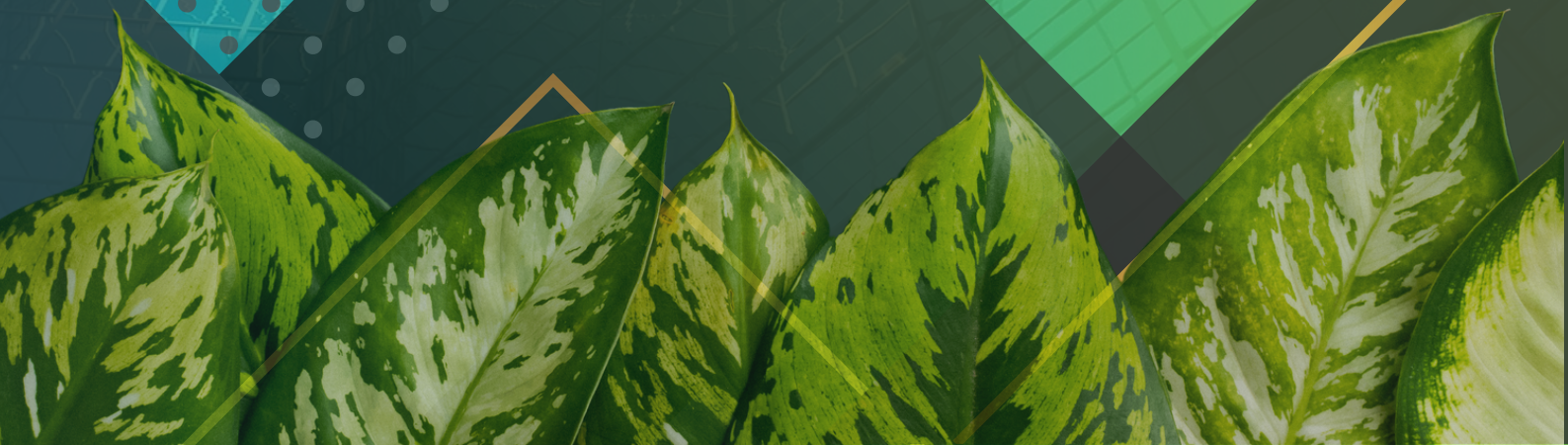




E-PROCEEDING HOTWEC 7.0

**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.

Study of Workplace Environment, Reward and Recognition on Job Satisfaction Among Employees' Malaysian Hotel Industry

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ABSTRACT

The hotel industry is one of the most important components of the wider service industry, catering to customers who require overnight accommodation. It is closely associated with the travel and hospitality industries, although there are notable differences in scope. Succeeding the issue of labor shortages in the hospitality sector related to job satisfaction, we investigate two factors that may be contributed to this problem which are reward and recognition and workplace environment. So, this study was done to examine the influence of reward and recognition, and workplace environment on job satisfaction among hotel employees' Malaysian hotel industry. In particular, there are two objectives to identify which are the influence of reward and recognition on job satisfaction and to find the relationship between workplace environment on job satisfaction. To complete the study, we distributed the questionnaire containing three parts and 20 questions to four hundred respondents, the hotel employees. This study is quantitative and has been analyzed using descriptive analysis and using the SPSS software.

Keywords: hotel industry, reward and recognition, workplace environment, job satisfaction, descriptive analysis, and quality employees.

INTRODUCTION

The segment of the service sector that deals with guest accommodations is the hotel business. The term "hotel industry" is used to describe a variety of lodging options, including hotels as well as inns, motels, hostels, and guest homes. It typically excludes long-term or permanent accommodation though. One of the areas with the quickest growth in the twenty-first century is the hotel industry. In this field, hotel management is essential, and running a hotel is a demanding job. Such positions can only be filled by the most competent candidates, therefore if you are prepared for this exciting work opportunity, it will help you advance both personally and professionally. The world hotel sector has recently encountered a number of difficulties and problems. The issue includes a labor and talent deficit. That is what is currently taking place in Malaysia. The travel sector became the third highest contributor to the country's gross income following the country's economic recovery process. The Malaysia hospitality sector is currently faced with a critical problem in that the development of the hospitality industry is growing slowly despite the increasing demand at the moment. Persatuan Hotel Malaysia (MAH) Pahang chairman, Patrick Tee, said a shortage of about 15 percent of the workforce with a budget of about 15,000 people across the country, led to hotel management only being able to operate at 85 percent level only including in Pahang. He said hotel management needs manpower especially in the room packing and food preparation sections but failed. "Since the government

