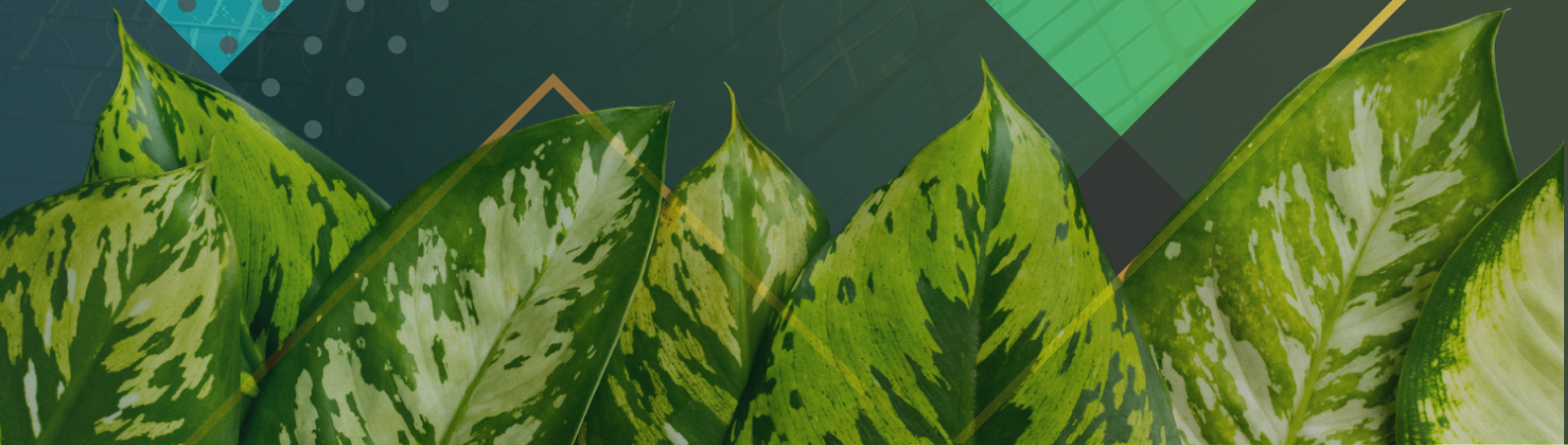




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**



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PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars. In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lecturers, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be used in the future researcher and industries players in the future.

Ataul Karim Patwary, PhD

Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

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It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism and Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

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

Political Awareness And Knowledge Amongst Student In University Malaysia Kelantan

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ABSTRACT

It is crucial to highlight to children the importance of political awareness and information. The high level of student engagement in the General Election did not provide promising results, as the data shows that a decreasing number of students turned out to vote in the 2019 and 2022 elections. This essay makes an attempt to evaluate data acquired from Universiti Malaysia Kelantan in order to ascertain whether the democratic education offered by the Institute of Public Higher Education is indeed capable of teaching students to comprehend the democratic system. This study used an in-depth interview method with 20 FHPK students that were enrolled at Universiti Malaysia Kelantan. The information for this study was compiled after the 15th General Election voting day.

Keyword: Politics, Knowledge, Awareness, Students, Government

INTRODUCTION

One of the most basic needs in life is political awareness since it helps societies evolve and lays the ground for the civil society organisations to be active within such communities, both of which take constant work. Instead of speeches or writing, well-researched, rational, and scientific programmes must be developed with the aim of bringing about a shift in the level of consciousness. In fact, it is very necessary to explore how to spread these reforming ideas to such a large population, how to evaluate their impacts, and how to manage and direct them. In reality, the only means by which this can be accomplished is through specialised organisations in charge of managing the different facets of life. The Sun, 25 October 2017

The youth group is one of the important groups in the political survival of a country. This is because this youth group is the group with the largest number of voters on the fence and is decisive for the victory of a political party in Malaysia (Nur Ellyyanis and Junaidi, 2020).The university is such a cutting-edge organisation that it contributes significantly to providing its students with political awareness in terms of information, behaviours, traditions, and abilities that guarantee the individual's social and political role.

According to Alsati and Al-Ghanem (2017), educational institutions have the greatest impact on people's political awareness and practice through their educational approaches and activities, through their teachers' lectures and conferences, as well as through their educational courses and curricula.

