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Conference Paper · December 2021

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INTERNATIONAL CONFERENCE ON LANGUAGES,  
EDUCATION AND TOURISM 2021

## E-PROCEEDING

THEME: “LANGUAGE, EDUCATION AND TOURISM –  
EMBRACING CHANGES AND CHALLENGES”

### TOURISM





**E-PROCEEDING OF INTERNATIONAL CONFERENCE OF LANGUAGES,  
EDUCATION AND TOURISM (ICLET) 2021  
[Tourism Version]**

**“Language, Education and Tourism – Embracing Changes and Challenges”**

**28th – 30th June 2021  
KULLIYYAH OF LANGUAGES AND MANAGEMENTS  
INTERNATIONAL ISLAMIC UNIVERSITY OF MALAYSIA  
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**ICLET 2021**  
**PREFACE**





### Tourism Proceeding

Assalamualaikum w.b.t and greetings.

First and foremost, I would like to thank all parties and participants who helped make the 4th International Conference on Languages, Education, and Tourism 2021 (ICLET 2021) a success, as well as the publication of these e-proceedings. Due to the pandemic, the conference was held online, bringing together education scholars and practitioners virtually from around the world to debate and deliberate a wide range of important issues concerning languages, education, and tourism.



Moving forward with a positive outlook in the midst of the pandemic, we chose a broad theme, 'Language, Education, and Tourism – Embracing Changes and Challenges,' as then we could have an eclectic array of papers covering a variety of topics such as communication studies, intercultural studies, education psychology, education administration, Islamic education, early childhood education, sustainable tourism planning and management, sustainable tourism policy and strategies, climate and tourism, culture, and more.

We received 122 abstracts and approximately 90 proceeding papers for the conference. It is a fantastic number, and I hope it will increase for the next upcoming conference in 2023. In addition, I would like to thank the ICLET 2021 Board Members as well as the committees for organising the conference and overseeing all elements of conference planning. I hope that this conference provides an opportunity to collaborate with all participants while engaging in peer-to-peer discussion of research and practices.

Finally, I would like to thank our Project Manager, Dr Samshul Amry and his team for the hard work and commitment to ensure the success of the conference. It is hoped that this conference will continue to be held every two years and become a great platform for research networking!

Dr. Mohd. Azrul Azlen bin Abdul Hamid

Chair

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**ICLET 2021**

# **TABLE OF CONTENT**





<b>Content</b>	<b>Page Number</b>		
<b>COPY RIGHT PAGE</b>	i		
<b>PREFACE</b>	ii		
<b>LIST OF REVIEWER</b>	iii-v		
<b>TABLE OF CONTENT</b>	vi-vii		
<b>No</b>	<b>ID</b>	<b>PAPER TITLE &amp; AUTHORS</b>	<b>1-214</b>

**Paper presented in English or Malay Languages**

1	<b>Tourism/Eng/ID: 4</b>	THE IMPACT OF COVID-19 OUTBREAK TOWARDS TOURISM AND HOSPITALITY IN INDONESIA  <b>Nazaruddin Ali Basyah</b>	1-8
2	<b>Tourism/ Eng/ID: 29</b>	TOWARDS DIGITALISATION IN TOURISM ORIENTED PRODUCT (TOP) OPERATORS A CHANGE THROUGH BINA HARAPAN PROGRAM  <b>Ahmad Yasir Bin Hashim</b>	9-23
3	<b>Tourism/ Eng/ID: 32</b>	TOURIST SATISFACTION IN AESTHETIC QUALITIES OF ISLANDS IN EAST COAST REGION IN MALAYSIA  <b>Ainun Khadijah Lokman</b>	24-35
4	<b>Tourism/ Eng/ID: 33</b>	CHALLENGES AND SUSTAINABILITY STRATEGY FOR HOTEL BUSINESS DURING THE COVID-19 PANDEMIC A CASE STUDY FROM BENGKULU CITY  <b>Rajiv Dharma Mangruwa</b>	36-47



**Tourism Proceeding**

5	<b>Tourism/ Malay/ID: 47</b>	KONSEP LIMINALITI DALAM PELANCONGAN SATU TINJAUAN LITERATUR  <b>Farzanna Yashera Abdulla   Jabil Mapjabil</b>	<b>48-63</b>
6	<b>Tourism/ Malay/ID: 49</b>	PENGURUSAN KRISIS DAN BENCANA DALAM PELANCONGAN TINJAUAN TERHADAP KERANGKA KERJA DAN MODEL TERPILIH  <b>Mohd Jirey Kumalah   Jabil Mapjabi</b>	<b>64-79</b>
7	<b>Tourism/ Malay/ID: 51</b>	KESANGGUPAN UNTUK MEMBAYAR DALAM PELANCONGAN  <b>Nabila Farysha Dering   Jabil Mapjabil</b>	<b>80-96</b>
8	<b>Tourism/ Malay/ID: 61</b>	KONSEP CIRI PEMBELIAN DAN KUASA BELI PELANCONG TERHADAP SEKTOR PERKHIDMATAN TERPILIH SATU TINJAUAN LITERATUR  <b>Nurul Izzah Binti Ismail   Jabil Mapjabil</b>	<b>97-109</b>
9	<b>Tourism/ Malay/ID: 62</b>	RESILIEN DAN CABARAN USAHAWAN PELANCONGAN SKALA MIKRO DAN KECIL SATU ANALISIS KONSEPTUAL  <b>Natasya Farhana Binti Nazry   Jabil Bin Mapjabil</b>	<b>110-123</b>
10	<b>Tourism/ Eng/ID: 84</b>	THE EFFECTS OF INFORMATION, INTERACTION AND DESIGN QUALITIES OF TRAVEL AND TOUR WEBSITES ON MALAYSIAN TOURISTS' USAGE SATISFACTION  <b>Nur Saiful Amree bin Borahan</b>	<b>124-139</b>
11	<b>Tourism/ Eng/ ID: 89</b>	THE IMPLICATION OF ONLINE MARKETING STRATEGIES ON CONSUMERS' DECISION-MAKING PROCESS AMONGST MALAYSIAN YOUTH  <b>Ahmad Daniel Haiqal Ahmad Saifuddin</b>	<b>140-152</b>



**Tourism Proceeding**

12	<b>Tourism/ Eng/ ID: 110</b>	MALAYSIA AS A POTENTIAL ESPORTS EVENT DESTINATION  <b>Safinah binti Albani</b>	<b>153-170</b>
13	<b>Tourism/ Eng/ ID: 111</b>	GASTRONOMY TOURISM TOURIST SATISFACTION TOWARDS GASTRONOMY EXPERIENCE OFFERED IIN MELAKA  <b>Nur Fasha Rina binti Mohd Jasni</b>	<b>171-183</b>
14	<b>Tourism/ Eng/ ID: 118</b>	TOURISM INTERPRETATION IN INFLUENCING TRAVEL EXPERIENCE  <b>Nur Shuhadah Mohd</b>	<b>184-203</b>
15	<b>Tourism/ Eng/ ID: 120</b>	COVID-19 YOUTHS ACCEPTANCE OF THE NEW NORMS DURING PANDEMIC AND THEIR FINANCIAL LITERACY  <b>Quratul Aini binti Roshisham</b>	<b>203-214</b>

**ICLET 2021**  
**TOURISM**





**Tourism/Eng/ID: 4**

## **THE IMPACT OF COVID-19 OUTBREAK TOWARDS TOURISM AND HOSPITALITY IN INDONESIA**

Nazaruddin Ali Basyah<sup>\*1</sup>, Irham Fahmi<sup>2</sup>, A. Razak<sup>3</sup>, Zulfadhl Rusli<sup>4</sup> and Zakaria A. Jalil<sup>5</sup>

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### **ABSTRACT**

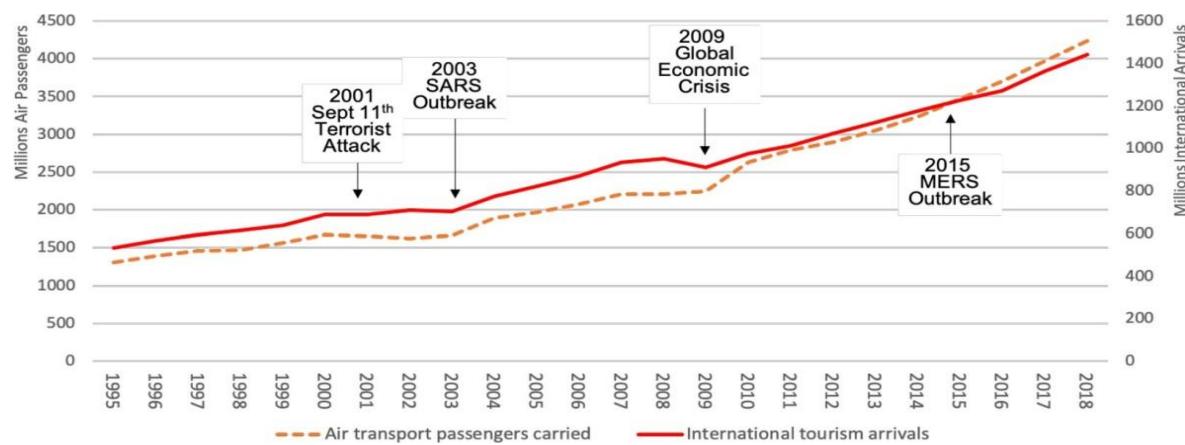
The Corona Virus or Covid-19 outbreak is an unpredictable shock which has adversely affected the Indonesian economy. The prolonged ban on international flights has led to a global decline in economic growth and disruptions in the demand and supply of various necessities of life. The percentage of impact is independent on social distancing, health, and post-social medication crisis. However, this study discusses the impact of Covid-19 on the tourism and hospitality sector and analyzes the situation associated with significant policy changes in the economic industry using several indicators. Furthermore, it focuses on the decline and challenges faced by the Tourism and Hospitality Industry in Indonesia due to the presence of Covid-19.

**Keywords:** (Impact, covid-19, outbreak, tourism, hospitality)



## 1. INTRODUCTION

According to a study conducted by the US National Academy of Sciences, approximately 60 billion dollars of the global economy have been lost due to the epidemic. Developed countries such as the United States of America, are also likely to face another recession greater than the 2009 economic meltdown. Coronavirus has killed tens of thousands of people worldwide since it first appeared in Wuhan China last in December 2019. This has forced countries to confine their citizens in their homes for a prolonged period, and it is likely to lead to the most severe recession in this century.



Data source: World Bank (2020a, 2020b).

Figure 1. Impact of major crisis events on global tourism.

During the global lockdown of businesses, various economic streams faced numerous challenges, and millions of people lost their jobs. This is affected factory workers, transporters, taxi drivers, rickshaw drivers, salespeople, porters, freight forwarders, construction workers, retailers, suppliers of goods, mechanics, and those that make daily wages from working at bakeries, hotels, restaurants, etc. The COVID-19 pandemic has not only brought the entire social-economic system to a standstill but has also challenged globalization, with unstable alternative solutions. Therefore, various strategies are needed to regain economic stability through the creation of jobs and businesses.

### Total COVID 19 Infections by 06/05/2020

Total Cases Reported	Indonesia	World
Total Infections	12.438	3.665.912
Total Deaths	895	257.337
Total Recoveries	2.317	1.202.595

Source: Ministry of Health, Indonesia on 06/05/2020

Morin, Kinzig, Levin, and Perrings (2018) differentiate between the duration of infectious diseases to two categories. The first category is a short-term illness where imposing



social distancing can be socially optimal by increasing the life cost of the illness.. So, it is important to understand why societies prefer short time pandemics rather than long term epidemics and to evaluate if it is because of the level of education in the society or real GDP per capita that led to this finding.

**Figure 2.** Asia-pacific countries spread and responses of COVID-19 taking in consideration the level of human development and the degree of value chains integration

	<b>CLUSTER 1</b>	<b>CLUSTER 2</b>	<b>CLUSTER 3</b>	<b>CLUSTER 4</b>	<b>CLUSTER 5</b>
	Very high to high human development, advanced manufacturing value chains	Mostly high or medium human development, integration into value chains	Wide range of income and development levels, reliance on natural resource exports	Medium to high human development, relatively less trade integration	Wide range of human development levels, LDCs and SIDS
<b>Spread of the pandemic and responses</b>	Pandemic's early onset, focus on rapid containment, extensive stimulus packages, signs of early recovery	The "second wave" of the pandemic, stimulus packages and containment measures	Different degrees of the spread of the pandemic and wide variety of responses	Late wave of the pandemic, extensive containment measures, massive public health risks	Relatively isolated and potentially less affected by the pandemic, but public health risks due to low capacities
<b>Level of human development</b>	Very high or high human development	Ranges from very high to medium human development	Wide range from very high to low human development	High and medium human development	Wide range of human development levels, but mostly medium level
<b>Degree of global value chains integration and trade</b>	Highly integrated in advanced manufacturing value chains	Integrated in various manufacturing value chains	Forward linkages through supply of natural resources	Lower degree of trade openness	Small open economies, high degree of imports

*Source:* United nation development program - The Social and Economic Impact of Covid-19 in the Asia-Pacific Region

Many factors affected the public's reaction to the COVID-19 pandemic, but the roles of education and real GDP per capita cannot be ignored. In this study, we want to examine if education or real GDP per capita played a role in different countries in staying at home during COVID-19 Pandemic. This study contributes the first COVID-19 paper that investigate which of the two variables education or real GDP per capita were significant in implementing lockdown and isolation. As in other service sectors, products in tourism are described in four levels as a core product, facilitating product, supporting product and augmented product (Kotler et al., 2003; Meydan Uygur, 2007). While the core product here is defined as the main reason for being on the market, the facilitating product is described as products that facilitate the use of the core product. In terms of tourism, accommodation, food and beverages, and entertainment services offered by a hotel are considered as the core products. The facilitating products are defined as the geographical location of the area, size, view and physical assets of the hotel (Kozak, 2006:).

## 2. LITERATURE REVIEW

In addition, Elmawazini el. at (2017) investigated the health gap between developed (OCED) countries and developing (SSA) countries, and globalization can shrink this gap. The authors concluded that globalization shows no significant effect on the health gap between the OECD and SSA countries. However, GDP per capita growth has a significant impact of the health gap between SSA and OECD countries.



Tourism and hospitality are one of the largest and fastest-growing industries in the world. This field plays an essential role in regaining socioeconomic stability after the COVID pandemic 19. It is a significant contributor to the Indonesian economy and one of the most important industries that generate substantial foreign currency. According to the World Tourism Organization (2020), international tourism has shown sustained growth for the tenth year in a row with approximately 1.5 billion tourists in 2019 and an estimated 1.8 billion by 2030. The Covid-19 pandemic has disrupted the retail and wholesale distribution of goods, importation of health equipment, and tourism.



There was an increase in employment rate in all sectors by 11% between 2010 and 2018, with a 35% growth in food services.