announced the country is now in the endemic transition, people have been moving here and there and the tourist center becomes a crowded focus especially during weekends or public holidays. "The unfortunate shortage of hospitality sector workers may have caused the services to be affected and this will give us a bad image. "Foreign tourists are also increasingly coming to our country, but the rooms provided cannot be fully opened following the shortage of workers," he said.

BACKGROUND OF STUDY

The hotel industry in Malaysia is experiencing increasing profits and job satisfaction, making it one of the most popular tourist destinations in the world. However, the industry faces challenges such as high turnover rates, lack of motivation, and poor employee training. The Malaysian Employers Federation reports a 65.7% turnover rate, highlighting the need for improvements. The hotel industry faces labor shortages and unstable appraisals, leading to increased turnover rates. To maintain stability, employers must identify employees' strengths and place them in the right positions to improve themselves. By addressing these issues, the hotel industry can continue to grow and thrive in Southeast Asia.

PROBLEM STATEMENT

This study looked into the relationship between job training and job happiness in industrial hotels. Today, one of the biggest employers in the nation is the hotel sector. This is due to the large number of tourists and travelers both domestically and internationally who attempt to escape the stress of work-related obligations by travelling. As a result, it's critical for industrial hotels to hire personnel who are capable in both personality and job.

The hotel sector has experienced recent job losses (Nazaraly, 2022). This is due to the likelihood that employees may become involved in a variety of issues brought on by a variety of causes. Among the potential factors in the workplace. The setting in which a person pursues a profession is their workplace. The term "working environment" can be used to describe both the location and the circumstances under which people carry out their duties and earn a living. The working environment has a direct impact on job satisfaction. Labrague and others, (2022) Relationships with the workers are fostered over the long term through a positive workplace culture. Job satisfaction is significantly impacted by the workplace.

The absence of employee rewards and recognition could be the second cause. Either internally or publicly, awards and recognition are offered to those who do successfully. There is a presence of recognition and reward in the workplace when employees' achievements are fairly and immediately recognized. This includes paying employees fairly and consistently, celebrating teams or employees, and acknowledging years of service or successes (Darwinbox, 2019). Human resource management should incorporate components of reward and recognition since

they can boost employees' productivity. Additionally, it develops a more reliable employer brand. Employees talk and swap tales with counterparts from different companies.

The purpose of this study is to experimentally evaluate the relationship between reward and recognition, work environment, and job satisfaction among hotel employees in Malaysia based on the aforementioned topics. The following immediate goals help to support the main goals:

1. To examine the influence of workplace environment on job satisfaction among hotel employees
2. To examine the influence of reward and recognition on job satisfaction among hotel employees in Malaysia

SIGNIFICANCE OF THE STUDY

1. Academic Aspect

From a theoretical standpoint, despite the growing interest in hotel industry employee satisfaction, there has been very little research on hotel employee satisfaction in Malaysia since the Covid-19 pandemic. It is also anticipated that the contribution this study makes to the Malaysian hotel sector will be used to determine how original the study is. In light of the theoretical underpinnings of this study, which are founded in past study, it is clear that this the result of past study is capable of guiding us to get the results. The novelty of this research work will contribute to a deeper understanding of the hotel business with the help of pertinent literature. This methodology is anticipated to make understanding employee happiness more straightforward.