SIGNIFICANCE OF STUDY

UNIVERSITY STUDENT

In the life of societies, political action is of tremendous importance. They are incredibly invested in each other and every aspect of their everyday lives, therefore that explains why. It is a procedure and a technique for a group to decide things, according to the definition of politics (Al Slihat, 2014). Political conduct may be found in business, academic, religious, and other organisations despite the fact that it is most frequently used to refer to the government. Political science analyses how power is used and available, including the capacity to impose one's will on others. Political conduct is the subject of this research. The whole of a person's perceptions, knowledge, and assessments make up their awareness. In actuality, consciousness evolves and expands along with the individual's existence, and as a result, is a product of the numerous cultural influences on the individual. In other words, a person's political awareness will be higher the better their political culture is (Abonu, Ogunlade,&Yunusa, 2013).

LITERATURE REVIEW

KNOWLEDGE

Knowledge are the things that individual get from many sources including reading, observation or with their experience. Knowledge also measure to rate their intelligence and memorize about something they had learning. Knowledge also are the facts, information and skill through experience by practical or theoretical. From dictionary Cambridge meaning of knowledge are understanding of or information about a subject by get the experience or study, either known by one person or by people generally.(Cambridge dictionary,2022). In this research, we need to know how the knowledge of citizen Malaysia about politic in generally or complex.

AWARENESS

To create a democratic society that is based on responsibility, openness, and effective governance, political awareness is very essential. Thus, engagement from the populace is essential to the survival and further growth of every democracy. Being critical of the government's acts, inactions, programmes, and policies helps to perpetuate democracy since politically savvy citizens do so. Politically engaged individuals ought to be able to hold their government and other public officials responsible for how the nation's affairs are run, according to Ahmad et al. (2015). Three factors have been identified as influencing political awareness: the degree of exposure to political information, the mental capacity to store and organise political knowledge, and the motivation to learn and comprehend the political news. In other words, being politically aware entails having access to political information, engaging in political activity, and using the media primarily for political material that piques one's curiosity about politics and current events. (Kuotsu, 2016).

POLITICS

The low rates of young people participating in formal and informal politics, such as voting in elections and party politics, have received a lot of attention in the literature (Robertson, 2009). The diminishing rates of young people's political involvement in recent years have raised worries and become a global phenomenon, according to Blais and Rubenson (2013, cited in Castillo et al. 2015). Currently, young people are the least likely to participate in political party activities and voting procedures. Not every university student is engaged in politics, either on or off campus. Some of them are just concerned in collecting mementos. Consider the T-shirts, shirts, lanyards, caps, and other items that various political party groups with a presence on campus have made available. Others, however, would rather be involved in actual politics, which external political groups provide as a chance to sharpen students' political abilities and put those talents to the test. A democratic group made up of students from universities and other higher education institutions is represented in the Student Union or Student Representative Council, a form of campus management (SRC).

METHODOLOGY

RESEARCH DESIGN

Research configuration guarantees the data required, from whom, and how it will respond to the examination question. Research configuration affected the level at which causal cases about the impact of intercession can be made (Jalil, 2013).

According to Kothari (2004), quantitative and qualitative research methods are commonly used in research. In this research, a qualitative study was used to find out the pattern of political awareness and knowledge among students at Universiti Malaysia Kelantan FHPK (Kota Campus). Qualitative research is multi-method in nature and takes an analytical, phenomenological approach to its topic. This suggests that qualitative researchers investigate phenomena in their natural environment, aiming to understand or comprehend events from the perspective of definitions given to them by individuals. Case studies, personal observations, introspection, personal histories, interviews, observations, histories, interpretations, and visual texts are examples of observational data used in qualitative research to describe normal and difficult situations and values in human life (Patrik Aspers & Ugo Corte, 2019).).

DATA COLLECTION

Data collection is one of the most important steps in any research project. Data collection is a difficult task that necessitates meticulous planning, hard work, tolerance, tenacity, and other qualities in order to be completed successfully (Marie Volpe, 2018). Data collection is one of the most important steps in any research project. Data collection is a difficult task that necessitates meticulous planning, hard work, tolerance, tenacity, and other qualities in order to be completed successfully. Some of the seeds of that revolution were found in approaches to data collection that used a combination of methods. This book focuses on recent advancements in mixed method strategies for collecting scientific data (WG Axinn, 2006). The process of acquiring, processing, and evaluating research data using well-established, validated procedures that incorporate both primary and secondary data is sometimes referred to as data collection (Syed Muhammad Sajjad Kabir, 2016).

