



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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A Study of Brand Image Towards Customer Satisfaction with Budget Hotels in Kuala Lumpur, Malaysia

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ABSTRACT

The budget hotel is a contemporary idea that changes the demand for tourism products and services in the hospitality sector of the tourism industry. Compared to the typical full-service hotels offering many facilities, budget hotels always provide basic services for the visitors with no extra facilities result, understanding a study of the brand image towards customer satisfaction in budget hotels. Therefore, the study investigates the impact of brand image on customer satisfaction with budget hotels in Kuala Lumpur, Malaysia. This study is conducted using a quantitative research approach through an online questionnaire to collect the data. A total of 283 respondents have participated in this study. The findings reveal that brand image, quality of services, and price have significant positive relationships with customer satisfaction in budget hotels. The researchers have proposed a few recommendations related to the study.

Keywords: Budget hotel, brand image, quality service, price, customer satisfaction

INTRODUCTION

Tourism plays an important role in contributing to the economic development of the country. The Malaysian tourism industry is one of the most significant revenue contributors to the services sector. It has been identified as having the potential to increase its contribution to Malaysia's economic growth (Ninth Malaysia Plan, 2006-2010). In addition, the hotel industry in Malaysia is growing, and this is potentially due to the increased contribution of tourism (Boon, et al., 2018; Jaafar et al., 2011; Abdullah et al., 2018; Adisa et al., 2016). The contribution of the tourism sector to economic development is quite significant in Malaysia, and budget hotels play an important role in the tourism industry.

Externalities are very important for the development of a budget hotel. Nevertheless, the nature of the budget hotel shares several generic operational characteristics which are strongly branded product, extensive geographic coverage of the hotel network, easy accessibility, centralised reservation system, standardised unit construction and guest bedroom layout or facilities, fixed or promotional variable room rates, relatively limited service, and high monetary value. Although there are differences in budget hotels in various hospitality industries, the budget hotels have broad similarities, including low prices for their services compared to the regular hotels, a limited range of services, and strategic locations such as along major highways (Ruetz & Marvel, 2011; Narangajavana & Hu, 2008). Furthermore, the number of budget hotel users is growing rapidly around the world. As a result, the purpose of this research is to examine the relationship between brand image, service quality, and price with consumer satisfaction with budget hotel services among local consumers in Malaysia, especially in Kuala Lumpur.

There are three objectives of this research:

1. To examine the relationship between the brand image and customer satisfaction of hotel budget.
2. To examine the relationship between the quality service and customer satisfaction of hotel budget.
3. To examine the relationship between the price and customer satisfaction of hotel budget.

Understanding the Impact of Community-Based Tourism (CBT) on Quality-Of-Life Satisfaction in Jeli, Kelantan

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ABSTRACT

This paper investigates the impact of community-based tourism (CBI)- environmental, social, and economic factors on quality-of-life satisfaction. The research data were collected in Jeli, Kelantan. A place that is rich in nature and forest. About 212 respondents participated in this study and the responses were analysed using correlation analysis. The findings reveal that environmental, economic, and social factors of CBI have positive relationships with quality-of-life satisfaction. This may suggest that CBI is enhanced because of the frequent environmental education programs offered by the government and NGOs. More research is required to investigate, understand and enhance the role of CBI in tourism destinations for the benefit of the local community and disadvantaged (poorest and socio-economically marginalised) – people in particular.

The aim of this article is to investigate the impact of community-based tourism (CBI) on quality-of-life satisfaction. The research data were collected in Jeli, Kelantan which this place is rich in forest and nature. There are three impacts of CBI: environmental, social, and economic. The research indicates two items. Firstly, it gives further understanding on the impacts of community-based tourism (CBI) and quality-of-life satisfaction. CBI can also be described as self-participatory: the community itself initiates and drives the development. Secondly, the findings indicate that tourism development at destinations go through stages during which CBI is gradually jeopardised and marginalised by outsiders and local elite. It also indicates that the number of residents who positively refer to environmental sustainability increases according to the CBI development because of the frequent environmental education programmes offered by the government and NGOs. Tourism destination control, as a consequence of CBI, increases potential growth through external stakeholder support which is important. More research is required to investigate, understand and enhance the role of CBI in tourism destinations for the benefits of the local community and disadvantaged (poorest and socio-economically marginalised) – people in particular.

Keywords: Community-Based Tourism, CBI, Community Participation, Quality-Of-Life, Tourism Impact, Local Community

INTRODUCTION

Tourism has an impact of Community-Based Tourism (CBT) on quality of life, demonstrating the importance of environmental issues in communities. This study discovered tourism growth has the potential to devastate the environment in which tourists travel. The negative consequences devastate the ecosystem and reduce the value of a location in Jeli, Kelantan. Tourism growth has both beneficial and bad consequences in the communities where it occurs. Despite the benefits of tourism, the negative effects of environmental depletion have had an influence on Malaysians' quality of life (Andrea Giampiccoli, 2020).

The relationship between community-based tourism's environmental consequences and people's quality of life is used to determine communities' impressions of tourist development in Jeli. The social exchange theory may shed more light on the relationship between tourist

The Impact of Covid-19 Pandemic on Tourist Travel Risk and Perception Management in Kota Bharu, Kelantan

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ABSTRACT

Both domestic and international tourism have become more popular across the globe and are enjoyed by all walks of life. Following the emergence of Covid-19 pandemic in practically every part of the globe, various areas have been devastated, including tourism. Covid-19 has resulted in the closure of several tourist attractions and popular destinations. The figures on tourist arrivals in many countries for 2020-2021 suggest a significant fall in the number of visitors due to the lockdown policy initiatives of many governments. This study examines the impacts of the Covid-19 pandemic on visitors' perception of risk and management in Kota Bharu, Kelantan. A total of 264 respondents have participated in this study and data analysis was performed using correlation analysis. The findings reveal that service delivery, transportation patterns, distribution channels and avoiding overcrowded destinations were significant factors in reducing related travel risk. The study documents new managerial strategies in addressing tourism-related risks.