2. Practical Aspect

Practically speaking, market research is absolutely necessary to assist owners of companies that offer services to the food sector in creating effective and long-lasting marketing plans. Additionally, this study can draw in more patrons for the food industry. The results of this study may be helpful to both the business and food industries. In particular, they offer business owners customer suggestions, which are crucial for developing competitive food industry business strategies that will market the food industry. In other words, this study offers a chance to learn more about SME businesses in the food sector of the business world.

LITERATURE REVIEW

Reward And Recognition

Rewards and recognition are important for companies to motivate employees and keep them interested in their work. Companies use incentives and recognition to help employees motivate and perform better. There are many

types of recognition, such as regular recognition events, monthly or annual employee awards, and annual reports or yearbooks that highlight employee achievements. Rewards and recognition have been proven to strengthen teamwork, increase customer satisfaction, enhance company value, and encourage specific employee actions. Everyone in the company has the opportunity at any time to show recognition, a personal appreciation for a job well done.

Workplace Environment

The key detail of this paper is that organizations should provide a healthy work environment to ensure that the environment is conducive to employees, thereby increasing their job satisfaction and quality of work. A positive work environment is one characterized by trust, collaboration, safety, support for risk-taking, accountability and equality. Research shows that workers' decision to stay in their current job is influenced by the work environment, and employers should provide psychosocial support and serve as role models in counseling. Leadership support can also reduce work-family friction, emotional exhaustion, and turnover intentions.

Job Satisfaction

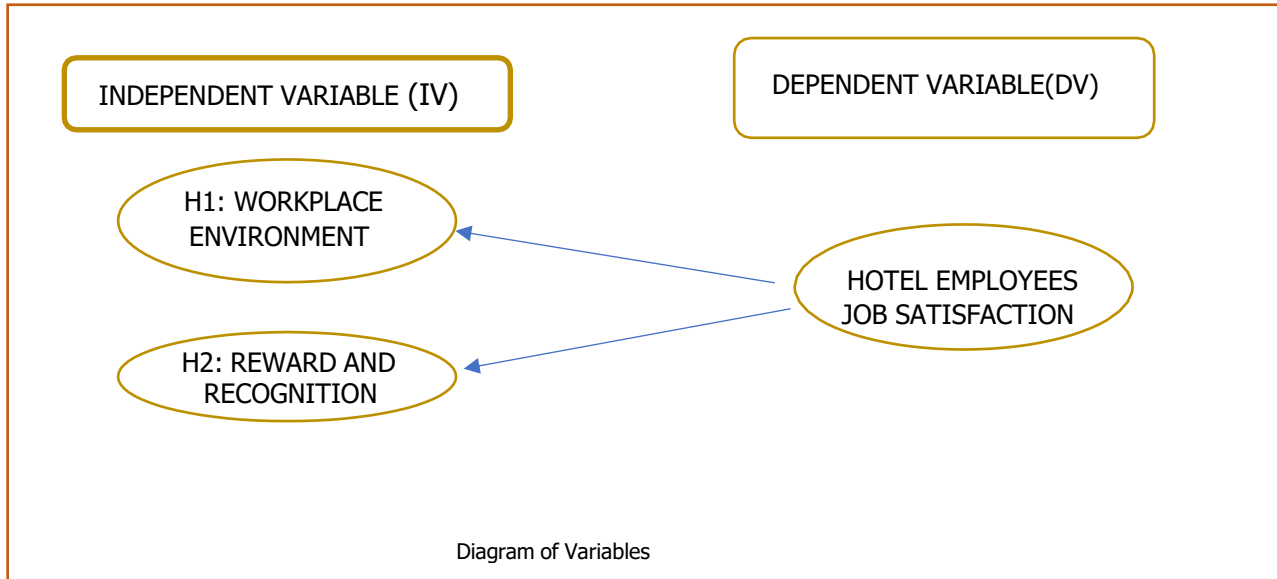
Job satisfaction is defined as a person's positive emotional response to a particular job that results from the person's positive comparison of actual results with those expected, expected, or deserved. Has been shown to have a positive relationship with employee retention, and it has been suggested that when employees stop working due to factors such as unsafe working conditions, uncooperative colleagues, or managers who make poor decisions They leave the fabric. To reduce these costs, organizations must provide a flexible work environment where employees feel that their ideas are valued and that they are part of the company. Additionally, previous research has shown that managerial communication has a significant impact on job satisfaction and that high levels of manager-employee communication are associated with happier employees.

