Malay community.

Originality/Value: The paper aims to study the knowledge of young generation about food heritage, the results of which will provide meaningful contribution to the body of knowledge, especially on the topic of food heritage.

Research Methodology: A descriptive research design using a quantitative approach through cross-sectional study is applied with self-reported and self-administered questionnaire. This study used a structured questionnaire as the research instrument which focused on Gen Y born between 1985 and 2004. The relevant unit of analysis in this study is people whose ages are between 17 and 36 years old. The questionnaire was divided to five sections, demographic, and the independent variables. A 7-point Likert scale was used to include the options of "Strongly disagree", "Disagree", "Somewhat Disagree", "Neutral", "Agree", "Somewhat Agree", and "Strongly Agree". Respondents were required to answer all questions. Section A asked about demographic of respondents, followed by Section B which probed respondents' understanding of food heritage. There were six items in total in the questionnaire, two of which were adopted from Sidali and Hammerling (2014) and another four from Adilah Md Ramli, et al, (2020). In Section C, the items were adopted from Abdullah et al., (2013) and the purpose was to identify the understanding of food heritage preparation. For the independent variable, which is on food knowledge transfer, the questions were placed under Section D, the model of which was adopted from Sharif et al, (2013). As for Section E, it was adopted from M. Raji et al., (2017). According to Krejcie and Morgan (1970), the sample size needed to be represented in the population is 384 respondents. The data were coded and keyed in Statistical Package for the social Science (SPSS) Version 22 for analysis.

Findings and Discussion: This study still ongoing and a pilot test with 30 respondents were conducted. The reliability for Section B is $\alpha = 0.893$, section C is $\alpha = 0.858$, section D is $\alpha = 0.774$ and section E is $\alpha = 0.759$. The results show that all the items in this research can be used for further investigations.

Research Implications: This study contributes to the body of knowledge regarding food heritage among young generation, specifically in Kedah. Young generation can maintain and embrace food heritage which is representative of the image, identity, and tradition of our country. This study may give better understanding and knowledge about food heritage among young generation in Kedah. The information and result from this study can benefit all parties who are concerned about the preparation of traditional food, the practice continuity, and the knowledge transfer between young generation and older generation.

Research limitations: This study can be a departure point for other future studies to explore further the public knowledge of food heritage identity and examine the topic area in different states in Malaysia.

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THE EFFECTIVENESS OF MULTISENSORY PACKAGING ATTRIBUTES ON PRODUCT QUALITY

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Keywords: food packaging, color, size, emotion-derived, product quality

Research Background: Packaging plays an important role to ensure the success of a food product. A good packaging design will not only protect the shelf-life of the product, but also act as a medium to interact with the consumer during the purchasing decision making. Based on this notion, it can be said that consumer purchase behavior is an indicator for the effectiveness of the product packaging in the market. Chandon and Wansink's (2012) study indicates that packaging can be the source of decadent thrill and stimulation in certain food industries. The attributes on product packaging are a way to understand the consumer purchase behavior. A study shows sensory experience plays a major role in food packaging (Gunaratne et al., 2019). Hence, multisensory in product packaging is important and another study has developed a neuroimaging method to detect brain activity changes towards different packaging suggestions such as pictures, color, shape, texture, and sound (Petit et al., 2015). This engagement known as sensory marketing influences their emotions, perceptions, choices, preferences and consumption (Krishna, 2010). The multisensory packaging design might be a better way to improve consumer consumption and decision making.

Research Purpose: The aim of this research is to study the effectiveness of multisensory packaging attributes in perceiving product quality among gen Y and gen Z.

Originality/Novelty: This study may highlight the potential of using multisensory packaging as a marketing strategy for food manufacturers and retailers either for a new product launching or to improve sales of their existing product.