### 3. METHODS

This study uses a qualitative method using a descriptive approach. The results of this study try to express, analyze and interpret with words as the main tool to give meaning to research data. Qualitative methods are also used to examine natural object conditions, where the researcher is a key instrument. Research on the data is carried out jointly, data analysis is inductive, where the results of research using qualitative methods emphasize more on meaning than generalization. According to Bogdan, and Taylor, as quoted by Lexi J. Meoleong (1998), qualitative methodology is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. Descriptive research will describe a phenomenon as it is. This study has two objectives, namely: a) to find out the development of certain physical facilities or the frequency with which certain aspects of social phenomena occur; b) to describe in detail certain social phenomena.

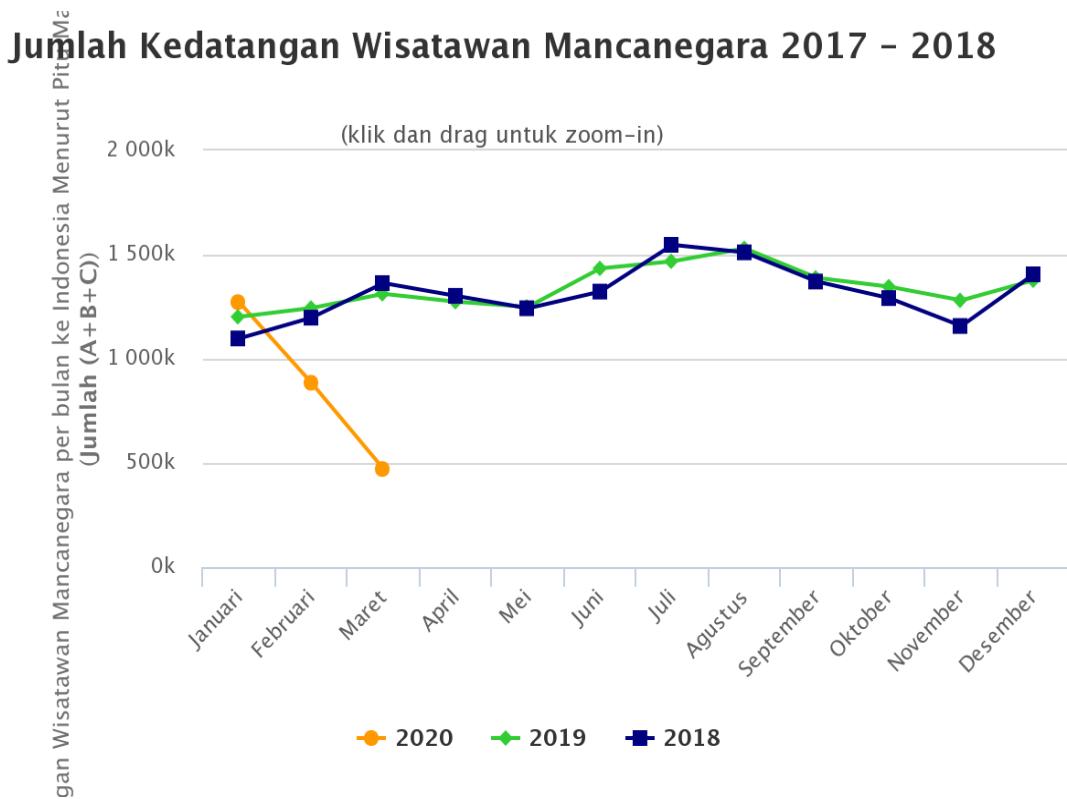


#### 4. MAIN RESULTS

The tourism sector provides tremendous economic benefits and development. It is ranked as one of the biggest contributors and sources of foreign exchange in Indonesia. However, after a sluggish economy and weak growth over the past few years, COVID 19 is predicted to push the sector to a deeper gap. The hotel and tourism sector has been directly affected due to visa cancellations for domestic and international tourists.

#### IMPACT ON THE HOTEL AND TOURISM INDUSTRY

Covid-19 has adversely affected the Indonesian hospitality and tourism industry due to the government's suspension of visas. The estimated impact runs in thousands of trillions. This pandemic is one of the worst crises in history that has ever had a negative effect on the Indonesian hospitality and tourism industry and the overall economy. The entire tourism industry, hotels, travel agents, restaurants, entertainment venues, air, land, and sea transportation, has been affected with a massive percentage of job losses. Over 1226 hotels in the country have stopped operations, and more than 150,000 employees are likely to become unemployed if this outbreak does not end soon.



Source: Central Bureau of Statistics, Indonesia

According to the Data from the Central Statistics Agency (BPS 1 April 2020), the number of foreign tourists that arrived by air decreased from 838,978 in December 2019 to 796,934 in January 2020. It decreased again to 558,892 in February 2020. The out break of the COVID 19 virus also led to there strictions of flights from China b on February 5, 2020, which contributes over 2 million tourists yearly. Furthermore, several airlines, such as Lion Air, have also



restricted flights to certain countries. Air Asia also closed all domestic and international flight routes until June 2020.

The economic impact of Covid-19 is assumed to start as a negative supply shock (Hausmann 2020, 22). Two things occur to produce this shock. First, workers are infected, reducing production capacity—Atkeson (2020, 2) states that when 10% of a population is infected, severe staffing shortages affect key financial and economic infrastructure. Second, activity is restricted to suppress the disease. As mentioned, a reduction of up to 75% in interpersonal contact may control the spread of Covid 19, but it would also decrease production, international trade, tourism and many other economic activities.

Based on a study conducted by the World Tourism Organization (UNWTO, 2020), nearly 80 percent of entrepreneurs in the hotel and tourism sector are closed with an 80% occupancy decrease since February 2020. Based on a study conducted by the World Tourism Organization (UNWTO, 2020) nearly 80 percent of entrepreneurs in the hotel and tourism sector experienced a decline in turnover, the prohibition of world countries on their residents to travel also caused the tourism sector in Indonesia to decline sharply. The impact of feelings began in February 2020, which resulted in a decrease in hotel occupancy reaching 80%.

## 5. CONCLUSION

What we don't know we don't know when this pandemic crisis will end. We know that millions of jobs in this area are very risky, that we need to protect the most vulnerable segments such as SMEs, self-employed people, women and young people. That we need to create a survival mechanism for the company. We know we need strong support in navigating the unmatched social and economic impact of COVID-19. In the near future, urgent fiscal and monetary measures are needed that help protect jobs, sustain self-employment and support corporate liquidity and operations and accelerate future recovery. Tourism is a major job creator and is growing rapidly, especially for the more vulnerable groups, women and youth. It is also a sector with a proven capacity to bounce back and multiply the recovery to other sectors. A coordinated and robust mitigation and recovery plan to support the sector can generate massive returns across economic activity and labor.



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**Tourism/Eng/ID: 29**

## **TOWARDS DIGITALIZATION IN TOURISM-ORIENTED PRODUCT (TOP) OPERATORS: A CHANGE THROUGH BINA HARAPAN PROGRAM**

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### **ABSTRACT**

In the 1990s, planning a tour needed consultation from a tour operator and the price would be higher. In the information age, the planning and booking process for rooms, ground tours, and flights is easier than in earlier forms. The norm is promoting additional marginal gains and better prices for operators and consumers. The purpose of the research is to demonstrate the benefits of digitalization in changing norms to the phases of the entire sales, opportunities created concerning sustainable development goals (SDGs), and roles in tourism supply chain management. Data is collected through blended approaches in this research. In this research, a discussion on the capabilities of the QR Code in the tourism sector was highlighted as it is capable of storing lots of essential information and encourages dual interaction and access to a larger outreach through mobile phones. Digitalization is the use of digital technologies (i.e, mobile phones, social media, etc.) to assist tourism-oriented product operators to change current business formats. Therefore, Bina Harapan is designed to offer digital-oriented training and consultation program. The gaps found from this research will be used for future research and additional partnerships could be established to support the goals.

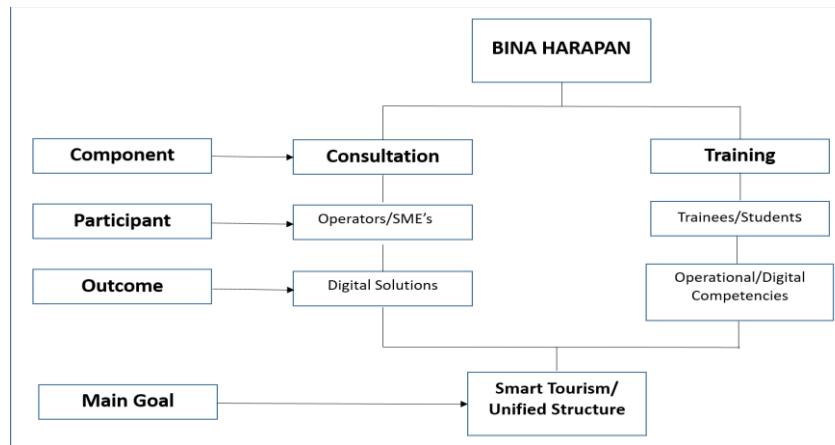
**Keywords:** Tourism-oriented product operators, Digitalisation, Sustainable development goals (SDGs), QR Code (QR), and Tourism supply chain management.



## 1. INTRODUCTION

This research aims to demonstrate the benefits of digitalization in the pre-sales, sales, and post-sales phases. Indicators from the research will be used in the consultation program or to suggest the usage of QR codes to tourism-oriented product operators in Muar.

It is a program for operators and trainees. The program consists of 2 main components. The program's main goal is to establish a unified (transparent representation of real and online) tourism structure in Muar.



**Figure 1.** Program Structure

## 2. LITERATURE REVIEW

Since the beginning, ICTs, tour operators, and tourism have established a strong tie which indirectly indicates consistent growth. For instance, the first-ever real-time airlines booking designator (Sabre) emerged in the 1960s. The progress of modern ICT's enabled operational enhancement through digitalization and automated operations. Digitalization has emerged through a combination of a real and online presence. This combination indicates the concept of digitalization which is interrelated in creating a unified structure (Baggio, 2008).

Digitalization is often presented as a game-changer in the information age which interconnects digital information and communication technologies. SDGs describe digitalization technologies such as ICTs as enablers for the goals.: "The widespread adoption of ICT and global connectedness offers huge benefits to support human progress, close the digital gaps, and educate societies." Velden (2018), highlighted the role of ICT to support four goals which are goals number 4,5,9, and 17. The usage of ICTs could be established to put an end to "business as usual" in sustaining the operation of the business (Velden, 2018).

To tourists and consumers, digitalization has brought about new approaches to information searching. The enhancement of internet connection and social interaction areas on the web supplied potential tourists with new options and channels to speed up their search. Research on the changing relationship between organizations and artificial intelligence is needed in the future (Palmi, 2019).

Digitalization has changed the traditional roles of tourism products with new roles. The research has outlined the opportunities, challenges, encouragements, and obstacles for SMEs



in the digitalization process. The needs for the process are discussed and the author highlighted that training is important in the process (Dianne Dredge, 2018).

QR code is related to gadgets such as smartphones and the presence of it has been around for years, but a limited number of people use it. The usage of QR codes is focused on certain areas due to less research made. Mobile payment (QR Pay) is one of the earliest applications that planted QR codes in Malaysia (Qi & Fernandez, 2021).

QR code scanning enables the consumer to gain in-depth information on the scanned product. The research indicates that it is a solution for stand-alone signage and promoting an information-rich sphere. Tourism sectors are often referred to as the fast-changing business and the usage enables benefits in the areas such as hotels, airlines, restaurants, museums, shops, and guided street tours. Those benefits are pleasant greetings and dining tips from the hotels, detailed flight information on the airline's boarding pass, and recipe information from the restaurants (Emek, 2012).

Tourism is among the hardest-hit sectors since the spread of pandemics. There is no immediate end sight. Despite the declining trends, QR code has emerged to engage with consumers as the tool is ubiquitous. Those benefits are friction reduction, engagement increment, touchless capabilities, interaction acceleration, practical performance monitor. The pandemic has boosted the usage of the QR and forced the degree of adoption (Sooho Choi, 2020).

The usage of QR codes in tourism is practical and it is omnipresent due to ease of use and promotes actionable printed materials. The research illustrates use cases of QR Codes in tourism in promoting the betterment of sightseeing, city information, a memorial statue, museums, and accommodation facilities. Guests' and tourists' satisfaction is enhanced through the implementation of QR Codes (Saumya Bhatia, 2020).

QR code was introduced in 1994 by Denso Wave Incorporated Japan. It becomes familiar as an identification label for products. It grants immediate direction for specific information code that can be generated for free and able to encode huge amounts of data, practical for the small printout area, 360°readable and structured appending feature. Reading a QR code is simple as most smartphones are equipped with cameras (Jae Hwa Chang, 2014).

QR codes were applied to 25 identified tourist sites in the district Of Ba Dinh. The information in the specific landing site is accessible on the phone., result. Tourists can access the information without the presence of a guide. In mid-October 2020, an additional QR code had been applied to 48 tourist spots in Ba-Ria as it brings practical effects to tourists. The usage of QR codes made the transmission process easier and the misrepresentations issue was clarified (LAM DONG TOURISM, 2020).

The United Nations World Tourism Organisation (UNWTO) refers to tourism products as a combination of tangible and intangible elements that represent the destinations' specialities. Emotional aspects must be accounted for in planning, promotion, and actual tours. Tourism products are priced and sold using distribution channels and it has a life cycle (UNWTO, n.d.).

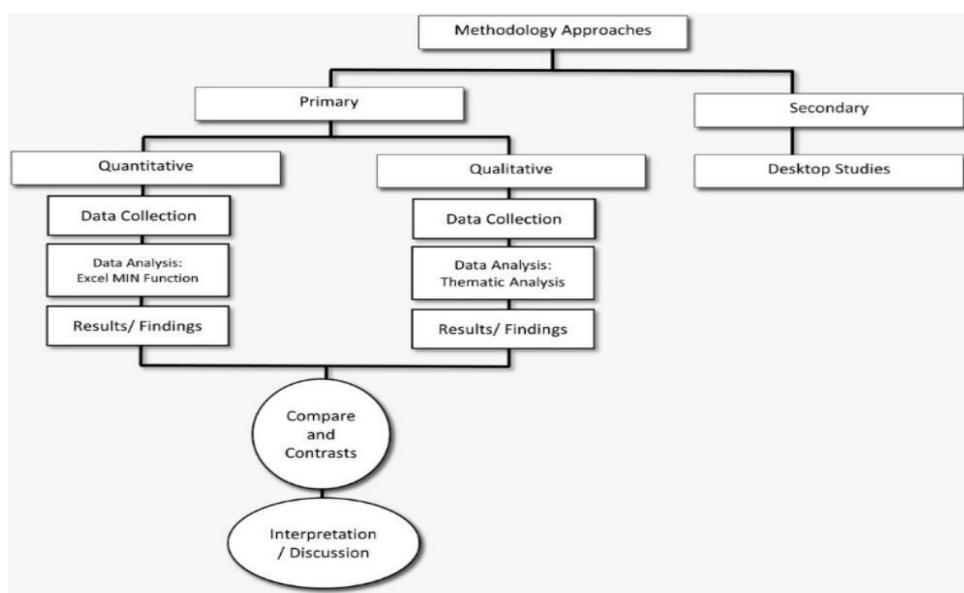


### 3. METHODOLOGY

21 respondents participated in the research. The respondents are categorized into 5 categories. The mixed-method is selected in the data collection process due to the different nature of the business (NOB), and each sector has a different level of digital adoption in their operations and in-house expertise. The fraction of the respondents is presented in Table 1.