HYPOTHESIS

H1: Workplace environment is significantly related to the job satisfaction of hotelemployees in Malaysia.

H2: Reward and recognition are significantly related to the job satisfaction of hotel employees in Malaysia.

CONCEPTUAL FRAMEWORK



METHODOLOGY

To get the raw data for this investigation, researchers will employ quantitative methods. The researchers can learn more about these aspects' effects on Malaysian hotel employees' job satisfaction in the workplace by employing this approach to their research. We will use primary data from the questionnaire we will hand out to Malaysian hotel staff members in this study. We will first employ a sample random sampling technique. We shall start by listing the hotels that are currently open in the state. The questionnaire will then be distributed at a few of the hotels that we will choose at random. Then, based on the modest number of hotels, we will gather 25 hotel employees to serve as our respondents and provide us with accurate data. Since we have a population of more than a million, Krejcie et al. (1970) determined that 384 respondents must complete the questionnaire as a minimum.

Systematic random sampling is the type of sampling technique we shall utilise in this study. We will obtain random data from the respondents by using a systematic random sample, which will increase the veracity and viability of the research findings. Data organization, modification, inspection, and transformation are all parts of data analysis. This would offer test findings as well as interviewee responses to the conducted survey instrument based on this analytical data. Statistical Package for Social Science, or SPSS, was used to analyse the survey's questions. The data will next be subjected to a descriptive analysis. This allows the data to be divided according to the research criteria. Following the data's classification, we will follow it with a Pearson Correlation analysis to make sure the

static data we collected is connected to the dependent variable. The Pearson Correlation coefficient is used to examine the relationships between the study's variables.

FINDINGS

Result of frequency analysis.

NO.	BACKGROUND CHARACTERISTIC	FREQUENCY	PERCENTAGE (%)	
1	Gender	Male	164	41.0
		Female	236	59.0
2	Age	20 - 30 years old	130	32.5
		30 - 40 years old	184	46.0
		40 years old and above	86	21.5
3	Marital	Single	137	34.3
		Married	234	58.5
		Divorced	23	5.8
		Others	6	1.5
4	Education Level	SPM	110	27.5
		Diploma	148	37.0
		Degree	89	22.3
		Master	18	4.5
		Phd	7	1.8
		Other	28	7.0
5	Income	RM 1000 and above	240	60.0
		RM 2000 and above	123	30.8
		RM 3000 and above	37	9.3

Table of Analysis Respondent Background Information

Analysed by gender of the respondents, there were a total of 400 respondents in this survey. Of the 400 respondents, 59.0% female respondents are higher than male 49.0%. Respondents were divided into three age groups by age distribution. The largest number of respondents came from one of the younger age groups at 30 years old to 40 years old, with 184 people equal to 46.0%. Then, the marital distribution of the respondents is then shown, the largest marital distribution participating in this study is married status at 58.5% of 400 respondents. While divorce status marital got the low rank in the data at 5.8% equal to 23 people from total number of respondents. People came from diploma eligibility are equivalent to 37.0% equal to 148 respondents. SPM level are as many as 110 people equal to 27.5%. The Degree level has a total of 89 people equivalent to 22.3%. Master's level is as many as 18 people equal to 4.5%. The PhD level which is 7 people equivalent to 1.8% and other levels 28 people equivalent to 7.0%. Analysis of respondents based on monthly income showed that 240 respondents or 60.0% had a monthly income of RM 1000 and above. The monthly income is between RM 2000 and above is 123 people or 30.8%. Next, respondents with a monthly income of RM 3000 and above 37 respondents or 9.3%.

Result of descriptive analysis.