SAMPLING

A sample is a small group of people chosen from a larger population so that statistical inferences may be made about them and population characteristics can be calculated. Sampling is the method of choosing the group from whom data will be gathered for the study. Using samples, one may draw conclusions about populations. Samples make data collection easier since they are practical, affordable, manageable, and simple. The two types of sampling that may be employed in research are probability sampling and non-probability sampling. With probability sampling, any group within the community has an equal chance of being selected as a representative sample. Non-probability sampling is a sampling strategy where the person who will be picked as a sample from the population is unknown.

DATA ANALYSIS

Data analysis is the act of finding and arranging interview transcripts, observation notes, and other non-textual materials obtained by the researchers to better understand the phenomena in qualitative research. The act of gathering, evaluating, and analysing data to obtain insights that improve decision-making is known as data analysis. There are a range of approaches and strategies for conducting an analysis depending on the sector and the purpose of the research (Calzon, 2021). Researchers have used thematic analysis to produce data for this study. Thematic analysis is used in this study's data analysis to pinpoint and evaluate the degree of political awareness and knowledge among students at Universiti Malaysia Kelantan's (Kota Campus) through in-depth interviews. The researcher uses in-depth interviews to gather data; specifically, the researcher uses Google Meet to conduct online interviews with open-ended questions for each respondent. In-depth interviewers typically begin by asking fundamental questions before inviting subjects to speak candidly about the issue. Another type allows for the potential of a semi-structured interview, in which the interviewer is given the choice to go more into one of the themes while still using a set of prepared questions. In-depth interviews offer a lot of data as well as chances to ask follow-up questions, elicit more data, corroborate initial replies, and make connections between various topics. Additionally, it fosters a welcoming atmosphere where people may feel more at ease starting conversations (Andre Queiros et al., 2017). As a result, 15 undergraduate students participated in this study and performed in-depth interviews. Thematic analysis was utilised to analyse the data for this study.

Empirical paper

Finding

Analysis theme 1

Table 1 below shows the result Analysis of Theme 1

Table 1: Analysis of Theme 1

Research question	Respondent	Theme
What motivated you to participated in this year's general election	R1: because it has become a responsibility to vote when you reach the age of 21	To examine the awareness of politic among student in University Malaysia Kelantan

	<p>R2: because it is beyond the level of responsibility for someone to participate in this general election.</p> <p>R3: for having reached the eligibility age limit to carry out the responsibility of voting</p> <p>R4: The right to vote is a responsibility that must be fulfilled by Malaysian citizens</p> <p>R5: have reached the appropriate age limit to vote and the influence of social media that many display the responsibility to vote for the future of the country which is one to vote</p> <p>R6: a high sense of responsibility to be an adult in making a decision to find a leader</p> <p>R7 : the first year to vote beyond the requirement to vote. Besides, that year is the year that can vote after five year. Therefore, I am quite excited to participated in the general election this year.</p> <p>R8: the spirit of nationalism is the most powerful incentive for becoming involved in the general election because it engenders a strong sense of duty to guarantee that country administrative apparatus is governed by the proper people.</p> <p>R9: to carry out responsibilities and individual right as Malaysia.</p> <p>R10 : carry out responsibilities as Malaysia</p> <p>R11: to choose a leader who is responsible for the work given</p> <p>R12: age has passed the age limit for voting</p>	
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Analysis of Theme 2

Table 2 below shows the result Analysis of Theme 2

Table 2: Analysis of Theme 2

Research question	Respondent	Theme
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<p>how do you stay informed about politic events and issue</p>	<p>R1: know about political issue through social media</p> <p>R2: be informed about political events or issues through social media and newspaper clippings that always publish the issues that occur</p> <p>R3: through television programs such as news and social media networks that share a lot of political events and issues during the election period</p> <p>R4: by using authentic and trusted channels such as awani and named but every news I get I will keep and it is for my own use in choosing the political party I will vote for. the news is also not spread because it is for my own use.</p> <p>R5: aware of politics from social media platforms such as instagram, facebook and the most famous application tiktok</p> <p>R6: political issues are brought up and debated by student and the information that is debated is not only in front of the eyes but many express it on social media causing student to be more exposed to hotly debated issues.</p> <p>R7: get info through social media that is always updated</p> <p>R8: social media is the most effective channel for disseminating news. In addition to the availability of internet news, electronic media makes it easier for us to obtain information and stay up to date on current events.</p> <p>R9: through socializing and interacting with politicians and the development of current issues on social media</p> <p>R10: informed through mass media such as tv and smartphones</p> <p>R11: through various ways such as watching the news on television, reading newspaper and so on.</p> <p>R12: informed about events and politics issue through social media and newspaper</p>	<p>to study the knowledge of political awareness among student in University Malaysia Kelantan</p>
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	clipping that always publish the issue that occur.	
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Findings of Theme 1