Keywords: Travel Risk, Perception Management, Covid-19

INTRODUCTION

As Covid-19 struck, everyone has expected that the tourism industry will face a big challenge. All countries in the world was facing the same problem. The national borders were also closed to prevent the spread of Covid-19, which dramatically affected the tourism industry as all tourist attractions became inaccessible. People could not conduct social activities freely like they used to before the pandemic. Many tourists have stopped travelling because they are afraid of getting infected by Covid-19 virus. They were also afraid that they would be the cause if any of their family members got infected. The reason why people were afraid is that, in Kota Bharu, it is hard to practice social distancing as it is a crowded place with a lot of people.

This paper examines the impact of Covid-19 on tourist travel risk. The Covid-19 pandemic had an influence on the tourism industry (Skare, et al., 2021). It has a significant impact on international tourism since all national borders were locked and visitors from other countries were not allowed to enter. Domestic tourism has been affected too since most tourist-related attractions were closed. Furthermore, hotel groups and other tourism activities cannot be run and must be discontinued entirely (Hoque, et al., 2020). If the virus is still active, the chance of it spreading is significant since the infection spreads rapidly. Furthermore, Covid-19 has an impact on the tourism transportation business and the transportation sector has lost many employees following the pandemic.

According to Lickorish and Jenkins (2007), tourism is a type of activity that crosses the boundaries of traditional economic sectors. It necessitates incorporating economic, social, cultural, and environmental aspects. When it comes to tourist studies, the tourism sector's actual and perceived socio-economic impact on the communities in which they are conducted is given greater consideration. Inbound tourism has a significant influence on the community. It may harm the social and economic well-being of inhabitants in tourist areas and positively impact the community. Inbound tourism has a significant influence on the community, and it may impact the social and economic well-being of the population of the tourist destination because of its presence (Jordan, Moran & Godwyll, 2019). Therefore, this study focuses on tourists in

Effect of Covid-19 on Tourism Industry in Terengganu, Malaysia

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ABSTRACT: The tourism industry before and during COVID-19 pandemic has shown many differences. The effect of Covid-19 on the tourism industry is from perspectives of tourist arrivals, employee reduction, and tourism revenue. Previous studies recorded that the difference before Covid-19 hit more for the tourism industry as it attracts more tourists to come here for tourism activity. Therefore, the study investigates the effect of covid 19 on the tourism industry in Terengganu, Malaysia. About 82 respondents participated in this study, and the collected responses were analysed using a paired-sample test. The results showed that Covid-19 significantly affects tourist arrivals, reducing employees and declining tourism revenue in tourism destinations.

Keywords: Tourism Industry, Covid-19 Pandemic, Tourism Revenue, Employee Reduction, Tourism Arrivals, Terengganu.

INTRODUCTION

The global pandemic has confronted the tourism sector with an unprecedented challenge. While the industry is no stranger to black swans, this pandemic's tenacious grip on hotels has been especially damaging. Measures to flatten the Covid-19 curve, such as sporadic lockdowns and travel bans, have created a precarious business climate and significantly decreased demand same goes for Terengganu, Malaysia. Known for its natural diversity, Terengganu is filled with nature lovers due to its beautiful islands and quiet white sand beaches. Starting this pandemic, Malaysia's Senior Minister Ismail Sabri Yaakob said that all states in Malaysia, except for Sarawak, will be placed under Movement Control Order (MCO) on Jan 22 and last until Feb 4. ("COVID-19: All Malaysian states except Sarawak to be placed under MCO starting Friday," 2021). These states placed under the PKPB (PKP Bersyarat, also known as Conditional MCO), while Perlis and Sarawak were under the PKPP (PKP Pemulihan, also known as Recovery MCO). During this MCO, only 5 sectors categorized as Essential Economic Sectors were allowed to operate. This includes manufacturing and production, construction, essential services, trade and distribution, agriculture, and commodities. (Klook Travel, 2021)

Authorities have also instructed all sectors to work from home, emphasized social isolation and quarantine in cases of symptoms and urged people to stay at home as preventative measures. Following with COVID-19 pandemic, tourism in Terengganu is restricted to running normally. The tourism sector in the Malaysian state of Terengganu will be allowed to operate effectively on 1 September 2021 (Wednesday), the Prime Minister Department (Jabatan Perdana Menteri) announced on 30 August (Monday). This means that tourist operators can resume business in resort islands such as Pulau Kapas in Marang, Pulau Redang in Kuala Nerus, Pulau Tenggol in Dungun - except for Tasik Kenyir (Kenyir Lake) in Hulu Terengganu. (Patwary, 2022). In this paper, the central research problem focuses on the reduction of the employee, a decrease in the number of tourist arrivals and revenue of many hotels declining in Terengganu.

Significance of the Study

Therefore, this paper examines the effect of Covid-19 on the tourism sector in Terengganu, Malaysia. The study finds a significant difference between before and during the Covid-19 pandemic from the perspectives of tourism revenue, employee reduction, and tourist arrivals in