Variable	Items	Mean score	Standard Deviation
Workplace environment (IV)	Hotel with clear vision, mission, organization structure, and policies.	3.84	0.961
	Have right tools or equipment for the job.	3.94	1.077
	Better occupational health and safety at work.	3.49	1.21
	Good location of workplace.	3.8	0.875
	Good coworkers and managers.	3.77	1.157
Reward and Recognition (IV)	Receive thanks and appreciation for job well done	2.87	1.397
	Freedom of creativity and judgement at work	3.26	1.068
	Receive service charge, bonuses, tips, and cash prize for job well done	3.7	1.189
	Good system of promotion	3.17	1.342
	Understanding of personal problems by management and help solving it	2.91	1.069
	Job matched with skills and knowledge	3.4	1.001
	Receive respect and value by the management	3.31	1.158
Offer trust and ownership at work	3.04	1.295	
Job Satisfaction among hotel employees (DV)	The hotel is able to listen to your problem with work	4.12	1.776
	The hotel briefing you completely about your task	4.94	1.773
	You have chances to talk about future opportunities in your hotel	4.17	1.662
	The hotel gives an additional benefit to their employee in healthcare.	4.74	1.82
	The hotel put you in a suitable place for you to do the work	4.9	1.592
	The decision issued by the hotel toward employees will refer to the employees' opinion first	4.89	1.723
	Overall, you are satisfied with the hotel where you work	4.95	1.963

Table of Result of descriptive analysis.

There were five (5) item questions that related to the work environment in the hotel industry. For the work environment, Cronbach’s Alpha was 0.886 which is very good. Based on the descriptive analysis that we have done; the highest average mean was WE2 as much as 3.94 and 1.077 for the standard deviation. Next, the second highest mean recorded was WE1 as much as 3.84 and for the standard deviation was 0.961. Followed by WE4 that recorded the mean as much as 3.80 and 0.875 for the standard deviation. Thus, is WE5 that the mean was as much as 3.77 and 1.157 for the standard deviation. Lastly, the lowest mean for the first independent variable in our research was WE3 which the mean recorded was as much as 3.49 and 1.210 for the standard deviation. Analysis of Reward Recognition the highest mean among eight types of items is the RR3 at 3.70. RR3 talks about the receive service charge, bonuses, tips, and cash prize for the good work. Next, the second highest mean for item in reward recognition analysis is the RR6 at 3.40 and the third highest followed by RR7 at 3.31. These two items are pinned about the job matched with skills learning and for the item RR7 is feel valued by management. Then, the item for RR2 is bigger than RR4 that stated the mean at 3.26 compared to 3.17. This proves that the employee feels the hotel management gives them more freedom at the workplace than improve the good system in promotion. After that, the item RR8 is rated at the sixth places with the 3.04 mean and its talk about the offering the trust and ownership at work. Moreover, the items RR1 is placed at the last and it follows the item RR5. Both of these items stated the mean at 2.87 and 2.91. There were seven (7) item questions that related to hotel employees job satisfaction in hotel industry. For the hotel employees’ job satisfaction, Cronbach’s Alpha was 0.917, which is very good. Based on the descriptive analysis that we have done; the highest average mean was HEJS7 as much as 4.95 and 1.963 for the standard deviation. Next is, the second highest mean recorded was HEJS2 as much as 4.94 and for the standard deviation was 1.773. Moreover, HEJS5 recorded the third highest mean as much as 4.90 and 1.592 for the standard deviation followed by HEJS6 that recorded the mean as much as 4.89 and 1.723 standard deviation. Furthermore is, HEJS4 which that the mean as much as 4.74 and 1.820 for the standard deviation. The lowest mean for dependent variable in our research was HEJS3 as much as 4.17 and 1.662 for the standard deviation. The second lowest mean recorded was HEJS1 as much as 4.21 and 1.776 for standard deviation.

