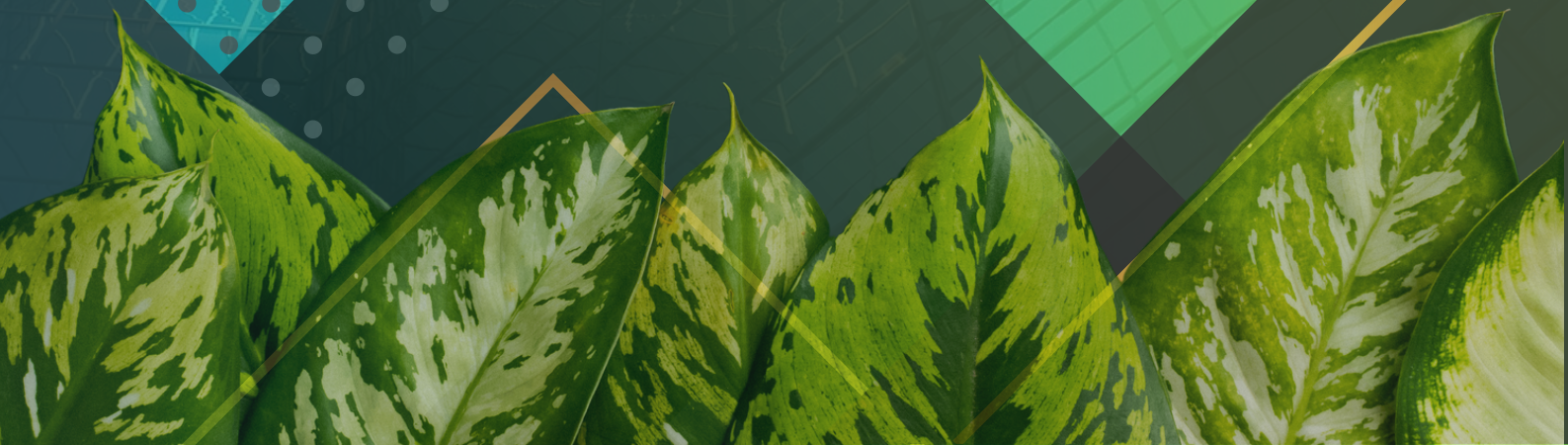




# E-PROCEEDING HOTWEC 7.0

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





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TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
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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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# **Relationship Between Traditional Postnatal Care Services Utilization And Emotional Status Among Women**

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## **ABSTRACT**

This is a cross-sectional study to determine the relationship of traditional postnatal care services utilization (massage, hot stone, and body wrap) and postnatal depression (PND). A total of 97 postpartum mothers who utilize traditional postnatal care service in Kelantan was involved in this study. Postnatal mothers completed a set of questionnaires on sociodemographic characteristics, postnatal care service utilization, and the Edinburgh Postnatal Depression Scale (EPDS). The prevalence of PND was 37.1 %. This study has not found a significant association between traditional postnatal care service utilization (massage, hot stone, body wrap) and PND among postpartum mothers.

**Keywords: Postnatal Care Service, Postnatal Depression, Kelantan**

## **INTRODUCTION**

This chapter begins with explanation about the background of the study, problem statement, research questions, research objectives, significance of the study, definition of the terms and lastly closed with the summary of this research. For this chapter, researchers study stress factors that cause postnatal depression in women.

## **SIGNIFICANCE OF THE STUDY**

This study is important because it was carried out to understand how important emotional care is for mothers after giving birth. For mothers who experience postpartum depression, it can damage the growth and safety of the child as well as the mother's ability to care for and bond with her baby. Rarely, do new mothers injure their newborns or themselves. Maternal depression may also cause impaired mother-child relationships and disrupted bonding. PND must be treated and treated as soon as possible for the sake of the mother and her newborn. Therefore, there are several ways to overcome this problem. Among them, taking care of postpartum care. Hormonal imbalances can affect a woman's emotions. With this, postpartum care can help women go through the hormonal and emotional recovery process better.