Research Methodology: This study is a cross-sectional study that uses the quantitative research approach. A structured questionnaire is developed and distributed to those aged between 17 to 40 years' old who live in Kota Setar, Kedah. There are five (5) sections in the questionnaire with the 7-point Likert scale ranging from 1 "Strongly disagree" to 7 "Strongly agree". Section A with six (6) items measures the respondents' understanding of the characteristics and functionality of food product quality and the questions were adopted from Mitri et al., (2020). In Section B and C, there are 7 items for each section to measure the packaging color and packaging size as the independent variables (Bahrainizad and Rajabi, 2018). Section D consists of 7 items that measure emotion-derived packaging as an independent variable (Yen, Lin, and Lin, 2014). Finally, Section E measures the perception of product quality as the dependent variable and there were 7 items adopted from Widjayanti and Pare (2016). A total of 384 respondents took part in the survey. The data were coded and keyed-in in the Statistical Package for the Social Sciences (SPSS) version 20 for analysis.

Research Implications: This study contributes to existing research related to multisensory packaging marketing. The manufacturers and retailers may use the findings from the study to

improve their product quality using multisensory packaging approach and obtain better understanding about the importance of packaging design towards the consumer's decision-making process to purchase food products. Other independent variables such as shape and sound are available for future research. The study would be more accurate if the data to be collected use a different approach; particularly a laboratory-based experimental sensory evaluation.

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DEVELOPMENT OF ALTERNATIVE HIGH FIBER NOODLE AS A HEALTHY MENU FOR CONVENIENT STORE

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Keywords: healthy food, fiber, kanpyo, Japanese soup, Korea food, low calorie menu

Research Background: Kanpyo (*Lagenaria siceraria* var. *hispida*) is a type of fruit that originates from Japan which can be planted in Thailand. Kanpyo has high fiber and full of essential mineral. Accordingly, Kanpyo is suitable for customers who are interested in eating healthy food. However, Kanpyo is not popular in Thailand and mainly exported to Japan.

Research Purpose: The project aims to create new signature menus for convenient stores by using new materials and meeting the demand of target customers, study physical characteristics and suitable cooking condition for dried Kanpyo noodle, decide appropriate raw materials for cost reduction without affecting flavours and textures, as well as determine the nutrient and calories consumption in each developed menu.

Originality/Novelty: The project attempts to create new signature menus for convenient store by using new materials and meeting the demand of target customers

Research Methodology: The method of this research was divided into five parts which include surveying in healthy food fresh cooking menu in small convenient store, developing healthy menu concept and searching for new material, determining physical characteristics of dried Kanpyo noodle and suitable cooking time, developing Kanpyo noodle menu with Japanese Sukiyaki Soup and Kimchi Soup for small convenient store, studying potential raw materials to reduce production cost, and analysing nutrient value and consumption energy of each menu. The result showed that (1) Kanpyo strips can be divided into seven categories and (2) suitable time for cooking was a minute by boiling and 7 minutes by water soaking. For product development, it was found that Kanpyo with Japanese Sukiyaki Soup and Kimchi Soup were the most accepted menus due to their flavours and textures.

Research Implications: The project will help to promote Kanpyo from Thai farms and increase local income. Kanpyo strip noodle were suitable raw materials for cost reduction with 10.5% and 6.7 % decreases from two original noodle soup recipes that uses wheat flour noodle (Soba noodle). Production cost for Kanpyo menus were cut by changing sliced pork to hard tofu, and fine sugar to low-calories sweetener to decrease glucose consumption, as well as replacing soft-boiled egg with Onsen egg to extend shelf life. The project also found that Kanpyo noodle with Japanese sukiyaki soup or kimchi soup have low consumption calories per serving with 341.22 and 273.87 calories respectively. The newly developed Kanpyo menus are not only ideal healthy food but also acceptable in flavours and textures. Moreover, the recipes for the menus are easy to cook and can be served within 4 minutes. With the sale of Kanpyo noodle menus at convenient store, the consumers now have healthier and low calories food option.