Pearson Correlation Analysis

Variables	Number of Items	Cronbach’s Alpha Coefficient	Strength of Association
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Independent Variables (IV) Workplace Environment	5	0.886	Very good
Independent Variables (IV) Reward and Recognition	8	0.919	Excellent
Dependent Variables (DV) Hotel Employees Job Satisfaction	7	0.917	Excellent

Table for Result of reliability Cronbach's Alpha Coefficient for the Independent Variables (IV) and Dependent Variables (DV)

According to the results of the reliability test, these variables were the strongest for Cronbach Alpha coefficients which is the first variable (Hotel Employees Job Satisfaction) got 0.917 for result. The highest variable is the Reward and Recognition which started at 0.919 while the third variable which is the workplace environment is listed at 0.886 and was lower than these two variables. It also shows that the dependent variable the excellent for the strength of association. In conclusion, having the Cronbach Alpha analysis able to prove the acceptable of our survey towards the respondent which is the hotel employees. The quantitative descriptive method approach has described how workplace environment and reward and recognition can improve job satisfaction among hotel workers in Malaysia. The descriptive analysis in this part includes dependent variables (hotel employees' job satisfaction) as well as independent variables (workplace environment, reward, and recognition). SPSS software was used to analyze the data that were gathered via an online survey that was circulated. A 5-point Likert scale is used to evaluate Section B of the questionnaire: 1 = strongly disagree, 2 = disagree, 3 = slightly agree, 4 = agree, and 5 = strongly agree. Additionally, the questionnaire's Section C is evaluated using a 7-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = NATURAL 5 = slightly agree, 6 = agree and 7 = strongly agree. The findings of the analysis are depicted in the table below.

DISCUSSION AND RECOMMENDATION

Appreciation towards hotel employees is a crucial thing that needs to be concerned among hotel management or employer. The findings of this study also prove that the hotel employees got less appreciation from their employers. It can be seen in section two findings at the reward and recognition variable rated the appreciation by employers to hotel employees is very low. Hotel management needs to respect their employees too by encouraging the managers to have a good understanding of their staff. Makes them feel that there are valuable to the hotel. Giving the gift to the hotel employees manages to make them loyal to the hotel too. Showing the hotel employees, positive vibes at the workplace like always saying thank you and well done after they're done their jobs also help increase their job satisfaction. In the end, showing appreciation towards the hotel employees help them in increasing job satisfaction.

Managing the hotel employees is also hard work to be done by a manager. Moreover, when it comes to choosing them to increase their positions among hotel employees. Hotel management must identify the few candidates among

hotel employees that are worth that position. To make it become fairer the hotel management needs to appoint two or three managers to become the judges. By doing this, employees will be satisfied with the choices that are made by them. Hotel management can create a list of criteria for the person that increases the positions in the workplace. The judges must be strict in picking the employee who is suitable to take the positions. Having fair competition will make the hotel employees accept the final decisions that are made by their managers.

Every human needs to be good to another for reaching peaceful conditions. The person who works at the hotel needs to interact with the humans. As we know, humans have many criteria and various behaviors. Facing different people with different behaviors will make the hotel employee become more stressed in doing their jobs. Plus, the complaints and harsh words that they face will reduce their job satisfaction. People around them should use appropriate words and suitable communication to talk with the hotel employees. It will make them happy and enjoy keeping doing their work. Get a smile from the guest and thank you will make their days as the hotel employees. Guests also can show some respect to the hotel employees by talking politely when dealing with them. Increasing the appreciation to the hotel employees manages to increase their job satisfaction in the workplace. It also creates a profit to the hotel as the employer because they do not spend their resources to train new employees every time.

Conclusion

Based on the results of the study, this research has been carried out to analyze whether reward and recognition and workplace environment are affecting job satisfaction among hotel employees in Malaysia. Moreover, this study explains more about job satisfaction among hotel employees from their perspective. The result that has been gained in Chapter Four using the Statical Package for Social Science (SPSS) has been analyzed and further discussed in Chapter Five. As a result, we can conclude that is a significant relationship between job satisfaction among hotel employees with reward and recognition and the workplace environment. Therefore, it is hoped that all the information provided by this research will help the hotel management to solve the turnover rates among hotel employees and at the same time manage the hotel employees to work in a comfortable and appropriate workplace.

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