### **Body Of Knowledge**

This study will contribute to the body of knowledge on the relationship between postnatal care service utilization and emotional status among women. With the presence of people who take care of the mother after giving birth, it can reduce the stress on the mother. All will be carefully looked after by the confinement lady in terms of sleeping, taking care of nutrition, body wrap and not forgetting to take care of the baby. Confinement lady also communicates a lot with the mother.

### **Future Study**

This research will provide useful findings of study to develop intervention programs in reducing, minimizing PND among postpartum mothers.

### **Traditional Postnatal Care Services Provides**

Abstinence after childbirth is a traditional practice after a mother gives birth. For pregnant mothers, it is important to take care of emotions. Therefore, aftercare is very important. With postnatal care, the mother's emotions will be awakened because everything has been done by the confinement lady such as body massage, hot stone and body wrap.

## **LITERATURE REVIEW**

### **Research Hypothesis**

This study investigates the relationship among these discussed variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

H1. There is a significant association between postnatal massage service utilization and postnatal depression among postpartum mothers.

H2. There is a significant association between hot stone of traditional complementary medicine compression service utilization and postnatal depression among postpartum mothers.

H3. There is a significant association between body wrap treatment service utilization and postnatal depression.

## Research Framework

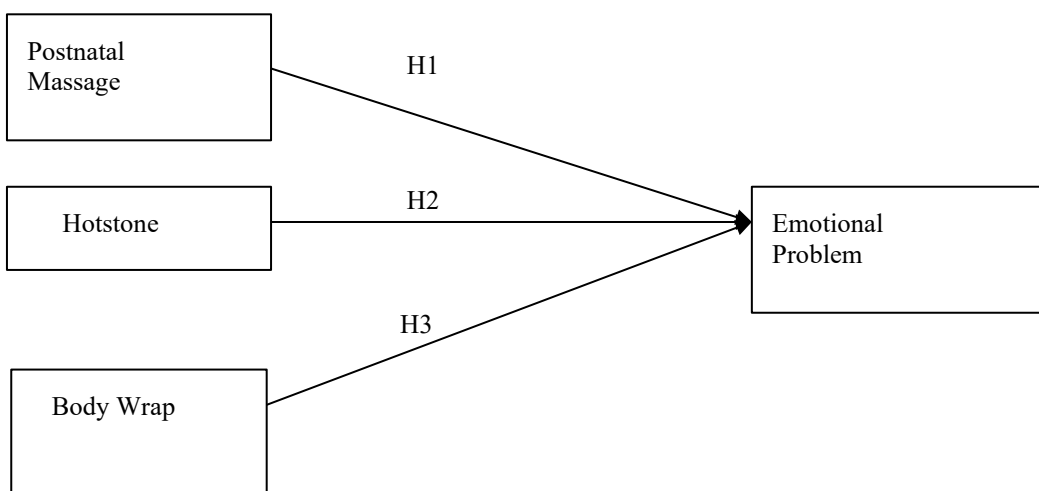


Figure 1: The research framework used for this study.

## METHODOLOGY

### Research Design

There are two types of approach which are quantitative and qualitative. The research type in this study is quantitative. Quantitative approach is a technique of collecting, analyzing, interpreting and writing the data that the researcher got for the study. The approach of using quantitative will aid the research in obtaining data through the responding to relational questions of variables in study. Researchers only distributed the questionnaire once.

A cross-sectional study is a style of research design in which gather information from a larger number of individuals all at once. In cross-sectional research, variables are observed without being changed. (Lauren Thomas, 2020). A cross-sectional study design has the advantages of enabling researchers to compare numerous factors at once. A particular research technique used to gather information from a specific point in time is a cross-sectional study. The data was gathered from a set of volunteers known as variables, each of whom had distinctive characteristics and demographic. Age, gender, income, education, geography, and ethnicity are just a few examples of variables. Quantitative approaches tend to address research problems that require a description of tendencies or an explanation of the relationship between independent variables and dependent

variables. The analysis obtained will provide information about the mother's emotional status after childbirth.