**Table 1.** Number of Respondents

No	Category	Respondent	Percentage
1	Accommodation/Hotel	4	19.05%
2	Sea-Farmer	2	9.52%
3	Eateries/Restaurant	2	9.52%
4	Local Producer	3	14.29%
5	Dropshipper	10	47.62%
<b>Total</b>		<b>21</b>	<b>100.00%</b>



The framework of the research is presented in the diagram.

**Figure 2.** Methodological Framework

Quantitative data were collected using Google Form Questionnaire. 20 questions were prepared for the respondents, and it is categorized into four sections.



**Table 2.** Sections in Google Form.

No	Section	Questions
1	Digitalisation	7
2	QR Code	6
3	Sustainable Issues	4
4	TSCM	3
<b>Total</b>		<b>20</b>

Each section comprises at least three (3) questions until seven (7) questions. The data were analyzed using Microsoft Excel. Bar charts, pie charts, and Likert scales are generated to present the results. The questionnaires are constructed to illustrate the relation of digitalization, QR code, sustainable development goals (SDGs), and tourism supply chain management. Meanwhile, Qualitative findings from interview sessions were presented in tables.

In addition, online research from booking.com official site was conducted to confirm the findings from the interview sessions with published pieces of information.

Since March 2020, the increment of QR Code scanning among Malaysians is noticed. It is becoming the norm among us to scan it and access the information. Furthermore, a series of digitalization programs and grants are introduced and offered from the agencies.

85 respondents are targeted in this research, but the data collected is limited due to MCO resulting in small sampling and biased opinions. Further research on this topic is needed to form solid outcomes.



**Figure 3.** MySejahtera



**Figure 4.** Digitalisation Scheme



## 4. MAIN RESULTS

### 4.1 Digitalisation in Tourism Oriented Product

Table 3. Tourism Oriented Product (TOP) Likert Scale

QUES/SCALE	1	2	3	4	5	Total
<b>Meaning</b>	0.00%	19.00%	38.10%	28.60%	14.30%	100.00%
<b>Sales / Promotion</b>	0.00%	0.00%	38.10%	28.60%	33.30%	100.00%
<b>E-Commerce /E-Marketplace</b>	9.50%	14.30%	38.10%	9.50%	28.60%	100.00%
<b>Total</b>	9.50%	33.30%	114.30%	66.70%	76.20%	<b>300.00%</b>
<b>AVG</b>	3.17%	11%	38.10%	22.23%	25.40%	<b>71.12%</b>

Table 4. Interview Results

Hotel	Room Allocation	Commission	Clearance	GIT
Muara 99 Hotel	Gradual	Manageable	Optional	15 rooms
MUO Boutique Hotel	Gradual	Manageable	Optional	8 rooms
Muar Traders Hotel	Gradual	Manageable	Optional	10 rooms
Classic Hotel	Gradual	Manageable	Optional	10 rooms

71.12% of the respondents understand the concept of tourism-oriented products, the difference between promotional and sales campaigns, and digital-oriented distribution channels. To reduce the gaps, operators should join a digitalization program to understand the concept and capacities of each digital solution, and regular familiarization tours or trips from the high learning institutions are recommended to access the on-site real situations and needs. The goals for each program must be highlighted beforehand to ensure the success of the program.

Digitalization enables easier and faster tour planning. Hotels, flights, and tour busses can be confirmed in a minute and trip itineraries creation can be planned and can be generated with a few taps of the finger. It becomes more affordable, accessible, and convenient with the emergence of digital tools. The norms are changing the:



Figure 5. Marketing Channel

80.95 % of the respondents are using Facebook for promotional campaigns to get the initial engagement with potential consumers, tourists, or guests. The rising demand in Facebook ads class leads to a series of clinics to learn its full capabilities in reaching more potential consumers. In some cases, the engagement leads to sales.

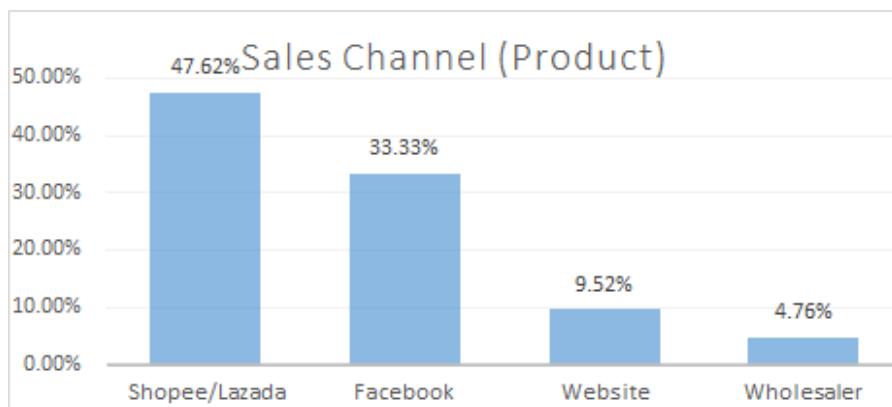


Figure 6. Sales Channel for Product

47.62% of the respondents used electronic marketplaces such as Shoppe and Lazada to sell the products. The practice is reducing promotional costs, additional sales channels and promotes fair price comparison. The practice benefits the local producers and drop shippers to connect the products to larger opportunities.

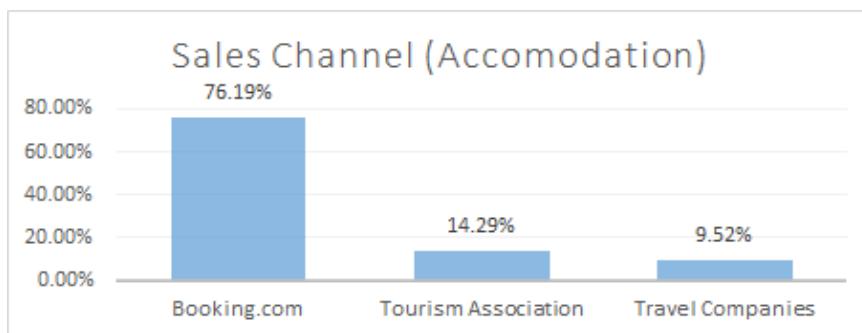


Figure 7. Sales Channel for Accommodation

76.19% of the respondents agreed that Booking.com is the best sales channel for accommodation. To confirm, interview sessions were conducted with the person in charge to get the real opinion on it.

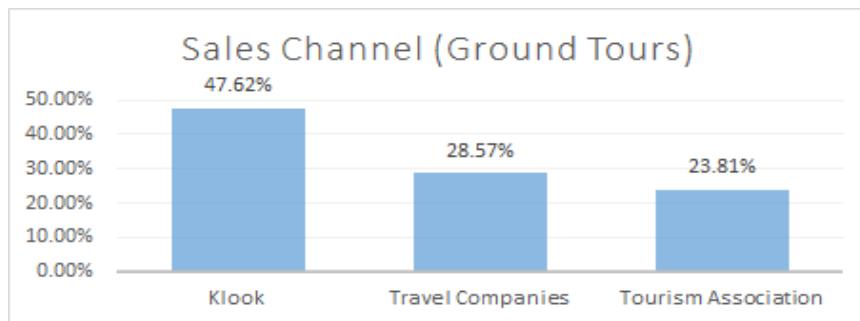


19.05% of the respondents or four hotels in Muar participated in the sessions. The results from the sessions are presented in table 4.

Rooms were allocated to Booking.com on a gradual basis, for instance, 40% of the rooms are being offered to Booking.com on a specific date, and the remaining rooms are kept for walk-in guests, hotel websites, and registered B2B agencies. Once the rooms are sold, the hotel might offer additional rooms on a gradual basis.

Online research was performed, and the published information is fair as the benefits to hotels are higher such as transparent partnership, the abundance of information accessible, and continuous technical assistance.

- a) Room allocation - The hotel has a real-time designator to access the remaining rooms at a specific time. For instance, if rooms allocated are sold through Booking.com, the hotel might offer additional rooms to be published.
- b) Commission-The commission paid is manageable as the benefits are greater than the loss.
- c) Clearance-There are options for the hotel, either on-site collection or claim basis. The author found this is not the main factor upon deciding to consider to be listed with Booking.com.
- d) Group Independent Tour (GIT) -The price will be quoted upon request and the minimum rooms are different for each hotel.



**Figure 8.** Sales Channel for Ground Tours

Ground tours are often referred to pre-planned programs in a particular destination. The pre-planned itineraries are prepared by tour operators or tourists beforehand. The selection of the best channel is different due to different categories. FIT is the acronym of Free Independent Travelers while GIT is a Group Inclusive Tour. The packages included in the FIT are for smaller groups whereas GIT packages are for larger groups of tourists.

52.4% of the respondents agree that local tourism associations and local travel companies are the best sales channel for ground tours due to high destination knowledge and practical tour planning.

#### 4.2 QR Code



**Figure 9.** Relationship



QR Code is a 2D scan-able image that enables users to access the demanded or essential information of the scanned item in a snap. Most smartphones and tablets come with a built-in scanner app. Scanning a QR code leads to a specific landing site such as a website, social media page, and online store. It helps to redirect users to the important information rather than assessing the entire site which consumes more time. The practice is on the steep rise and most of the operators notice it.

**Table 5. QR Code Scores**

Ques/Scale	1	2	3	4	5	Total
<b>Faster Disbursement</b>	0.00 %	0.00 %	9.50%	38.10%	52.40%	100.00 %
<b>Cross-Selling</b>	0.00 %	0.00 %	42.90%	23.80%	33.30%	100.00 %
<b>Brand Awareness</b>	0.00 %	0.00 %	14.30%	52.40%	33.30%	100.00 %
<b>Performance Monitor</b>	0.00 %	0.00 %	23.80%	42.90%	33.30%	100.00 %
<b>Operational Enhancement</b>	0.00 %	0.00 %	28.60%	33.30%	38.10%	100.00 %
<b>Products Innovation</b>	0.00 %	0.00 %	28.60%	33.30%	38.10%	100.00 %
<b>Total</b>	0.00 %	0.00 %	147.70 %	223.80 %	228.50 %	<b>600.00 %</b>
<b>AVG</b>	0.00 %	0.00 %	24.62%	37.30%	38.08%	<b>82.69%</b>

The usage of QR Code is practical and 82.69% of tourism-oriented product operators agree that it enables:

#### **4.2.1 Faster Disbursement**

QR Code enables faster disbursement of the essential information of current offerings. For instance, Hoteliers presented 19.05 % of the total respondents supporting the practice as a channel to promote the hotel amenities and facilities such as the number of rooms and in-house entertainment. The information can be shared in multiple forms like images, music, and videos. These factors are deemed to influence the potential guests or tourists to consider the published deals.



#### 4.2.2 Cross-selling

In this research, the data was collected from local producers besides hoteliers, tourist information centers, and tour operators. The producers presented 14.2% of the total respondents with different specialties. Most of them produce more than one item. For instance, Muar Leather Craft (MLC) sells and customizes more than 50 leather base finished products. The implementation of QR codes in the product packaging will redirect the consumers to the electronic store and enable additional items sold.

#### 4.2.3 Brand Awareness

Brand awareness is crucial for businesses to establish trust or connections with potential consumers. 83.8% of the respondents agree that QR code campaigns can facilitate potential consumers' or guests' awareness through continuous promotional plans in printed materials and online coupon codes. The clear call to action (CTA) is important to attract potential consumers or guests' engagement.



Figure 10. QR Promo Code

#### 4.2.4 Performance Monitor

TOP operators agree that QR Code promotes measurable promotional campaigns. TOP operators manage to track the number of scans and summarize the data into a specific metric like age, gender, and location. The practice enables them to plan and amend some most practical strategies.

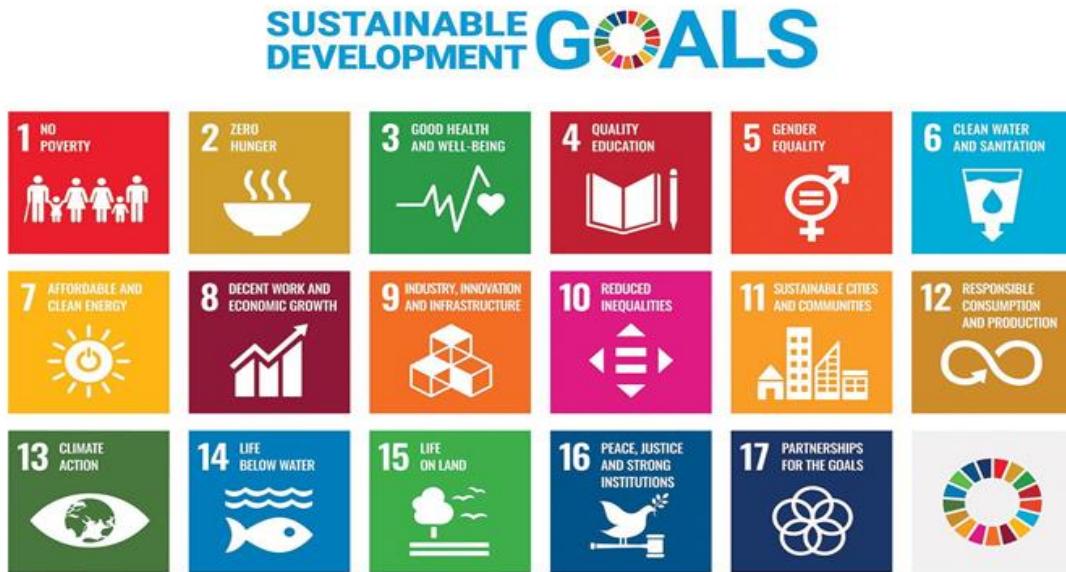
#### 4.2.5 Operational Enhancement

QR Codes can lead businesses to the operational enhancement and product innovations. For instance, hoteliers and sales agents can attach it in a receipt and collect suggestions and



comments which are essential to them in areas such as planning, production, promotion, and sales phases.