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EXAMINING THE ASSOCIATIONS BETWEEN JOB INSECURITY, JOB ENGAGEMENT AND TURNOVER INTENTION AMONG HOTEL EMPLOYEES IN MALAYSIA

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Keywords: hotel industry, job engagement, job insecurity, turnover intention

Research Background: The COVID-19 pandemic outbreak, which started by the end of 2019, has shocked the world. The World Health Organization (WHO) declared COVID-19 was a global pandemic on January 31st, 2020 (WHO, 2020). Many governments implemented various restriction orders, including total lockdown and travel restrictions. The hotel industry is one of the most impacted sectors, and the outbreak impacted hotel businesses and their employees. A large number of employees had lost their jobs, thus increasing the unemployment rates worldwide. About 62 million jobs were lost in 2020, leaving only 272 million employed globally, compared to 334 million in 2019 (World Travel and Tourism Council, 2021). As of May 2021, the unemployment rate in Malaysia is recorded at 4.5%, with more than 728,000 people unemployed (Department of Statistics Management, 2021). With the current pandemic cases and their impact on the economy, many companies and employees live under pressure. The COVID-19 positive cases are constantly above 10,000 cases daily, forcing the Malaysian government to continue with the restriction orders. Since the pandemic began, many hotels are struggling to cope with the uncertainty, hence closing their businesses or terminating some or all of their employees. Some hotels reduce their employees' salaries to survive the business. Such company strategies are financially and mentally impacted employees. The current employees feel the pressure of getting laid off by their employers, increasing job insecurity among employees. It is expected that employees with high job insecurity will have low engagement toward their job, thus contributing to high intention to leave their company. Engagement is an important psychological strategy to minimize employee turnover (Shin & Jeung, 2019; Jung et al., 2020). Employees who are highly engaged will be less likely to leave their job or company.

Research Purpose: Considering the effect of the pandemic on hotels in Malaysia, this study aims to examine the associations between hotel employee job insecurity, job engagement, and turnover intention.

Research Methodology: This study will utilize a descriptive cross-sectional study, and all hotel employees in Malaysia will be invited to participate in this study. A quantitative online survey will be developed using an instrument adapted from previous studies. Then online surveys will be conveniently distributed via social media platforms such as Facebook, Twitter, and WhatsApp.

Findings and Discussion: It is expected that there is a negative association between job insecurity and job engagement. A negative association is also expected between job engagement and turnover intention. Employees who are highly engaged in their job will not likely leave the company. Additionally, this study predicts that there will be a positive

association between job insecurity and turnover intention. Employees who have high job insecurity will be more likely to leave the company.

Research Implications: It is expected that findings from this study will extend the body of literature related to job insecurity, job engagement, and turnover intention. It is expected that findings from this study will help the Malaysian government understand how their decisions when dealing with the COVID-19 pandemic have influenced employee job engagement and turnover intention. Furthermore, findings from this study will assist hotel operators when making decisions that involve employees.

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DEVELOPING VIRTUAL HOME-BASED FOODPRENEUR BUSINESS MODEL FOR B40 COMMUNITY

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Keywords: virtual business model, home-based business, entrepreneurship, foodpreneur

Research Background: Contrary to popular belief, poverty is a substantial issue in urban areas notably among B40 community. This is primarily due to the higher cost of living in urban areas as compared to rural areas. The COVID-19 pandemic-induced economic downturn has exacerbated urban poverty further as many are forced to become overnight home-based foodpreneurs to make ends meet. Although home-based foodpreneurship is seen as a viable avenue to alleviate urban poverty, existing entrepreneurship frameworks are deficient of sociotechnology philosophy which is crucial in the era of digital economy.

Research Purpose: In line with the research gap, the objectives of this study are: (1) to explore and (2) to integrate sociotechnology attributes in a digital smartpreneurship business model for home-based foodpreneurs towards alleviating urban poverty.