### **Data Collection**

There are several collection methods in a research project. The information used in this study came from primary sources. The survey used in this research will be a questionnaire through the Google Form. The questionnaire is applied to collect the information about factors that are associated with emotional status among women after birth. The questionnaire was distributed to all customers that used service utilization at Confinement Centre in Kelantan. The questionnaire also was distributed through online platform like WhatsApp and Facebook.

### **Sampling**

Sample selection in this study was based on the researcher's subjective assessment rather than a selection from a random sample, a non-probability sampling approach was chosen. Due to the fact that the samples are selected at random, the researcher will employ the non-probability technique. Because the researcher is familiar with the specific characteristics of the population or respondents, purposive sampling will be used in this study. Mothers who use the Confinement Centre in Kelantan are the respondents.

### **Data Analysis**

Data analysis might come in primary data and secondary data. The most popular data collection method is the questionnaire since it allows the researcher to quickly gather a large number of replies because each responder was required to answer the same set of questions. Researchers can analyze data using the SPSS program to make predictions about group identification, numerical outcomes, and descriptive and bivariate statistics. The data will be gathered, transmitted, and analyzed using SPSS using Microsoft Excel. It assists researchers in fully comprehending the data supplied and includes the relevant details to help put the findings into context. Logistics regression is a useful tool to determine the strength of the linear relationship between the independent variable (IV) and the dependent variable (DV).

## **FINDINGS**

There have been several significant discoveries from research on the use of services for postnatal mothers' emotional health. First off, it has been noted that a sizable proportion of postnatal mothers struggle with emotional issues such as postpartum depression and anxiety. The mother's wellbeing and her capacity to care for her new born may be negatively impacted by these emotional difficulties.

Second, there is proof that postnatal moms' mental well-being can be improved by having access to and using support services from utilization services. According to studies, moms who use services like counseling, home visiting programmers, and postpartum support groups are likely to have better emotional results. These services give mothers a safe place to express their emotions, develop coping mechanisms, and get expert advice.

- In a study conducted, it was found that utilization services resulted in a significant stabilization of emotional status.

- A survey of 97 customers revealed that 80% of them suffered from the emotional stress during postnatal due the new-born.

- Analysis of financial data from the experienced customers indicated a positive correlation between utilization services and emotional status.

## **DISCUSSION AND RECOMMENDATION**

### **TRADITIONAL POSTNATAL MASSAGE**

This study found no significant association between traditional postnatal care service which is postnatal massage and PND. In contrast, Azidah et al, 2006 discovered that using postnatal massage services was a significant protective factor for PND, demonstrating that relaxing postnatal massage has a protective effect on the development of PND. Most postpartum mothers have a close friendship with their postnatal massage therapist. Differences in findings between this study and Azidah et al, 2006 could be attributed to a different methodological approach. Respondents in Azidah et al, 2006 were given a questionnaire on three occasions whereas, this study distributed questionnaire for one occasion.

Apart from that, in terms of time frame, Azidah et al's study was conducted in 2006 which was 17 years back, almost 2 decades. However, this study was conducted in the modern era. Indeed, over this time period, there have likely been significant advancements and changes in various



fields, including the subject matter of the research. In addition, there is a week after delivery difference and a 17-year age difference.

On the other hand, previous study mentioned that postnatal massage in Malaysia involves a deep tissue and therapeutic whole body massage performed by experienced Malay midwives. The massage technique starts from the top of the head and ends at the feet (Zuraidah Mohd Yusoff et al, 2018). Postnatal massage is deeply rooted in cultural traditions and beliefs. It is believed to aid in weight loss, toning the skin, enhancing blood circulation, and reducing body pain and numbness after childbirth. The utilization of postnatal massage services may vary across different cultures based on the availability of trained practitioners and cultural norms surrounding postpartum care.