Table 3 below shows the result Findings of Theme 1

Table 3: Findings of Theme 1

NO.	Finding of awareness of politic	Interview's Transcription
1.	Awareness of politic among student	<p><i>Respondent 6, 23 years old, a Malay girl from FHPK 3 years student, yes I aware about politics because a high sense of responsibility to be an adult making decision find leader. Young voters are not familiar or member of political party. Because they fed up has seen that there been a power in struggle in previous leadership. I also not feeling that describe, not to obsessed with politics and common knowledge of politics will never run of issue. Important student participated issue or debate in this country. Lately current politic environment undesirable since the leader cannot agree on how difficult confronting the country and crisis.</i></p> <p>Researchers choose respondent 6 because the respondent answer the question more accurately and clearly. This respondent know well a lot about awareness of politic among student. This respondent was very clear to answer the question and the answer are different along other respondent.</p>

Findings of Theme 2

Table 4 below shows the result Findings of Theme 2

Table 4: Findings of Theme 2

No.	Finding knowledge in politic	Interview's Transcription
1.	Knwoledge of politic among student	<p><i>Respondent 3 , 22 years old , an Malay female from faculty FHPK 3rd year. Through social media, newspaper articles, and digital platforms, I kept up with political news and topics. Every nation need a smart and just leader, therefore voters must make their decisions based on the numerous qualities that person must possess. The largest difficulty arises when a party makes it difficult for voters to select a government because it demonstrates a lack of political cohesion. When the winning candidate is unpopular with the electorate and the election outcome is not totally representative of the electorate, it will have an impact on the nation. According to me, the newly elected government's top objective is ensuring that every state, race, and religion in the nation is treated equally.</i></p> <p>Researcher chose respondent 3 because this respondent answered the question the question accurate and clearly. This respondent understand the question and better than other respondent as well.</p>

		This respondent also had a knowledge of politics as well. This respondent was very brilliant to answer the question without make other person fell guilty.
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LIMITATION AND RECOMMENDATION

Limitations are happened in any study as the challenge to conclude an excellent research process and it is the same in this research. Throughout the process of doing research, it is of the utmost importance for the researchers to work toward reducing the variety and scope of constraints to the greatest extent possible. Firstly, the lack of previous study on qualitative methods in political awareness and knowledge among students made it difficult for researchers to get new information. This was also a contributing factor in the difficulty of the research. There is another book with a like title, but unlike that one, it does not focus on students or the area surrounding University Malaysia Kelantan. Aside from that, there were not enough previous studies done in the area where the research was conducted. The name of this study does not yet involve conducting research in the area surrounding the Universiti Malaysia Kelantan (Campus Kota) campus. In order to conduct superior research in the future, researchers will either need to uncover new initiatives or make use of the research recommendations presented here.

Also, there was not enough of the intended population to conduct in-depth interviews with. Because of time constraints, the researcher was unable to conduct in-depth interviews with all of the students enrolled in programmes ranging from their first to their fourth years of study at the Universiti Malaysia Kelantan (Kota Campus). They are not interested in participating in this interview session since they do not have sufficient information and are not aware of the political issues that are being discussed. As a result of this, the researcher had a tough time interacting and communicating with the students so that they could more effectively take part in this interview session. In addition to this, one of the difficulties that the researchers have encountered while carrying out their research is a shortage of time. As a result of the researchers and respondents being busy with their own studies, the coursework for each subject, and their online learning on a tight schedule, the time available for in-depth interview sessions was limited. This is due to the fact that researchers have a hard time getting respondents' time for the purpose of conducting interviews. Because of this, finishing this research paper will take a significant amount of time.

Conclusion

It is recommended that all universities publish multiple qualitative research and samples of qualitative research reports on fast-food consumption among Malaysian students as a reference in the future. Every single university Many secondary data sources, such as research material in textbooks, journal articles, conferences, seminars, and dissertations, both published and unpublished, must be available in the library in order to gain knowledge for qualitative research. Other than Universiti Malaysia Kelantan (Campus Kota), the research should be increased. Because this study focused on samples collected at Universiti Malaysia Kelantan (Campus Kota), data obtained from other Malaysian sites may be better or different.

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