Literature Review: Although Malaysia has successfully reduced the poverty rate from 16.5% in 1989 to 0.4% in 2016, poverty issue still exists especially among the low-income earners. This community is referred to as B40 community which represents the bottom 40% of the household income group in Malaysia. Entrepreneurship particularly virtual home-based food business has been identified as a viable approach to reduce poverty in the B40 community. This is consistent with the rapid acceleration of smart portable devices adoption such as smartphones and tablet in today's society which serves as an ideal virtual food business platform. Although there is increasing research on virtual entrepreneurship, business model, current literature has overlooked the role of sociotechnology as a key element of the virtual business model. Sociotechnology, a short term for social technology, is the study of processes at the intersection of society and technology (Bunge, 2017). In this study, the society component is signified by sociology dynamics that can influence virtual foodpreneur business model performance that include social networks and social influencers. On the other hand, technology represents the use of digital infrastructure to facilitate payment and supply chain distribution. The integration of both sociology and technology components are essential to understand the fundamental nature of the digital society. This is further boosted with a good comprehension of the sociotechnology mechanism which requires the foodpreneur to possess entrepreneurship competency.

Originality/value: The paper integrates sociotechnology attributes into a virtual home-based foodpreneur business model. Theoretically, this study advances entrepreneurship literature through the investigation of the fundamental concept and attributes of sociotechnology, and how they affect foodpreneurs' business performance. Practically, this study offers valuable

insights towards the articulation of virtual business strategies and sound government, entrepreneurship policies and initiatives towards alleviating urban poverty. Significantly, the establishment of the virtual business model is timely and relevant towards attaining national and global aspirations to eradicate urban poverty through entrepreneurship initiatives. The study is aligned with the National Entrepreneurship Policy 2030 agenda to create a competitive B40 entrepreneurial community against the industrial revolution 4.0 and digital economy landscapes. It also supports the United Nations' Sustainable Development Goals agenda to reduce and alleviate poverty worldwide through innovative entrepreneurship business model.

Research Methodology: The study employed a mixed-method approach: (1) data was collected through semi-structured interviews with entrepreneurial experts and then analysed using thematic analysis, (2) This is followed by a quantitative study where a digital smartpreneurship model was developed and validated using PLS-SEM analysis using data collected from home-based B40 foodpreneurs situated in urban areas (3) social network analysis of foodpreneurs' social network platforms.

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THE IMPORTANCE OF CUSTOMER REVIEWS THROUGH THE HOTEL WEBSITE FOR TRAVELERS IN KEDAH

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Keywords: online review, online booking intention, hotel consumer review, online booking

Research Background: Consumers were hesitant to use online booking for a variety of reasons. According to research, when a customer submits an inquiry on the agency's website, they will only receive a response from an agent within two to three days. Customers lack trust in merchants with whom they are unfamiliar, and consumers lack confidence in online transactions and sharing confidential personal information. Consumer confidence can be boosted when a brand develops trust with their audience. Answering customer inquiries, ensuring quality, and assisting consumers in selecting the best product or services for them with the flexibility of returns and exchanges can reduce any apprehensions about completing online purchases. When it comes to selling the goods and services online, there is no such thing as too much information. On the websites and any e-commerce sites where the company's product or services are available, they need to aim to include a plethora of user reviews. This is because 95% of consumers check reviews before making a purchase, this greatly increases customer trust and confidence. When it comes to purchase decisions, 80% of buyers use both online search and video. Other than that, according to The Star (2020), major cities and states like Kuala Lumpur, Selangor, Johor, Sabah, Kedah, and Perlis continue to have poor occupancy rates, with average occupancy ranging between 12% and 20% at best. Datuk Seri Nancy Shukri, Minister of Tourism, Arts and Culture (MOTAC) was previously quoted as saying that hotel occupancy rates ranged between 75% and 100%. According to Tourism Malaysia's CEIC statistics from 2000 to 2017, Kedah data is updated once a year, with an average annual growth rate of 55.6% from December 2000 to December 2017, with 18 observations. In 2008, the statistics reached an all-time high of 69.9%, and in 2010, it hit a new low of 49.6%.