### **HOT STONE COMPRESSION**

There is also no significant association between traditional postnatal care service, hot stone compression with PND. However, according to a previous systematic review found different finding. The systematic review used search strategy on the research trend for the period between the years 2013 to 2020 through the Scopus database, Science Direct, and PubMed database. The review has identified 7 journal articles based on the preferred reporting items for the systematic reviews (PRISMA) framework. The systematic review reported that hot stone compression is significantly protective to postpartum health and can firm the stomach and relieve stomach pains (Sator et al, 2022). Apart from that, warm foot compresses are recommended since it can help to smooth out veins (Adilla Nur & Aidatul Azura, 2017). These effects could improve emotional status among postpartum mothers.

Hot stone compression is performed using heated objects known as 'tungku.' Two types of 'tungku' are mentioned: iron 'tungku' and stone 'tungku.' These heated objects are placed on herbal leaves such as *Alpinia galangal* and *Morinda Citrifolia* before being wrapped in a cloth. Hot stone compression is believed to aid in uterine contraction and dissolve blood clots in the uterus. It is seen as a therapeutic practice in postnatal care. The use of specific herbal leaves and the choice of 'tungku' weight reflect cultural beliefs and practices aimed at promoting physical recovery and healing after childbirth.

### **BODY WRAP**

Besides, finding of this study has not found significant association between traditional postnatal care service which is body wrap and PND. However, application of a body wrap is strongly advised

to restore the pre-pregnancy body shape (Adilla Nur & Aidatul Azura, 2017). According to Abdulrahman et al, (2018), a traditional medicinal (body wrapping) system is a body of comprehensive knowledge, belief, and practice that is used or underused by individuals to address health issues or improve their health status. These individuals then pass on the accumulated information or knowledge to succeeding generations.

Limited number of published evidence on the effect of body wrap among postnatal mothers including its relationship with postnatal depression (PND). It is difficult to draw any inferences about their potential impact on PND. Further research is necessary to explore the effects of these traditional practices and to establish a clearer understanding of its relationship with PND.

Body wrap, known as barut or abdominal binding, involves applying an herbal paste made from specific herbs and spices to the abdomen before tightly wrapping it with a long cloth. The wrap covers the abdomen area from beneath the breast to the thighs. Body wraps aim to restore and deflate the abdomen, regain the mother's original body posture and shape, and provide support to the abdominal muscles. Body wraps are commonly used in various cultures to promote healing, provide warmth, and aid in toning the postpartum body. The specific herbs and spices used in the herbal paste may vary based on cultural beliefs and traditional medicinal practices. However, the effectiveness of these services in terms of their therapeutic benefits and impact on emotional well-being may vary among individuals. Cultural considerations should be taken into account when providing postpartum care, as these practices may hold significant meaning and value for women in Malaysia.

## **RECOMMENDATION**

Firstly, a larger sample size improves the power of study. By including more respondents, the likelihood of obtaining misleading or random results decreases, leading to more trustworthy conclusions. Secondly, a larger sample size enhances the representativeness of the study. It allows for a more diverse and varied group of respondents, enabling researchers to apply their findings to a broader population or target group. This increases the external validity or generalizability of the research.

For future study, it is recommended to use simple sampling random methods. Utilizing simple random sampling can enhance the quality of this study. By employing this method, each member of the population has an equal chance of being included in the sample, reducing bias and increasing the generalizability of the findings.

## CONCLUSION

The subject of this research is a study titled “Relationship between traditional postnatal care services utilization and emotional status among women.” The purpose of this study was to investigate the use of postnatal care services. Besides that, also to investigate the mother's emotions after giving birth. However, this study has not found a significant association between traditional postnatal care services utilization (postnatal massage, hot stone compression and body wrap) and PND among postpartum mothers. The prevalence of a PND among postpartum mothers in this study 37.1 %.

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