#### 4.3 Sustainable Development Goals (SDG)



**Figure 11.** Sustainable Development Goals

Table 6. SDG Scores

Ques/Scale	1	2	3	4	5	Total
<b>Heritage (4,9)</b>	0.00%	0.00%	23.80%	33.30%	42.90%	100.00%
<b>Socio-Economic (8)</b>	4.76%	0.00%	19.05%	38.10%	38.10%	100.00%
<b>Innovation/ Infrastructure (9)</b>	0.00%	0.00%	19.05%	47.62%	33.33%	100.00%
<b>Green Practice (13,15)</b>	0.00%	0.00%	19.05%	47.62%	33.33%	100.00%
<b>Total</b>	4.76%	0.00%	80.94%	166.63 %	147.66 %	400.00%
<b>AVG</b>	1.19%	0.00%	20.24%	41.66%	36.92%	82.62%

82.62% of the respondents had a clear understanding of the roles of digitalization as enablers for sustainable planning; a balance of social, economic, and environmental goals in areas such as:



#### **4.3.1 Heritage Preservation (SDG:4,9)**

Preserving heritage is not a direct goal but, it has a relation to Goal no (4,9).78.56% of the respondents admit that continuous research from the universities and practitioners and assistance (grants) from the authorities are agenda-setting programs that support the mission.

For instance, in this research, I found at least one local producer, **Shahril Capal Kulit**, managed to earn assistance from the Malaysia Digital Economy Corporation (MDEC) for a free 6 months Go-Commerce class. The objectives of the program are to learn the required techniques and best practices. The outcomes are to encourage the adoption of the new sales channel (live stream) and business matching opportunities. The program is useful as it is a part of the digitalization roadmap.

From 2020, tour planning trips and research was conducted on-site to establish a relation of the product, heritage, and tourism. Therefore, digital solutions are needed to attract potential consumers or tourists.

#### **4.3.2 Socio-economic (SDG:8).**

**Table 7.** Interview Results

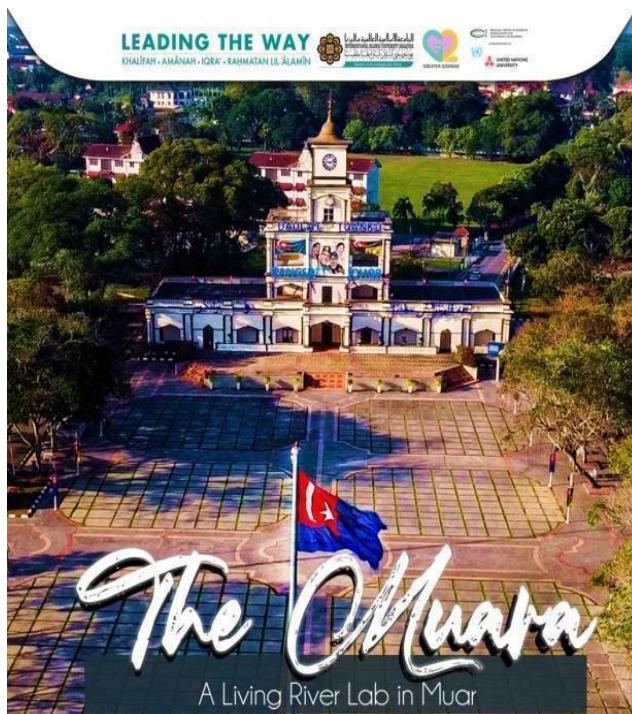
Operator	Assistance	Programs	Indicator	Outcomes
<b>Shahril Capal Kulit</b>	Class / Coupon	MDEC	Engagement	Sales Increment
<b>Songkok Masood Hussin</b>	Promotion	Tourism Malaysia	Engagement	Uncertain

76.2% of the respondents had a clear understanding of the socio-economic benefit and the relation to economic growth.19.05% of the respondents were unsure, and the remaining 4.76% had the lowest degree of understanding on this goal.

It was found that digital promotion from the local influencers is needed to boost the online presence of the business. The indicators are clear through the increment of engagements in postings, but sales increments coming from the promotional efforts are uncertain.

#### **4.3.3 Green Practice (SDG:13,15)**

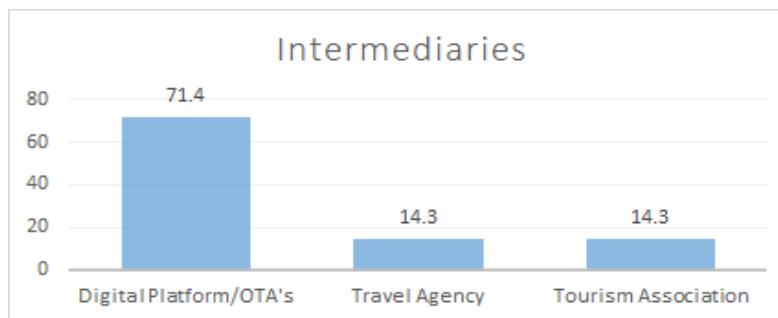
80.95% of the respondents agreed that digital solutions enable green practice as most of the promotional campaigns are made through digital platforms such as Facebook and Instagram. Less usage of papers (printed materials) is interconnected to goals 13 and 15.



**Figure 12.** (i.e.: Flagship Project in Muar)

#### **4.4 Tourism Supply Chain Management (TSCM)**

Digitalization enabled shortened distribution channels to the tourism-oriented product operators. It enables them to access the opportunities to grab direct contact with the consumers or guests. The concept is applicable in tourism as it promotes and enables cost reduction and faster deliveries.



**Figure 13.** Intermediaries of Tourist-Oriented Product Operators

71.4 % of the respondents agree that digital channels are the best intermediaries to connect the products and consumers. For instance, to encourage direct booking, a growing number of suppliers have now begun charging additional fees for indirect bookings such as airline companies. Disintermediation (internet replace the middlemen) promotes additional gains (intangible) to the operators instead of profit increment alone.



## 5. CONCLUSION

This study found that digitalization is essential as the opportunities created are greater than the challenges. The indicators are enough to illustrate the significant changes to the operators.

Bina Harapan program will assist the students and operators with the required competencies and appropriate digital solutions to form a unified tourism structure in Muar.

For instance, QR in a district tourist map, can share the information for attraction sites and budgets thus influencing the decision of the tourists, and optimal integration from the real and online elements is much needed.

The reputable institutions are encouraged to perform research to close the gap in this research to ensure the optimal success of the Bina Harapan program. Selection of appropriate digital applications usage, relation to sustainable development goal and suitable training program for students is much needed to suit Muar 2030 blueprint and National Tourism Policy 2030.

## Biography

Ahmad Yasir Bin Hashim is positioned as an Inbound Manager at BH Travel Sdn. Bhd, Malaysia. He obtained his bachelor's in accounting at International Islamic University, Malaysia in 2009. He was elected as a Head Committee of Education and Technology in the Muar Tourism Association. The author found that attachment with the learning institutions is important to strengthen his fundamentals on a particular subject. Since 2019, he is helping students from the local universities such as International Islamic University Malaysia (IIUM), MARA University of Technology Malaysia (UiTM), Universiti Utara Malaysia (UUM), Kolej Komuniti Ledang (KKLJ), Kolej Profesional Baitulmal and Kolej Universiti Islam Melaka (KUIM) with a series internship, assignments, and outdoor programs.

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**Tourism/Eng/ID: 32**

## **TOURIST SATISFACTION IN AESTHETIC QUALITIES OF ISLANDS IN EAST COAST REGION IN MALAYSIA**

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### **ABSTRACT**

This study deals with aesthetic qualities in island tourism on the East Coast of Malaysia. The beauty of the island is undeniable, which the record of tourist arrivals is very encouraging. However, the island's main strengths have yet to be discovered. It is unclear what is the primary aesthetic qualities contribute to tourist satisfaction. Factors that entice tourists to return must be understood in order for their loyalty to continue to visit. Hence, this study investigates the relationship between aesthetic qualities (cleanliness, scenery, art/architecture, and genuineness) and tourist Satisfaction. This research aims to determine whether aesthetic qualities affect tourist satisfaction in Malaysia's East Coast islands. This study used the questionnaire survey and collected 150 responses (39% response rate) from tourists who had visited any of Malaysia's East Coast islands in the past three years. Through IBM-SPSS version 24, the multiple regression analysis reveals that all aesthetic qualities (cleanliness, scenery, art/architecture, and genuineness) contributed to tourist satisfaction when visiting the East Coast region's islands. The findings aimed to raise public awareness about the importance of the sustainability concept while also benefiting a large number of stakeholders.

**Keywords:** Aesthetics qualities, island tourism, sustainability, tourist satisfaction



## 1. INTRODUCTION

The aesthetic qualities of islands have become one of the major attractions in tourism (Li, 2017). Shusterman and Tomlin (2008) stated that aesthetics is of fundamental value to human beings. The economic and social development from standardization to more consumer-oriented production in the western world has also contributed to an increased focus on aesthetics experiences and the symbolic value of products (Charters, 2006). In tourism, natural experiences provide opportunities to discover, express, and perceive aspects of reality that lie at the root of our existence and make life valuable, joyful, and sometimes painful.

United Nations Educational, Scientific and Cultural Organization (UNESCO) spelt the criteria for assessing potential World Heritage sites based on the aesthetic value in tourism to judge natural reserves and cultural resources. Wang, Xia, and Chen (2008) stated that aesthetic value is people's 'feeling' about certain landscapes. Bjerke, Ind and Paoli (2011) viewed aesthetics as sensory means of grasping reality, understanding impulses, and making decisions. In a later opinion, Hyun, Park, Ren, and Kim (2018) agreed that aesthetics components include external factors such as architecture, colour, style, and aesthetics responses involving affective reactions to the object. These various opinions suggest that aesthetic qualities might vary from one element to another.

Discussions on the role of aesthetics in consumer behaviour and service organizations are common (Baisya & Das, 2008; Brady & Cronin, 2001; Charters, 2006; Das et al., 2003; Lagrosen & Lagrosen, 2017). This role has now become a theme in tourism research directed towards consumers experiences (Bonn et al., 2007; Hosany & Witham, 2009, Oh et al., 2007). The aesthetics qualities should be customer-oriented and strategically crucial for the consumers' overall experience like other service quality attributes (Parasuraman et al., 1985). In this study, aesthetics refers to the five qualities or components: cleanliness, scenery, art/architecture, and genuineness.

Island tourism is famous because of the scenic view, activity and it is part of escapism. Besides, the unique geographical situation and their natural and cultural heritage richness make them unique for visitors. However, island tourism destinations often confront several challenges and vulnerabilities due to the diverse land formation, coastal areas, and wildlife species. Sheldon (2005) stated that the isolation of the island environment created biodiversity and, by opening to tourism, had endangered some of that sheltered biodiversity. Besides, a large amount of waste (solid and liquid) created by tourism is a problem since its disposal on islands is limited. In line with the 2030 Agenda for Sustainable Development blueprint, sustainable development goals (SDG) 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable. The contents of SDG 11 are relevant in this study in emphasizing the aesthetic qualities of an island to maintain its attractiveness for both human beings, other living organisms and future generations. Therefore, this study investigates the roles of aesthetic values towards the East Coast Island tourists' satisfaction.



## **2. LITERATURE REVIEW**

### **2.1 Island Tourism**

Island tourism research has grown since the 1990s (McLeod, Dodds, & Butler (2021). According to McLeod, Dodds, and Butler (2021), tourists move to the destination for overnight stays or day visits as part of a tourism system. Putting policy, planning, development, and management frameworks should increase visitor flow to the island. Butler (1980) says that the advent of tourism on an island takes a particular path that may need to monitor tourism growth and development an island takes. In the case of island tourism, the geographies are integrally connected to the economic activity that is tourism requires the support of resources like marine fishery business and tourist guidance services.

This study investigates aesthetics qualities towards tourist satisfaction at the islands in the East Coast region in Malaysia. In Malaysia, the East Coast islands refer to Pahang, Kelantan, and Terengganu. Islands in these states match world-class nature tourism destinations, and it has attracted 172,822 tourists to visit the islands' marine parks (Malaysian Department of Marine Parks, 2017). Island tourism on the East Coast continues to attract a growing number of tourists throughout the year.

### **2.2 Aesthetics Qualities and Tourist Satisfaction**

In this study, aesthetics refers to the five qualities or components: cleanliness, scenery, art/architecture, and genuineness. Cleanliness is an integral of the aesthetic qualities used in measuring satisfaction in tourism research (Breiby & Slatten, 2018). Breiby and Slatten (2018) measured cleanliness through the purely natural environment along the route, the litter condition, and the overall business. The study found that cleanliness had a positive and significant effect on overall satisfaction on tourist routes in Norway. Hasan, Abdullah, Yew Lew, and Islam (2019) found that perceived service quality that consists of cleanliness attribute of the beach and nearby area and cleanliness of service employees has a significant effect on tourist satisfaction who visited beach destinations of Bangladesh. This evidence can also be supported by earlier research done by Sangpikul (2018) that asserted cleanliness positively affected tourists' experience.

Islamic tourism emphasized cleanliness as part of Shariah compliance in travelling and leisure activities to become a pioneer industry (Muneeza et al., 2020). Cleanliness is crucial for accommodation premises as highlighted in the Malaysian Standard on Halal Food; MS 1500:2009. The standards mention cleanliness specifically for bedroom, washroom floor, public prayer area, prayer garment, recreational facilities, and facilities used by the travel agent must be kept clean for Muslim guests. In short, many studies, including standards, agree on cleanliness as a crucial attribute to satisfaction. Based on the arguments, this research postulate that: (H1) cleanliness has a positive and significant influence on East Coast Island tourists' satisfaction.

The second popular attribute of aesthetics qualities is scenery. Scenery measured by Breiby and Slatten (2018) consists of good viewpoints along the route in the island, arranged viewpoints along the route in the island, good view of the cultural landscape, and natural landscape. The scenery became a pursuit as the enjoyment of its beauty may cause to wonder, magnificence, steepness, peace, and openness (Li, 2017). Studies show that fascinating scenery has a positive link to expectation and satisfaction.

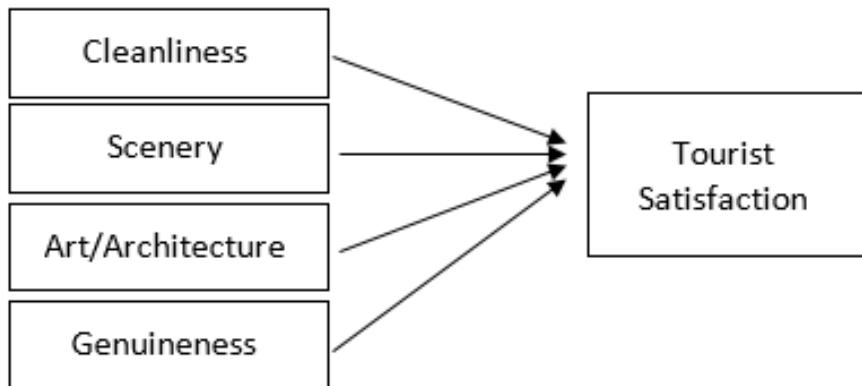


The scenery viewed from film-induced tourism has been identified as the primary motivation of tourists to the movie set as featured in the film. The people who watch the movies wanted to see if it was true and wanted to experience themselves by visiting the places portrayed in the films (Wijaya & Rosikha, 2020). The scenery was one of the strongest elements in increasing the number of visitors significantly. Promoting scenery of tourism destination through film-induced tourism have been marketing initiatives film tourism for the destination image. However, Wijaya and Rosikha (2020) found that tourists who came to Belitung Island after watching Laskar Pelangi the movie was not because of the authenticity but rather seek to feel the experience of the movie. As studies supported a point of view in which scenery could be associated with tourist satisfaction, the second hypothesis is: (H2) scenery has a positive and significant influence on East Coast Island tourists' satisfaction.