Research Purpose: The aim of this study is to address the importance of customer reviews through hotel websites for the travelers in Kedah. Online customer reviews may be classified into positive and negative responses depending on their valence. Positive reviews generate more positive responses than negative reviews (i.e., attitude or intention to utilise) (Vermeulen & Seegers, 2009). According to existing research, negative consumer reviews have a greater impact on consumer decision-making than good reviews (see Chevalier & Mayzlin, 2006; Papathanassis & Knolle, 2011). To achieve this objective, this research was completed by determining the importance of online review on customer satisfaction, customer loyalty and customer distrust.

Originality/value: The main objective of this research is to study the importance of customer reviews through hotel websites for the travelers in Kedah. This paper will provide detailed research on the usefulness of customer reviews through hotel websites and how to apply it to increasing the customer confidence level in booking online. This will benefit the hotel company as it can increase their occupancy rates and compete with the competitors.

Research Methodology: This study's research design is quantitative, resulting in numerical data. This research is a field experiment investigating the cause-and-effect relationship. The study is non-contrived with modest researcher influence. The purpose of this research is to determine the importance of customer reviews on hotel websites for travellers. The participants in this study will be members of generation Y (age 25 to 40) and generation Z (age 18 to 24) who have stayed in Kedah. Data will have to be collected from each individual and the unit of analysis will be the individual. The questionnaire, which will be self-administered, will be structured as a booklet with easy-to-answer questions and a professional appearance. The questionnaire will request respondents to check the preferred Likert Scale instead of circling or writing the scale numbers, which might be confusing when there are many questions. Furthermore, to avoid any ambiguity, the questions will be written in a simple and easy-to-understand language style.

Research Implications: This study is done in relation to hotel websites only, focusing on one or two elements which are intention to revisit, loyalty programs and negative word-of-mouth marketing. As a result, this research will broaden the researchers' knowledge on the level of customer confidence through hotel websites from a psychological standpoint. In terms of application, this study may provide a better understanding and knowledge on how to improve customer acceptability and services for hotel websites in Malaysia. This can be accomplished after conducting research into the importance of customer reviews in influencing a customer's decision to choose an e-commerce site over any other options. The material and findings of this study can be used and benefited by everyone who is concerned about hotel websites, not just as a distributor (who provides services), but also as a consumer who receives services.

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THE IMPACT OF TECHNOLOGY ON THE HOTEL INDUSTRY IN LANGKAWI

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Keywords: technology, innovation, hospitality, satisfaction

Research Background: There are 4 wonders of technological that affect hospitality industry. These 4 items are Cloud Hotel Management Software, A.I Powered Chat Bots, The IOT and Smartphones (Travel daily, 2021). Each item has impacted the hospitality industry in different ways. More and more people can travel farther and faster, with greater access to information about their destinations. These travelers can stay in constant communication with clients, their home offices, and their families. As these specific wonders have advanced in importance, the requirement to satisfy the customers' have also evolved. Technological innovations are becoming more and more widely used in the hotel industry. It is evident that information technology investments will increase hotels' productivity, reduce their costs, and at the same time add value to the services and products offered to their customers (Bilgihan et al., 2011). The service process is transformed in response to changes in consumer behavior, their new requirements and needs of modern technology before, during and after the hotel stay. However, technology grows more and more daily. These advancements somehow make the industry lost track of it progress. There more technology application created day by day. These technologies can make the hotel to serve their customers' greater than ever. The goal of this publication is: on the ground of evaluating the role and significance of modern technologies in hospitality industry to define a conceptual framework for studying the impact of technological innovations on hospitality service.

Research Purpose: For achieving the formulated goal, the following research objectives have been completed: presenting the technologies in hospitality that are relevant and used most often; defining the impacts of applying the technologies, as well as the effects on the behavior of staff and clients. Innovation in tourism is a multifaceted phenomenon, particularly in terms of information and communication technology and the internet (Aldebert et al., 2010). The field of tourism is constantly expanding, and it has become one the most sustainable growing sectors of the global economy (Dabeva et al., 2016). According to UNWTO (Tourism highlights, 2016) international tourism represent 10% of world GDP. The number of international tourist arrivals has reached 1186 million for 2015. Many factors contribute for these results, one of them being the development and implementation of new technologies. They can be found in almost every aspect of tourism, including hospitality services. Their role for the development of the hotel operators is indisputable. On the one hand the use of technologies, increases the tourist's satisfaction, by providing faster and more personalized service, on the other technologies provide customer data much needed by the owners and contributes to gain more profits and recognition for the operators in hospitality industry.

Originality/value: The paper will mainly examine the impact of latest technology such as Artificial Intelligence and Cloud Software to the hospitality Industry. This paper will provide detailed research on these new technologies and how to apply it to increase customer satisfaction. This will benefit the new generation hoteliers' as they need to follow the technological stream to compete with their competitors.

Research Methodology: This research will be conducted as a quantitative research. Online questionnaire will be used as the main data collection tool for this study. The sampling method is clustered sampling and the estimated respondent for questionnaire is 200 respondents. All data will be analyze using Statistical Package for Social Science (SPSS) version 27 software. As a result, the customers' satisfaction level will be discovered by the end of the study.

Research Implications: The hospitality industry is increasingly concerned with the long-term value of their customers, and profit maximization. There are more hotels now than ever before, giving the business traveler greater choice of lodging. By understanding their customer needs, hotels are in a better position to design their properties and their systems to serve customers and to increase profits. In such an aggressive industry profitability is a factor which cannot be ignored, and the hotel that increases its profitability by introducing new technology while at the same time finds a way to meet, or exceed, its customers' expectations will be the real winner. The future of the hospitality industry is also linked to the changing business climate. In addition to the impact of technology on the business environment, the hospitality industry is in a period of consolidation, with property management firms merging to create much bigger firms, and large chains buying out properties in the race for market share. The age of the independent hotel is over and the 21st century will be the age of large corporations vying for market share and profit. And the companies that meet and exceed customer expectations, through technology enhancements and improved in room amenities, will lead the business travel market.

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YOUTHS' INTENTION TO USE ONLINE FOOD DELIVERY SERVICES IN KOTA KINABALU

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Keywords: online food delivery, convenience motivation, price-orientated motivation, time-motivation, hedonistic motivation, intention, youth

Research Background: Online food delivery (OFD) is growing rapidly over the years, but little is known about youth's intention to use OFD service. Therefore, the purpose of this study is to explore this relatively untapped topic which is to examine youth's intention of using OFD service in Kota Kinabalu, Sabah, Malaysia.

Originality/value: Studies exploring the intention of youths in using OFD are far and few between. Therefore, this study will attempt to provide insights and understanding concerning youth's intention to use OFD.

Research Methodology: The study's population will be youths in Kota Kinabalu, Sabah and qualitative data will be collected via an online survey. Descriptive and regression analyses will be used to analyze the data and to propose study's hypotheses.

Findings and Discussion: It is expected that the four key independent variables (convenience motivation, price-orientated motivation, time-motivation, and hedonistic motivation) will affect youth's intention to use OFD.

Research Implications: The expected outcomes of this study will pave way for future studies to determine and conclude key variables affecting youth's intention to use OFD. Results of this study may only be applicable to those who use OFD services.

Research limitations: The result of the study may be limited regarding its generalizability since the sample will be taken only from Kota Kinabalu where Movement Control Under (MCO) due to Covid-19 is being implemented.