The integration of art or architecture attributes in tourism development is not new. According to Lam-Gonzalez et al. (2019), island destinations will face greater competition when more developed infrastructures, cultural assets, natural environment, and promotion. Li (2017) said that tourist attractions with tourism theme projects and central scenic spots might add to the strong comprehensiveness of tourism dynamic aesthetic activity. Bazneshin, Hosseini and Azeri (2015) had mentioned that the physical variables of tourist areas such as architecture would increase tourist satisfaction. The authors highlighted the importance of the design of architectural spaces providing tourists' needs and desires to increase their satisfaction. This is also being supported by Huh, Uysal and McCleary (2006) and Lu, Chi and Liu (2015), where the authors said that architecture is part of the destination attributes in the cultural/heritage destination in determining tourist satisfaction. Both studies found that there was a significant relationship between the attributes and tourist satisfaction. In sum, literature has shown that art/architecture had contributed to tourist satisfaction, and therefore, this research hypothesizes that: (H3) art/architecture has a positive and significant influence on East Coast Island tourists' satisfaction.

Genuineness is also part of the destination image contributing to tourist satisfaction (Lu et al., 2015). Characterizing genuineness features of tourism products are not easily distinguishable. Breiby and Slatten (2018) measured genuineness from the availability of flora, opportunities to eat local dishes, service providers that reflect traditions, and good opportunities to observe wildlife. Tourists sought genuine experiences at destinations. As a result, it has made island tourism a competitive opportunity for managers to offer tourists an authentically genuine experience of the destination to increase tourist satisfaction. Genuineness continues to be demanded by tourists as customers. Lee et al. (2016) studied authenticity and tourist satisfaction in Singapore Chinatown. The authors had mentioned that genuineness does have a significant role in bringing tourist satisfaction. Truong, Lenglet and Mothe (2017) also discussed genuineness as the destination distinctiveness. The authors concluded that genuineness is the main contributor to tourist satisfaction in visiting Dalat, a mountain city in Vietnam. In short, this research hypothesizes that: (H4) genuineness has a positive and significant influence on East Coast Island tourists' satisfaction.

As hypothesized, Figure 1 illustrates the proposed framework for this study.



**Figure 1.** Study Framework

### 3. METHODOLOGY

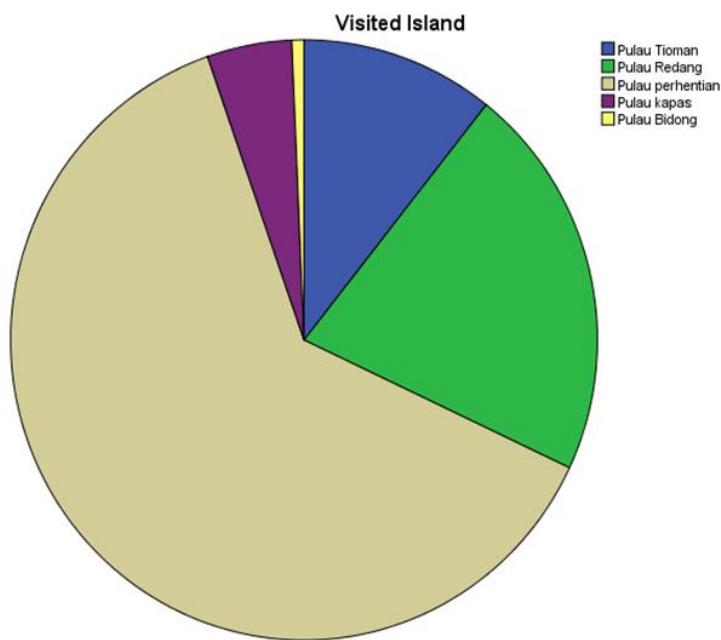
The present study is a cross-sectional design and adopts a quantitative approach. Based on 172,822 tourists visited the islands' marine parks (Malaysian Department of Marine Parks, 2017), the determined sample was 384 (Krejcie & Morgan, 1970). The questionnaire survey was designed to adopt questions from Breiby and Slatten (2018) for the aesthetics qualities. The satisfaction was adopted from Phillips, Wolfe and Leistriz (2013). The main research instruments shall be questionnaires that will use a six-point Likert scale range; "1" indicates "strongly disagree," and "6" indicates "strongly agree."

This study avoids using traditional paper-based questionnaire surveys because it has limitations of high fieldwork costs and yet poor response rates. Instead, this study uses Google Form as we now rely on the widespread use of the method. This study chose the online survey through the Google form as the method of data collection. The data collection period for this study was within one-month time.

### 4. MAIN RESULTS

#### 4.1 Demographic Profile

This study received 150 responses, yielding to 39% of response rate. Many respondents were female (70%), aged between 23 to 27 (49%), and originated from the east coast region (63%). Respondents mostly visited Pulau Perhentian (41%), followed by Pulau Redang (18%), and Pulau Kapas (22%) (see Figure 2). Most of the tourists stayed for three days (43%)



**Figure 2.** Visited Islands

#### **4.2 Goodness of Data**

Before the mass data collection process, a pilot study was conducted. This study gathered 30 respondents, and the results, as shown in Table 1, are reliable.

**Table 1.** Summary of Cronbach's Alpha of All Variables

Variable	Number of Items	Cronbach's Alpha
IV1 Cleanliness	4	.739
IV2 Scenery	4	.858
IV3 Art/ Architecture	4	.737
IV4 Genuineness	4	.834
DV Tourist's Satisfaction	2	.756

*Note.* n=30

#### **4.3 Hypothesis Testing**

Correlation analysis was used to quantify the magnitude and direction of linear relationships between variables. Correlation coefficients between variables range between 0.416 and 0.628, which is less than Tabachnick and Fidell's threshold of 0.7 for multicollinearity (2001). Table 2 summarises the Pearson correlation coefficients for the study variables.



**Table 2.** Pearson Correlation

		Correlations				
		CS	SC	CL	AR	GN
Pearson Correlation	CS	1.000	-	-	-	-
	SC	.652***	1.000		-	-
	CL	.489***	.368***	1.000	-	-
	AR	.637***	.564***	.493***	1.000	-.
	GN	.582***	.628***	.416***	.575***	1.000

N=150, sig. (1-tailed)

Table 3 indicates that R<sup>2</sup> value is 57%, explaining the variance in the satisfaction among the tourists. Given the small sample size, the adjusted R<sup>2</sup> value of 55% is still considered quite respectable. ANOVA analysis confirms that the model of aesthetic qualities is statistically significant at p< 0.0005. According to the coefficients table, scenery contributes the most (35 percent), followed by architecture (28%) and cleanliness (27%) (17%). However, genuineness is not contributing to this model.

**Table 3.** Regression Analysis

Model	Model Summary					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate						
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.752 <sup>a</sup>	.566	.554	1.36131	.566	47.233	4	145	.000	

a. Predictors: (Constant), GN, CL, AR, SC

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	350.124	4	87.531	47.233	.000 <sup>b</sup>
1 Residual	268.709	145	1.853		
Total	618.833	149			

a. Dependent Variable: CS

b. Predictors: (Constant), GN, CL, AR, SC



Model	Coefficients <sup>a</sup>			t	Sig.
	B	Std. Error	Standardized Coefficients Beta		
(Constant)	-1.516	.863		-1.756	.081
SC	.248	.053	.349	4.700	.000
1 CL	.104	.040	.166	2.593	.010
AR	.178	.047	.284	3.819	.000
GN	.082	.048	.131	1.727	.086

a. Dependent Variable: CS

## 5. DISCUSSION

The overall results show that all study variables of aesthetic qualities had a positive and significant influence on tourist satisfaction with a good result. However, only three hypotheses are supported in this study. The genuineness of the island tourism in the case of the East Coast islands was not significant. Cleanliness, scenery, and art/architecture were statistically satisfied tourists' travelling experience in the islands. Of the significant results, scenery appears to have the most considerable influence, followed by the islands' art/architecture and cleanliness. The scenery element gives its most remarkable impression on tourists in perceiving satisfaction. As hypothesis 2 is supported, it shows that scenery impacts the tourists' experience. That is, the better the scenery perceived by tourists, the stronger the level of tourist satisfaction. This is in line with the research results by Breiby and Slatten (2018) and Li (2017) that a stunning view has a positive relationship with expectations and satisfaction. In this study, the scenery was greatly concerned and appreciated.

Art/architecture is found as the second contributor that influences tourist satisfaction in the islands. These results also confirm that the physical variables of tourist areas such as architecture will increase tourist satisfaction (Bazneshin, Hosseini & Azeri, 2015). Art and architecture are significant in the context of giving the impression that tourists can enjoy maximum service in the form of physical variables in tourist areas.

The results of hypothesis 1 is in line with Breiby and Slatten (2018). Cleanliness has a positive and significant effect on tourists' overall satisfaction. When tourists are enjoying tourist attractions, cleanliness adds an aesthetic value. As a result, managers of tourist attractions must pay close attention to cleanliness.

Tourists appreciate and are satisfied with a tourist destination if it retains its original form unaltered by humans. While Lee et al. (2016) found that genuineness plays an important role in presenting tourist satisfaction, this study discovered that it had no effect on East Coast tourists. The current study contradicts Lee et al. (2016) and Truong, Lenglet, and Mothe (2017), who discovered that genuineness does contribute to tourist satisfaction.



## 6. CONCLUSION

This study provides an overview of the tourists' satisfaction with the aesthetics value of island tourism based on cleanliness, scenery, art/architecture, and genuineness. Anecdotal evidence suggests that the selected variables of aesthetics values are all crucial in island tourism on the East Coast. Island tourism in the East Coast Malaysia shows that tourists appreciate scenery – natural landscapes, nature sites and at the same time regarding the availability of physical buildings or facilities relevant to the tourism on the islands.

To develop successful island tourism destinations, we suggest measures to improve the aesthetic qualities that promote island tourism on the East Coast. Geographic features must be maintained for its sustainability. In line with the tourist area life cycle, balancing the economic and environmental sustainability goals is needed. Thus, the aesthetic qualities may now fulfil the demand for environmental sustainability as it has become an urgent strategic issue for both private and public sectors through corporate social responsibilities.

The present study has some limitations that allow future research opportunities. One of the limitations of this study is the sample size, and the number of respondents is small. The number of respondents for this study is 150 respondents who do not statistically represent the population of the tourists that visited the islands in the East Coast region in Malaysia. Besides, this study heavily depends on the snowball effect as it uses Google Form to get the data. We recommend that future studies replicate the study variables but use quota sampling with targeted islands to avoid bias.

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**Tourism/Eng/ID: 33**

## **CHALLENGES AND SUSTAINABILITY STRATEGY FOR HOTEL BUSINESS DURING THE COVID-19 PANDEMIC: A CASE STUDY FROM BENGKULU CITY**

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### **ABSTRACT**

The COVID-19 outbreak has paralyzed conditions hotel industry globally. In Bengkulu, the highly contagious COVID-19 outbreak continues to impact the hotel industry as well as the challenges it poses to business operations and strategies to sustain the sector's viability. This study examines the challenges and the opportunity strategies adopted during the pandemic crisis for Hotel business in Bengkulu City. This study uses a qualitative approach to observation in-depth interviews with team management, literature studies, and government regulations. This study shows the impact of a pandemic, which resulted in the adoption of new standard protocols from government regulations to wearing masks, washing hands, and managing to maintain distance to run business operations. This study will share challenges faced and the strategy to sustain the business operation in Bengkulu city. The suggestion for future research on recovery strategy with stakeholders is important to be evaluated.

**Keywords:** COVID-19, Hospitality Industry, Business Operation, Sustainability



## 1. INTRODUCTION

Bengkulu city is one of the provinces in the western part of the island of Sumatra at latitude 20°16'3031 LS and longitude 101°01'103041 'BT in Indonesia (Herlin & Yati, 2019). Bengkulu City has an area of 152.00 km<sup>2</sup> with a population in 2020 of 371,828 people. According to the Central Bureau of Statistics (BPS), Bengkulu city's economic growth in the 4th quarter of 2020 was contracted -2.39% when compared to the same period in the previous year (YoY) (Azhar, 2021). The gross domestic product (GRP) Bengkulu city was the lowest in Sumatra with an amount of IDR 72,143 per capita (bps.go.id, 2021). The economic turbulence required innovation to drive the creative economy to adapt to the situation. One of the industries that faced the hardest business sustainability in Bengkulu city is the hotel business.

The study starts by describing the COVID-19 pandemic and its impact on the tourism and hospitality sector in Bengkulu city. Large Scale Social Prohibition Regulations (PSBB) from Bengkulu Governor No. 22 of 2020 on the Application of Rules of Conduct and Enforcement Act Health Protocol as for Disease Prevention and Control of Corona Virus (Government of Bengkulu, 2020). The impact was huge to the hotel business that required to temporarily close down the business from April to June 2020 (Kominfo, 2020). This impact causes a low occupancy rate for hotel rooms due to a decrease in the interest and purchasing power of hotel business customers. This is important to anticipate the sustainability of the Government's hotel business in Bengkulu City as the economic vision and economic development for poverty alleviation worldwide by 2030. (Murniningtyas & Endah, 2018). One of the strategies is to implement the COVID-19 protocol in the business operations of hotels in Bengkulu city that operate to target customers during the pandemic (Farmaki et al., 2020). The changes in the hotel business operation during the COVID-19 crisis have created new-normal terms and conditions (Hall et al., 2020). The study was aimed to understand the transformation of the challenges and challenges that will create a new strategic model to sustain the business in Bengkulu city.

## 2. LITERATURE REVIEW

The pandemic has resulted in a critical crisis in the hotel industry in Bengkulu. This is not the first time Bengkulu tourism has been hit by a crisis, because previously Bengkulu was hit by SARS, terrorism attacks, volcanic eruptions, but it must be admitted that the COVID-19 pandemic has a very big impact on business continuity. Although there have been efforts to provide vaccines to the public, there has been no research that shows the effectiveness of the COVID-19 vaccine results for the hotel industry in Bengkulu. News about this impact only fulfills the public discourse in the mass media. However, in general, studies on the relationship of the crisis with tourism have been carried out by many experts to predict the sustainability of the hotel business in Bengkulu city (Shin & Kang, 2020).