EXPLORING GLOBAL LEADERSHIP COMPETENCIES FOR MULTINATIONAL HOSPITALITY SECTOR POST COVID-19 OUTBREAK: A THEORY-BASED SYSTEMATIC REVIEWS AND DISCUSSION

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Keywords: leadership competency, global leadership, multinational organization, hospitality sector, human resource development

Purpose/Problem Statement: Greater global leadership competency is an intense need in multinational organizations, while much challenges of developing more and better global executive or leaders; operating in diverse cultural and contradictory complex context which leaders confronted as usual. Global leadership competencies (GLC) of behavioural stewardship development that contribute to hospitality organizational and reputational capital are key intangible resource that leverage sustainable competitive advantage in the 21st century, as globalization driving an increased productive leader for high precedence, persuasively post COVID-19 outbreak. However, the structural and systematic GLC study in the hospitality sector is still limited, demonstrated by framework and on the particular competencies. Hence, this article aims at conducting a broad literature review on global leadership (GL) concepts and related theories to set-up an integrative theoretical framework of GLC, which can utilize for addressing competencies composing global leadership. Then draw research findings on the present and upcoming quality of global leadership of multinational hospitality firms.

Originality/value: This article filled with statement and resources needed in GLC of global leaders in the multinational hospitality organizations, by integration and synthesis the extensive body of theoretical and empirical work related to GLC through the global leader aspect, and development of global leadership competencies and relevant competencies which essential for global leader roles, and suggestion for future study. In addition, the results clearly establish the categories of attributes supporting the efficacy of theoretical and empirical study further, hence, they are advantageous in pinpointing practitioner implications for enhancing the guideline and tools for developing global leadership competencies as a wheel for career roadmap in the context of GLC development in complex environment post COVID-19.

Design/methodology/approach: The systematically investigation is employed, providing the comprehensive GLC literatures review, synthesized and integrated from the theory-based and empirical studies, based on integrative literatures from previous published studies and research. The latest thinking on GL and GLC literatures that are mostly collected to comprehensively embrace a systematic approach to structuring a comprehensive domain definition for GLC and its integrative model.

Findings/Discussion: The finding is incorporate main findings of prior study, by scrutinized previous research findings to founding more integrative GLC framework. This discussion in sufficiency of competency term and GLC giving future research suggestions, which concludes to revamp global leadership competency models and to gives guidelines to conduct new

methods and frameworks for global leadership development in organization aspect, and how to improve and being competent with global leadership by ourselves. The framework is for further use on GLC training design comprised with the necessary competencies for accomplishment of global leadership in the global work context. Subsequently, this paper describes the model and identifies GLC in the form of a taxonomy and meta-competencies; most importantly, GL development efforts must be targeted on the outermost circle in the model towards HR management practices for improving strategic competitiveness post COVID-19.

Theoretical implications: The article describes an integrative GLC framework, this study found that different competency configurations are related to the given approaches that GLC are most critical for the transitional and adjustment GL. The additional research and contribution to the understanding of how GL can best dismantled as multinational move along the path to globalization are discussed correspondingly. To date, little is known about the GLC that enable global leaders to effectively address hospitality-related demands of multinational organizational communities. Lastly, the article concludes with the theoretical implications for global leadership academic research and practical development guideline, by conceptualize the global leadership construct more comprehensively, and concern with hospitality multinational industry aspect.

Practical implications: The finding delivered as a beginning step for hospitality HRD professional in landscaping international recruitment, training, and career development program, which are critical toward building a pipeline of effective global leaders. It has specifically fallen on HR directors or managers who have largely been oriented to global leadership. They can have a huge impact on the globalization, assessing and developing GLC as critical issue in human resource development. The identification and categorization of GLC measurement scales, as well as the framework that shaping methods to enhance competencies, will utility for human resource professionals and HRD practitioners. However, the domains of GLC constructed by earlier theoretical and empirical work and focusing on multinational hospitality organizations. However, a test of GLC and its integrative model is called for validation of the instrument that measure them.