The impact of COVID-19 according to (Gössling et al., 2020) has become a world opponent, because of the absence of a vaccine that is considered effective and limited medical capacity to treat diseases, non-medical efforts are the main way to deal with a pandemic. One of them is using global travel restrictions and the recommendation to stay at home which is the worst economic growth since World War II, thus affecting more than



90% of the world's population not to hold public meetings and community mobility and tourism activities which have mostly stopped since March 2020. However, it is critical that (Liu et al., 2021) argue that during the pandemic there is an opportunity for local communities to encourage more contributions for younger residents to contribute to financing risk reduction because they are more digitally aware and connected to the internet more often than older residents. The younger generation is more likely to access the latest information about the pandemic crisis in real-time. With the challenges during the Covid-19 outbreak underway, local governments, and tourism organizations must involve young people who tend to be more motivated and knowledgeable, in crisis recovery actions after the pandemic. In addition, according to (Farmaki et al., 2020) the phenomenon of the COVID-19 outbreaks since December 2019 which started in Wuhan and have yet to be predicted will end up being an important lesson for the world community into a disaster that is difficult to predict. This is due to an increase in the number of trips and the ease of access to tourist destinations around the world. Thus the impact of health problems due to outbreaks in the world of tourism must be managed by paying attention to health facilities and accurate information for visitors and residents about the direct and indirect impacts of a pandemic outbreak, especially in the tourism industry.

Tourism is a business that is very vulnerable to potential crises that come from various things, including external shocks which are inherently unpredictable, so that they cannot make preparations for facing a crisis. According to *stakeholder theory* (Jones & Comfort, 2020), the crisis is very dependent on the stakeholders in influencing or being influenced by conditions made by the government or customer needs. Strategic policies need to be formulated by managerial and operational which are implemented by adopting a crisis management model that needs special emphasis to be integrated with saving business continuity. For instance, the study of the SARS outbreak in Korea, (Choe et al., 2021) revealed that the outbreak harmed the hospitality industry in Korea, so the hotel industry seeks to minimize operating costs and offer employee education programs on health awareness, training, and operation of cleaning equipment to be able to take advantage of opportunities such health adaptation. Thus the crisis management system and an action plan for its implementation should be prepared and always be vigilant and ready to act so that a special team to tackle the crisis should also be better trained to make decisions that are innovative and effective in the case of any crises or circumstances.

Although this study was obtained support previously by (Yacoub & ElHajjar, 2021) explained that SARS harmed the hotel industry in Lebanon, so steps were taken by hotels from various segments in dealing with COVID-19. While in Indonesia, the study based on review paper Djalante (2020), noted that most previous studies have not disclosed the huge impact on tourism and travel to survive tough times, apart from cutting costs and exploring new markets, they also maintain employee morale through effective communication. In summary, entrepreneurship and innovation are key elements of success in dealing with crises in the hospitality industry during a crisis. In his study of foot and mouth disease outbreaks associated with the world of tourism, in the other hands, the study found that (Filimonau et al., 2020) explained that foot and mouth disease outbreaks greatly impacted tourism activities due to a lack of preparation, so that the actions taken in the emergency phase of the crisis were very inconsistent in developing key messages to stakeholders. Part of this is due to confusion and lack of information at



the national level so that post-recovery marketing communication has also been less than optimal due to the lengthy duration of disease outbreaks. Scientific publications on the impact of Covid on the tourism industry, especially hotels in Bengkulu, have not been found, so this study is expected to provide preliminary analysis for further research. This study concludes with theoretical contributions and implications for hotels during the crisis in Bengkulu city.

## **2.1 Theoretical framework**

This study uses management theory for the hospitality industry applied in each company are generally has a strategy that will be a reference for a manager to act to achieve a goal. The efforts of management are meaningless as a typical process that consists of action planning, organizing, mobilizing, and supervision performed to determine and achieve the targets through the use of human resources and other sources. The basic concept of the proposed management is known by the POAC Management Theory which consists of planning, organizing, actuating, and controlling (Chathoth & Olsen, 2003).

The concept of planning is associated with the process of selecting and linking the facts as well as the manufacture and use of estimates or assumptions for the future by way of describing and formulate some activities that are required, while the concept of organizing is relevant to the determination, grouping and preparation activities required to achieve the objectives and in it, there are also staffing, provision of physical factors suitable for employment and appointment authority relationships every person associated with the implementation of each activity (Kaushal & Srivastava, 2021). The concept of actuating is associated with efforts to mobilize members of the group in such a way that they desire and strive to achieve the goals that have been established, while the concept of control is associated with the possible outcomes of wrong activities so that these activities should ensure that all parts of running match, so if there are irregularities significantly, the management of the organization in charge of restoring the track (Avraham et al., 2012).

Thus, to sustain the business during the pandemics, the management theory can be used as an analysis tool that includes: First, the function of planning can be a good relationship with customers, business partners, competitors during a pandemic is underway, while maintaining safety, health, and welfare of employees which is still working. Secondly, organizing functions such as saving the entire existing resources, restructuring payments to vendors and suppliers, in cooperation with the company as well as negotiating with relevant parties. Third, the directing function can mean a very high hygiene standard by the management, equipping all employees with a mask and face shield, for training on hygiene standards. Fourth, the controlling functions, such as overall control of the circuit three above process closely to ensure that all steps have been performing well, so it does not conflict with established organizational objectives (Giousmpasoglou et al., 2021).



### 3. METHODOLOGY

Table 1. The object of the study

No	Hotel Name	Hotel Star	Address
1	Hotel Santika Bengkulu	3 stars	Jln. Jati No. 45 Sawah Lebar, Bengkulu 38228 Indonesia
2	Mercure Bengkulu	4 stars	Jln. S. Parman No.27 Padang Jati, Ratu Samban, Bengkulu 38227 Indonesia

This study used a qualitative approach through a case study and observation approach. Qualitative research methods are strongly associated with an emphasis on processes and meanings that are not measured in terms of quantity, better prioritize the nature of reality that is built socially, the close relationship between the researcher and the studied subjects, giving priority nature of full-value and seek answers to questions related to how the advent of social experience as well-meaning (Kourouthanassis et al., 2017). While this study only a few as the sample is researching many hotel general cases which end in April 2021, focuses on 2 hotel chains in Bengkulu city that are willing to be used as research objects, not because of the quality or quantity of the hotels, so this research is methodologically called casuistic. This study focuses on Hotel Santika Bengkulu under one of the largest hotel chains in Indonesia, PT Grahawita Santika (Kompas Group), and Hotel Mercure Bengkulu, part of one of the largest chains in the world, Accor Group. The reason for the selection was due to the level and class representation of residents and the willingness of informants from the hotel as research objects in the city of Bengkulu. The interview in this writing was conducted to obtain data and information management for the crisis strategy for the COVID-19 pandemic during the COVID-19 pandemic (Silva & Gonçalves, 2016).

The semi-structured interview directly on the object of research is very dominant in this study to measure how operationally barriers can be perceived by the author. One reason is related to the identity and strategy of a company, so reluctant to answer openly. Those who have been interviewed are *policyholders* in the company and employees at the hotel were mostly asking her name be kept confidential. To maintain ethics between subject and object of research, then part of the name is not mentioned. However, Documentation In this paper, the authors obtained several documents in the form of the application of the COVID-19 standard protocol (Filimonau et al., 2020).

### 4. MAIN RESULTS

As an effort of the central government to push operational barriers and support the sustainability of hotel business businesses in Indonesia, through a Regulation of the Minister of Finance has issued Regulation of the Minister of Finance No.12 / PMK.010 / 2020 concerning Government Borne Import Duties in Certain Industrial Sectors for the 2020 Fiscal Year and allowing the operational through Health Minister of Indonesia (Kemenkes RI, 2020). One of the contents in several fiscal policies that will be carried out by the government to boost the tourism sector which is affected by the COVID-19 virus,



namely the restaurant and hotel tax (PRH) exemption for 6 months. However, the problem of interest from customers who are afraid to leave the house and decreased purchasing power are factors that cannot be controlled by the hotel. To continue the business and reduce operational costs, the object of research has made several problem-solving efforts in a crisis to foster interest in booking rooms. The results of this study contain about the opportunities and the strategies implemented by the hotel and the Mercure Hotel Santika Bengkulu Bengkulu to continue to compete and compete against pandemic conditions COVID-19.

#### **4.1 Mercure Bengkulu**



Figure 1. Mercure Hotel Bengkulu

source: Authors documentations

The COVID-19 pandemic is a disaster that cannot be predicted by Hotel Mercure Bengkulu, which has just made its grand opening on December 21, 2019. This hotel has 224 rooms consisting of superior classrooms, executive rooms, deluxe rooms, suite rooms. The impact felt by the Mercure Bengkulu hotel occurred 3 months after the Grand opening with the start of the first COVID-19 case in Bengkulu on March 31, 2020, to start a strategy to survive the pandemic crisis in Bengkulu. Hotel activities are still running normally and at that time the hotel was receiving a lot of bookings as a good response from the people of Bengkulu city. However, after the pandemic entered the city of Bengkulu, the management was obliged to follow directions from the central government not to operate for a while. Crisis conditions that are increasingly threatening dozens of lives in Indonesia, one by one the customer canceled the order for rooms. Impact on the 2nd quarter 2020 the hotel occupancy declined very sharply. The impact of the lack of hotel occupancy is a reduction of working hours to employees and strive to hire employees with five days off system two business days. Their task is to do general cleaning in each of the different departments so that staff can still be with the maximum working (Team Management, interview 18 March 2021).

The hotel management has also prepared a planning function with stakeholders to survive during the pandemic. From tourists who cancel room rentals, they keep in touch or communicate so that consumers who have paid a certain amount of rent, some want to be returned in full and some still want to rent if this pandemic ends with offers that are more profitable for consumers. In addition, the hotel also implemented a "pay now stay later" promotion system, namely by selling vouchers to potential tourists using the pay now system, staying later after the pandemic ended. When the pandemic took place, hotel



revenue was also very minimal, which had an impact on the economy of the staff (Team Management, interview 18 March 2021).

The economic condition of the collapsed hotel, the management expect the government to determine the actual steps. With this epidemic condition getting better, the management applied the organizing functions by conducting marketing that refers to the government protocol against the spread of the Covid-19 virus, so that all employees return to work with normal routines. The directing functions applied was leadership team request to the government during the pandemic is that there are real actions in the form of credit relaxation, tax reduction, real subsidies for tourism workers. The request was deemed not too excessive, because Bengkulu is an area with the worst poverty rate in the regional area of the island of Sumatra so that it can increase people's purchasing power amid the COVID-19 pandemic (Team Management, interview 18 March 2021).

Even though businesses have to struggle with the crisis, the controlling function of the Hotel Mercure Bengkulu was to take the opportunity to be able to apply the COVID-19 standard to the Mercure Bengkulu hotel through a QR code which can be used to get important information about services and regulations applied by the hotel according to the. Continued operations implemented by Mercure using The "ALL SAFE" label verified by Clifton representing the new elevated cleanliness protocols and standards and assures that these standards have been met in hotels. The process of guests entering the hotel will be carried out strictly through checking the temperature of the body, must use a mask, and wash their hands before entering the hotel. The business sustainability based on the changes and the implementation of SOP best practices in the 4th quarter of 2020 significantly increase the occupancy rates in hotel Mercure Bengkulu city.

#### **4.2 Santika Hotel Bengkulu**



Figure 2. Santika Hotel Bengkulu

source: Authors documentations

Hotel Santika Bengkulu is located in a strategic location on Jati Street, Bengkulu City, which is never quiet, offering 82 rooms to its customers. When news first emerged about the corona in Wuhan, Hotel Santika Bengkulu was still operating as usual. Once a pandemic COVID-19 first appeared in the city of Bengkulu on 31 March 2020, the hotel began to feel a significant reduction of the amount of occupancy of only 30%. This challenge made the hotel decide to temporarily close operations from April 2020 and operate again in June 2020 with a new Standard Operational Procedure (SOP) that will also be implemented so that the business can run safely and comfortably for both customers and employees (Team Management, interview 18 March 2021).



Hotel Santika adapts planning functions with stakeholders regarding the new-normal protocol set by the central hotel management. The hotel has implemented high standards of hygiene and equipped team members in the production and public areas with masks. This is prepared for wearing masks as part of the uniform and activating the recruitment process for hygiene leaders so that the team remains actively interacting and motivated to return to work. The organizing function during the crisis management was to follow the procedures of the central government and the municipal government of Bengkulu. Furthermore, the process to enter Santika hotel uses a strict process with CHS standards or Cleaning and Hygiene Services measuring body temperature and requiring them to use Hand Sanitizer before entering the hotel lobby, but we will also spray the soles of their footwear and wheels on carried suitcase (Team Management, interview 18 March 2021).

The Santika Bengkulu hotel has also implemented directing functions as a strategy through limiting for customers being picked up at the airport, they will be given a set of medical equipment such as masks and rubber hand gloves. A set of medical devices is also provided in the Front Office for guests to wear during the check-in process. For breakfast, the hotel takes the opportunity by providing a choice of menus that can be delivered directly to the room or in front of the door to pamper customers directly. The controlling functions of the operational team to adapt to the new normal that required uniform will always be washed every day and employees are required to shower when they get to the hotel and after finishing work. The Santika Bengkulu hotel requires employees who have direct contact with guests such as the Front Office and Housekeeping to use a face shield at all times. The use of SOP in COVID-19 has a positive impact until the fourth quarter where the occupancy rate increases by 60-70% with the new normal application implemented. This shows the opportunity for the benefit of COVID-19 to create customer trust in the hotel according to existing standards (Team Management, interview 18 March 2021).

## 5. CONCLUSION

The COVID-19 pandemic has paralyzed the tourism industry in Indonesia, including Bengkulu. This situation forces entrepreneurs to take steps to survive the crisis and adapt to the opportunities that exist during the crisis (Teguh, 2020). The first COVID-19 case in Bengkulu city occurred on March 31, 2020, so the government banned all travel activities and closed Indonesian tourism activities. As a result, the occupancy of hotel companies has decreased drastically, this is also experienced by the two hotels selected as the focus of the study at Hotel Santika Bengkulu under one of the largest hotel chains in Indonesia, PT Grahawita Santika (Kompas Group) and Hotel Mercure Bengkulu, part of one of the largest chains in the world, Accor Group.

There are obstacles faced by the hotel business in the city of Bengkulu, there is a government regulation that forces the hotel to close its business, then the government program to stay at home has an impact on the interest of customers to stay in hotels, and finally, the purchasing power of the community has decreased so they choose to save money. However, the government gives a good response by issuing a policy package of interventions



for example relief in several expenses into operating expenses such as taxes and hotel during stimulation package to the employees of the hotel.

Regardless of the survival strategy adopted by the two hotels in this study, almost all hotels in Bengkulu using the same best practices. First, planning function with stakeholders to applied the SOP for COVID-19 so that there are no doubts from the customer. Second, organizing functions with limiting the use of hotel facilities for pressure such as gyms, swimming pools, and places of worship. Third, the directing functions of management level to the efficiency of hotel spending with minimum revenue. Fourth, changes to the interaction process model such as breakfast and contact at the front office desk when checking in. Fifth, management create a program "*pay now stay later*" model to maximize the cash flow opportunity. Sixth, controlling functions based on digital technology with access to information such as *QR codes* to reduce contact and stay away from crowds. The high hopes of business actors for the government are carried out in hotels so that they can provoke tourist enthusiasm after the pandemic ends and also allow the use of ballrooms for events.

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**Tourism/Malay/ID: 47**

## **KONSEP LIMINALITI DALAM PELANCONGAN: SATU TINJAUAN LITERATUR**

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### **ABSTRAK**

Pelancongan merupakan sektor ekonomi yang dinamik dan berkembang dengan pesat di peringkat global. Dalam pada itu, liminaliti adalah salah satu konsep yang semakin penting dalam sektor pelancongan. Konsep liminaliti ini pada mulanya diperkenalkan dalam sebuah karya etnologi yang bertajuk '*Rites of Passages*' pada tahun 1909 bagi menerangkan peralihan antara satu keadaan ke keadaan yang lain dalam masyarakat. Konsep liminaliti ini semakin dikembangkan pada tahun 1974. Seterusnya, konsep liminaliti ini mula diguna pakai dalam pelbagai bidang lain seperti antropologi, geografi dan pelancongan. Oleh itu, kertas kerja ini bertujuan untuk meneroka konsep liminaliti dengan lebih mendalam berdasarkan tinjauan literatur dari pelbagai sumber kepustakaan. Liminaliti didefinisikan sebagai satu fasa peralihan individu. Proses liminaliti yang berlaku meliputi tiga fasa iaitu fasa pemisahan dari keadaan sebenar seseorang individu, pemunggiran terhadap kehidupan sebenar ketika berada di fasa liminal serta penggabungan semula ke kehidupan sebenar. Kini, konsep liminaliti digunakan secara meluas dalam konteks pelancongan kerana berfungsi sebagai satu ruang liminal yang membolehkan pelancong mengalami persekitaran yang luar dari kebiasaan tanpa sebarang kekangan sosial dan tanggungjawab. Liminaliti dalam pelancongan merujuk kepada peralihan pelancong ketika meninggalkan keselesaan yang diperolehi di rumah untuk melintasi masa dan ruang serta beberapa ambang atau sempadan dengan pelbagai pengalaman yang tidak diketahui. Keadaan liminal yang wujud di destinasi pelancongan akan memberi kesan terhadap tingkah laku dan emosi pelancong. Oleh itu, konsep liminaliti dalam pelancongan ini penting untuk difahami bagi menentukan tahap kepuasan pelancong.

**Kata kunci:** Liminaliti, pelancongan, fasa liminal, kepuasan pelancong.



## 1. PENGENALAN

Konsep liminaliti wujud daripada perkataan Latin iaitu *limen* yang merupakan satu etimologi tentang asas ruang yang penting kepada konsep liminaliti. Idea liminaliti diperkenalkan oleh ahli etnologi Perancis, iaitu Arnold Van Gennep pada 1909. Namun begitu, konsep liminaliti ini hanya mula dikenali dan popular pada tahun 1960-an apabila karya asal Van Gennep yang berkait dengan liminaliti iaitu *The Rites of Passage* diterjemahkan dalam Bahasa Inggeris. Konsep liminaliti ini seterusnya dikembangkan pada tahun 1967 oleh ahli antropologi, iaitu Victor Turner dalam kajian beliau tentang komuniti Ndembu serta upacara (*ritual*) yang dijalankan oleh mereka.

Secara umumnya, konsep liminaliti adalah suatu fenomena bagi menjelaskan satu fasa peralihan yang wujud dalam masyarakat. Fasa ini menandakan peralihan masyarakat dari satu keadaan atau identiti ke keadaan yang lain (Thomassen, 2012). Liminaliti ini juga membawa maksud ‘berada dalam ambang’ yang merujuk kepada satu keadaan ataupun proses perantaraan (*betwixt-and-between*) budaya dan sosial sehari-hari yang normal. Hal ini menunjukkan keadaan seseorang individu yang berada di luar tempat dan waktu daripada kebiasaan. Ruang liminal yang wujud dalam liminaliti ini boleh menjadi tempat nyata, tempat yang dibayangkan atau tempat ambang untuk dilintasi secara simbolik. Keadaan liminal ini merujuk kepada suatu suasana di antara masa lalu dan masa hadapan. Pengalaman liminal individu dalam keadaan liminaliti boleh menjadi sukar atau mencabar hingga berupaya mengubah seseorang melalui beberapa cara ketika kembali dari keadaan liminal tersebut (Knudsen & Savener, 2016).

Konsep liminaliti boleh diteliti dari tiga aspek, iaitu (i) keinginan untuk menentang alam di mana individu ingin melepaskan diri dari rutin harian untuk transit ke zon yang berbeza, (ii) ketahanan badan yang membolehkan individu berimajinasi dan menggunakan identiti baharu yang tidak seperti kehidupan harian mereka serta (iii) peralihan dari tempat asal ke kawasan yang luar dari kebiasaan individu. Proses liminaliti ini pula dibahagikan kepada tiga fasa, iaitu (i) fasa pemisahan dari keadaan sebenar seseorang individu, (ii) peminggiran terhadap kehidupan sebenar ketika berada di fasa liminal serta (iii) penggabungan semula ke kehidupan sebenar.

Selain itu, liminaliti turut dianggap sebagai suatu keadaan temporal iaitu keadaan yang tidak kekal di dalam keadaan perantaraan (Pritchard & Morgan, 2006). Walau bagaimanapun, keadaan temporal ini boleh merujuk kepada detik, tempoh tertentu bahkan mengambil masa bertahun-tahun (Thomassen, 2009). Subjek liminal pula boleh terdiri daripada individu, kumpulan atau seluruh masyarakat ketika beralih dari satu bentuk ke bentuk yang lain. Malah, liminaliti dapat dibezakan mengikut tahap kekuatan pengalaman liminal yang ditempuhi oleh subjek. Seterusnya, kajian mengenai liminaliti ini diguna pakai dalam pelbagai bidang seperti sosiologi, antropologi, geografi dan pelancongan bagi menggambarkan keadaan sementara, landskap dan pengalaman.

## 2. SEJARAH LIMINALITI

Konsep liminaliti mula diperkenalkan oleh Arnold Van Gennep (1909) dan seterusnya dikembangkan oleh Turner (1974). Pekembangan liminaliti dari awal boleh diteliti dengan jelas



di bahagian ini. Oleh itu, perkembangan liminaliti yang berlaku turut menyebabkan konsep ini diguna pakai dalam bidang pelancongan.

## **2.1 Arnold Van Gennep**

Idea liminaliti dipelopori oleh Arnold Van Gennep pada tahun 1909 dalam karya beliau yang bertajuk '*Rites of Passage*'. Beliau memberikan definisi teoritikal mengenai kepentingan liminaliti serta memperlihatkan peranan liminaliti dalam satu fasa peralihan secara praktikal. Menurut Van Gennep, fasa peralihan merupakan salah satu atribut yang diperlukan bagi menjelaskan sebarang perubahan yang berlaku termasuklah perubahan di suatu tempat, negara, status sosial, usia dan sebagainya (Wels et al., 2011).

Dalam buku tersebut, Van Gennep menggunakan upacara (*ritual*) bagi menandakan peralihan dalam kehidupan sosial seseorang individu. Fasa peralihan dicirikan oleh Van Gennep sebagai upacara dengan perubahan tempat, keadaan, kedudukan sosial dan usia serta meliputi setiap proses kehidupan seseorang individu sepanjang hidup termasuklah konsepsi, akil baligh, perkahwinan, ibu bapa dan kematian (Van Gennep, 1960). Di samping itu, beliau turut menjelaskan bahawa terdapat beberapa upacara di dunia yang mempunyai pengalaman yang sama atau serupa. Fasa peralihan didefinisikan sebagai suatu upacara kitaran yang menandakan peralihan individu dari satu kedudukan ke kedudukan yang lain. Pergerakan ini muncul dalam setiap bahagian dalam hidup seseorang yang meliputi semua perkara dalam kehidupan termasuklah sosial, politik, agama, ekonomi, pendidikan dan sebagainya.

Van Gennep juga turut menghuraikan bahawa fasa peralihan ini disusun secara sistematik dan dibahagikan kepada tiga peringkat iaitu pemisahan, liminaliti dan integrasi. Fasa yang pertama merujuk kepada pemisahan individu daripada keadaannya manakala fasa kedua terjadi apabila individu masuk ke dalam tahap liminal yang mana luar dari kebiasaannya. Fasa terakhir pula berlaku apabila individu keluar dari tahap liminal dan menggabungkan diri semula ke dalam kehidupan normalnya dengan beberapa perubahan (Van Gennep, 1960).

Liminaliti ini dianggap sebagai faktor utama dalam pembangunan masyarakat. Dalam fasa peralihan, individu akan melepaskan kebiasaan lama serta memasuki kehidupan baru. Dalam keadaan liminal, individu akan berada dalam keadaan yang samar-samar sehingga individu tersebut melewati ambang (Van Tine, 2011). Ini adalah berdasarkan kajian awal Van Gennep mengenai liminaliti terhadap suku primitif di mana beliau mengkaji peralihan yang dihadapi oleh komuniti berkenaan. Dalam hal ini, peralihan seseorang individu atau kumpulan dari satu kedudukan ke kedudukan yang lain dapat diteliti. Dalam tempoh liminal ini, individu tersebut tidak lagi mempunyai nama, status sosial serta kehidupan mereka berubah menjadi lebih jelas. Pemisahan yang berlaku ini adalah diwakili oleh mereka sendiri bagi mencapai satu kedudukan yang baharu. Setelah fasa peralihan dilalui, semua individu akan dilahirkan semula secara simbolik.

## **2.2 Victor Turner**

Turner adalah sarjana yang mengembangkan konsep liminaliti yang diperkenalkan oleh Van Gennep dengan lebih teliti dan mendalam. Turner menggambarkan bahawa liminaliti ini sebagai satu keadaan *between-and-betwixt* dalam fasa peralihan (Turner, 1967). Liminaliti ini berkait rapat dengan kajian berkaitan dengan manusia termasuklah dari segi sosial, politik dan ekonomi. Pada zaman pasca moden ini, masyarakat mampu menyusun struktur sosial dengan



cara membuat peralihan hingga berlakunya perkembangan upacara. Fasa peralihan dijelaskan sebagai satu peralihan antara masa lalu dan masa depan.

Pada awalnya, perkembangan konsep liminaliti ini dilakukan oleh Turner dalam kajian beliau tentang komuniti Ndembu serta upacara yang dijalankan oleh mereka. Suku kaum Ndembu ini merupakan tumpuan utama Turner dalam menerangkan upacara dan peranan simbol dalam proses sosial yang kemudiannya telah dikembangkan lagi dalam buku beliau yang bertajuk *The Forest Symbols*. Seacara umumnya, liminaliti ini akan melibatkan urutan episod yang kompleks dalam satu ruang dan masa yang tertentu. Oleh itu, Turner menyimpulkan bahawa fasa liminal ini merupakan satu ruang yang memberi peluang kepada individu untuk dibentuk semula (Turner, 1982).

Setiap individu wajib untuk turut serta dalam setiap bahagian peralihan yang terjadi dalam hidup mereka. Oleh itu, dalam dua fasa ini, iaitu ‘between-and-betwixt’, liminaliti terbentuk melalui upacara (Teodorescu & Calin, 2015). Liminaliti ini membolehkan masyarakat untuk membentuk diri sendiri. Hal ini kerana ketika melewati proses liminaliti, terdapat beberapa perubahan yang akan terjadi kepada seseorang individu. Ketika berada dalam keadaan liminal, individu berpotensi untuk mengubah dirinya yang asal kepada sesuatu yang berbeza sebelum bergabung semula kembali ke kehidupan seharian.

Turner menjelaskan liminaliti dalam pelbagai sudut pandang termasuklah teater, rusuhan, batasan lintasan, arahan, sejarah, perhimpunan politik dan orientasi seksual. Liminaliti ini tidak mempunyai bentuk yang tepat kerana istilah ini boleh ditafsirkan dengan pelbagai bentuk dan cara yang berbeza (Mulcahy, 2017). Konsep liminaliti ini merujuk kepada hasil produk daripada proses upacara yang mana tidak mempunyai tindak balas antara satu sama lain. Liminaliti ini berfungsi sebagai satu alat dalam semua aspek upacara masyarakat.

Di samping itu, liminaliti ini boleh menyebabkan berlakunya pengubahsuaian atau transformasi sebenar seseorang individu yang melewati fasa peralihan daripada satu keadaan ke keadaan yang seterusnya. Seseorang individu itu dikatakan dilahirkan kembali secara spiritual ketika dalam proses liminaliti. Masyarakat akan mengintegrasikan diri yang baharu selepas melewati batas ruang dan waktu. Tambahan pula, semua masyarakat diselaraskan dengan fasa peralihan. Dalam setiap aspek kehidupan, manusia akan melintasi batas ruang dan waktu yang membolehkan mereka untuk pergi dari suatu keadaan ke keadaan yang lain (Graburn, 1989).

### **3. LIMINALITI DALAM PELANCONGAN**

Pada awalnya, liminaliti diperkenalkan sebagai satu isu dalam bidang sosiologi dan antropologi. Liminaliti tidak pernah menjadi fokus utama dalam bidang pelancongan. Namun, pada masa ini, liminaliti semakin berkembang dan menjadi lebih penting dengan adanya sorotan literatur yang menyentuh aspek liminaliti dalam bidang pelancongan. Berdasarkan penilaian daripada sorotan literatur, liminaliti merupakan suatu idea yang semakin penting dalam kalangan sarjana pelancongan serta bidang pelancongan (Brooker & Joppe, 2014). Hal ini kerana masa dan ruang peralihan bagi pengalaman liminal pelancong penting untuk difahami kerana memberi impak yang besar kepada keseluruhan pengalaman melancong.



### **3.1 Sejarah Liminaliti dalam Pelancongan**

Konsep liminaliti ini pada mulanya terkenal dalam disiplin antropologi setelah dikembangkan oleh Turner. Perkembangan teoritikal dan konseptual mengenai liminaliti semakin berkurang setelah beliau meninggal dunia pada tahun 1983. Namun, idea liminaliti semakin menarik perhatian penyelidik lain untuk menggunakan konsep ini dalam pelbagai bidang dan kajian yang lain (Conti & Cassel, 2019). Kajian yang mengaitkan konsep liminaliti dengan pelancongan dipelopori oleh Graburn (1978) dalam penulisan beliau yang bertajuk '*Tourism: The Sacred Journey*'. Graburn menjelaskan bahawa konsep liminaliti itu berkait rapat dengan pelancongan yang melibatkan penziarah tempat-tempat suci mengikut kepercayaan dan agama masing-masing. Pelancongan ini kebiasaannya merupakan satu perjalanan dalam mencari makna baharu mengenai diri sendiri, orang lain dan alam semula jadi melalui pengalaman.

Perkembangan liminaliti dalam bidang pelancongan membawa maksud bahawa terdapat beberapa perubahan budaya utama yang telah berlaku dalam pelancongan. Hal ini boleh dilihat menerusi makalah yang ditulis oleh Urry (2002) iaitu '*The Tourist Gaze*'. Dalam hal ini, Urry menjelaskan bahawa liminaliti berkembang selaras dengan teori pasca moden. Hal ini kerana pada awal individu wajib masuk ke keadaan liminal. Namun, teori pasca moden menegaskan bahawa pelancong masuk ke dalam keadaan liminal secara sukarela. Urry turut menjelaskan bahawa pengalaman pelancong yang diperolehi adalah berdasarkan jangkaan awal mereka berdasarkan gambaran imej terhadap destinasi pelancongan tersebut. Oleh itu, pelancongan bagi tujuan mrngunjungi tempat-tempat suci merupakan asas terhadap perkembangan liminaliti dalam pelancongan.

Liminaliti dalam pelancongan merujuk terhadap peralihan pelancong ketika meninggalkan keselesaan yang diperolehi di rumah untuk melintasi masa dan ruang serta beberapa ambang atau sempadan dengan pelbagai pengalaman yang tidak diketahui. Liminaliti dalam pelancongan juga merujuk kepada fasa pemisahan liminal di mana pengalaman percutian ini membolehkan individu merasakan dirinya seperti diperbaharui sebelum digabungkan semula ketika ke kawasan penjanaan (di lokasi asal) yang penuh dengan tanggungjawab dan kekangan sosial (Andrews & Roberts, 2015). Oleh itu, liminaliti jelas memainkan peranan dalam pengalaman pelancong seseorang individu.

### **3.2 Perkembangan Tema Liminaliti dalam Pelancongan**

Menurut Wu et al. (2020), tema liminaliti dalam pelancongan semakin berkembang luas. Hal ini adalah disebabkan oleh kepentingan aspek liminaliti dalam bidang pelancongan kerana dapat menunjukkan peralihan pelancong dari tempat asal (kawasan penjanaan) ke destinasi pelancongan (kawasan penerimaan). Makalah pelancongan yang dibentangkan oleh Persatuan Geografi Amerika di Boston pada tahun 2017 serta Ahli Masyarakat Diraja dan Institut Geografi British di Cardiff pada tahun 2018 menjelaskan tentang perkembangan sorotan literatur mengenai tema liminaliti dalam pelancongan.

Pada permulaannya, persidangan yang berlaku di Boston ini hanya memfokuskan mengenai ruang liminal pelancongan yang gelap sahaja. Hal ini adalah kerana tema persidangan di Boston adalah mengenai penerokaan ruang liminal yang gelap dalam pelancongan yang melibatkan aspek keganasan, trauma, kekejaman dan kemusnahan (Kidman, 2018). Pelancongan yang gelap ini meliputi ruangan gelap yang paling minimal



(pelancongan menakutkan bagi tujuan hiburan) hingga ke bahagian yang lebih ekstrem (lokasi pembunuhan beramai-ramai). Terdapat pelbagai tujuan yang menyebabkan seseorang individu untuk melancong ke lokasi pelancongan yang gelap iaitu bagi tujuan pendidikan, penziarahan dan hiburan.

Namun, persidangan di Cardiff pada tahun 2018 menegaskan bahawa aspek liminaliti dalam pelancongan adalah lebih luas iaitu terdapat pelbagai topik dan tema pelancongan lain yang berhubung kait dengan aspek liminaliti. Hal ini dibantu oleh hasil penulisan Van Gennep dan Turner mengenai liminaliti yang menjadi batu loncatan untuk meneroka pelbagai tema liminaliti yang wujud dalam pelancongan. Dalam persidangan di Cardiff ini, gambaran keseluruhan tentang bagaimana liminaliti dialami oleh pelancong dijelaskan melalui pengalaman mereka secara terperinci. Hal ini menyebabkan kajian liminaliti ini telah banyak dilakukan oleh para sarjana. Terdapat banyak kategori tema liminaliti dalam bidang pelancongan yang telah dihasilkan. Antara tema liminaliti yang wujud dalam bidang pelancongan boleh diteliti berdasarkan contoh artikel seperti berikut:



### **Jadual 1: Tema Liminaliti dalam Pelancongan**

<b>TEMA</b>	<b>PENGKAJI</b>	<b>HURAIAN</b>
Liminaliti dalam pelancongan ruangan gelap	Nelson (2019)	<ul style="list-style-type: none"><li>i) Ruangan gelap merupakan asas kepada pengalaman liminal pelancong.</li><li>ii) Pelancongan ruangan gelap kebiasaanya meliputi aktiviti berkunjung ke lokasi pelancongan yang merupakan tempat berlakunya tragedi dan kematian yang lain daripada kehidupan seharian pelancong.</li><li>iii) Tarikan utama pelancongan gelap adalah nilai sejarah yang wujud di destinasi tersebut serta kaitannya dengan kematian dan penderitaan.</li><li>iv) Pengalaman ini boleh menimbulkan perasaan resah, kekeliruan, kegelisahan, empati terhadap ketakutan dan penderitaan orang lain.</li><li>v) Hal ini membolehkan pelancong untuk memahami dengan lebih mendalam terhadap ketakutan dan penderitaan yang pernah dilalui oleh orang lain di destinasi pelancongan tersebut yang berpotensi untuk mengubah dan memperbaiki diri pelancong.</li></ul>
Liminaliti dalam pelancongan berdasarkan alam semula jadi	Conti dan Cassel (2019)	<ul style="list-style-type: none"><li>i) Alam semulajadi seperti hutan dan gurun seringkali dikaitkan dengan liminaliti</li><li>ii) Pelancongan berdasarkan alam semula jadi ini membolehkan pelancong mengalami suatu keadaan yang luar dari kebiasaan</li><li>iii) Hal ini disebabkan oleh persekitaran yang dikelilingi alam semula jadi adalah memenangkan dan jauh daripada kesibukan di bandar</li><li>iv) Pelancong juga mampu menjalankan aktiviti berlandaskan alam semula jadi yang tidak dapat dijalankan pada hari-hari biasa.</li></ul>



Liminaliti dalam pelancongan kapal persiaran	Rink (2019)	v) Antara aktiviti yang berlandaskan alam semula jadi adalah mendaki bukit, <i>jungle trekking</i> dan sebagainya.
Liminaliti dalam pelancongan kembara	Tingzhen dan Kahl (2016)	i) Kapal persiaran merupakan pengalaman melancang yang tidak memungkirkkan destinasi pelancongan di darat untuk pemandangan laut yang tidak berkesudahan. ii) Pelancong akan terasing dari kehidupan sebenar ketika berada di kapal persiaran yang membolehkan mereka melakukan sebarang aktiviti dengan bebas tanpa menghiraukan status dan keadaan asal mereka di kehidupan sebenar. iii) Pelancong bebas untuk melaksanakan aktiviti seperti berjemur di bawah sinaran matahari, berpesta, minum minuman keras, pergaulan bebas dan sebagainya. iv) Oleh itu, liminaliti dalam pelancongan ini bukan sahaja menimbulkan kesan positif tetapi berpotensi untuk menimbulkan kesan negatif.
Liminaliti dalam ruangan hotel	Pritchard dan Morgan (2006)	i) Hotel merupakan ruang sementara yang melebihi kehidupan sosial masyarakat pada hari-hari biasa.



- |                                     |                               |  |
|-------------------------------------|-------------------------------|--|
| Liminaliti dalam pelancongan pantai | Beaumont dan Brown (2016)     | <ul style="list-style-type: none"><li>ii) Hotel dianggap sebagai suatu ruang liminal kerana hotel ditandai sebagai suatu ruang yang tertutup, tempat yang istimewa, luar biasa serta ruang riadah yang dibentuk oleh wacana percutian.</li><li>iii) Hotel membolehkan seseorang itu berehat dari kehidupan sebenar yang penuh dengan tanggungjawab dan kekangan social.</li><li>iv) Hotel juga dianggap sebagai satu ruang untuk melepaskan diri dari realiti bagi pengunjung yang menginap di hotel tersebut.</li></ul>   |
| Liminaliti dalam pelancongan pesta  | Rodriguez-Campo et al. (2019) | <ul style="list-style-type: none"><li>i) Pantai itu sendiri merupakan ruang liminal yang merujuk kepada perantaraan di antara lautan dan daratan.</li><li>ii) Pengalaman liminal yang bermakna diperolehi pelancong ketika melancong ke ruangan pantai melalui aktiviti pantai seperti berkayak, meluncur, bersantai di tepi pantai dan sebagainya.</li><li>iii) Hal ini membolehkan mereka untuk merasa bebas dari kehidupan sebenar serta menimbulkan perasaan gembira, memperolehi kepuasan dan makna rohani yang mendalam dari aktiviti yang dijalankan.</li><li>iv) Pelancong di ruangan pantai bebas untuk berpakaian tanpa menghiraukan pandangan orang lain. Mereka juga boleh memakai pakaian yang luar dari kebiasaan mereka iaitu pakaian yang sesuai untuk dipakai di ruangan pantai (bikini, baju renang dan sebagainya).</li></ul> |



Liminaliti di lapangan terbang	Huang et al. (2018)	<ul style="list-style-type: none"><li>ii) Hal ini adalah kerana pesta yang diadakan membolehkan pelancong untuk merasa bebas memperolehi pengalaman baharu yang luar dari kebiasaan, memperolehi keseronokan dan kepuasan.</li><li>iii) Hal ini boleh mempengaruhi keinginan pelancong untuk melakukan kunjungan ulangan ke pelancongan pesta akan datang.</li></ul>
Liminaliti dalam pelancongan warisan	Pastor dan Kent (2020)	<ul style="list-style-type: none"><li>i) Lapangan terbang adalah lebih dari sekadar satu fasiliti pengangkutan kerana turut berfungsi sebagai ruang pelbagai fungsi untuk interaksi sosial dan pengalaman individu.</li><li>ii) Lapangan terbang dianggap sebagai suatu destinasi mikro yang merupakan sebahagian daripada pengalaman melancong seseorang individu.</li><li>iii) Pengalaman liminal diperolehi di lapangan terbang melalui interaksi antara pelancong, meminta pertolongan antara satu sama lain tanpa mengira aspek lain seperti status sosial, jantina, agama dan sebagainya.</li><li>iv) Hal ini ditambah dengan persekitaran lapangan terbang yang aman dan mempunyai pelbagai kemudahan.</li></ul> <ul style="list-style-type: none"><li>i) Pelancongan warisan memberikan pengalaman liminal kepada pelancong ketika mereka mengunjungi lokasi warisan dan bersejarah.</li><li>ii) Monumen dan bangunan bersejarah merupakan produk utama pelancongan warisan yang membolehkan pelancong untuk membayangkan diri mereka berada di masa lalu.</li></ul>



Liminaliti dalam  
pelancongan  
berasaskan komuniti

Muldoon  
(2019)

- iii) Hal ini menimbulkan pengalaman liminal yang luar dari kebiasaan kerana pelancong dapat membangkitkan kembali rasa yang wujud di destinasi pelancongan tersebut seperti trauma masa lalu dan sebagainya.
- i) Pengalaman liminal dalam pelancongan berdasarkan komuniti ini boleh diperolehi melalui hubungan baik di antara pelancong dan komuniti.
- ii) Hubungan yang dijalankan ini tidak mengambil kira status sosial seseorang individu hingga menganggap semua masyarakat adalah sama rata.
- iii) Pelancong berpeluang untuk mempelajari benda baharu daripada masyarakat tempatan dan sebaliknya.
- iv) Hal ini akan memberi faedah kepada dua-dua pihak.

Sumber: Olahan Pengkaji (2021).



Perkembangan tema ini membolehkan pengalaman pelancongan dilihat dari semua aspek ruang dan masa. Hal ini kerana liminaliti merupakan peralihan pelancong melewati batas ruang dan waktu (Bristow & Jenkins, 2020). Liminaliti dalam pelancongan ini boleh dilihat daripada beberapa ciri iaitu hierarki dan struktur sosial pelancong tidak diambil kira, perbezaan sosial dalam kalangan pelancong tidak dihiraukan, kekangan masyarakat dan tekanan sosial yang kurang, pelancong merasa lebih selesa untuk menyatakan diri mereka, membantu pelancong untuk mencari ketulenan diri serta wujud hubungan sosial yang biasa dalam kalangan pelancong (Wang, 1999). Oleh itu, ciri-ciri liminaliti yang wujud ini memberikan pengalaman melancong yang berharga kepada pelancong.

### **3.3 Kepentingan Liminaliti dalam Pelancongan**

Liminaliti dalam pelancongan ini adalah penting kerana berkait rapat dengan pengalaman melancong seseorang individu. Hal ini kerana liminaliti yang wujud di destinasi pelancongan ini akan memberi kesan terhadap tingkah laku dan emosi pelancong (Chambers, 2001). Namun begitu, kepentingan kajian liminaliti dalam pelancongan ini mula mendapat perhatian ahli sarjana pada abad ke-20 (Van Gennep, 2011). Pelancong masuk ke dalam zon liminal apabila percutian bermula serta memisahkan diri dari struktur sosial dan tanggungjawab di tempat asal hingga menimbulkan perasaan persamaan sosial dalam kalangan pelancong pada umumnya. Perasaan ini menyebabkan berlakunya peningkatan kebebasan dari segi emosi dan spontaniti. Liminaliti dalam pelancongan ini turut membolehkan pelancong untuk memperolehi elemen melepaskan diri (*element of escape*), membantu meningkatkan keyakinan diri, memulihkan diri, memberikan kegembiraan dan kesegaran, keseronokan sensual serta mencari sensasi (Wang, 1999).

Menurut Zhang dan Xu (2019), aspek liminaliti ini penting dalam bidang pelancongan dan dapat dilihat daripada keadaan status sosial, jalinan hubungan dan peribadi seseorang individu. Pelancong yang berada dalam keadaan liminal akan menganggap bahawa semua masyarakat adalah sama rata. Dalam hal ini, persamaan sosial antara masyarakat wujud dari segi kemanusiaan. Perbezaan sosial juga tidak dihiraukan malahan pelancong saling berkongsi pengalaman melancong antara satu sama lain. Hubungan baik di antara pelancong dan masyarakat tempatan juga wujud dalam keadaan liminal. Hal ini membolehkan pelancong mempelajari benda baharu daripada masyarakat tempatan.

Di samping itu, liminaliti dalam pelancongan ini mempunyai hubung kait yang rapat dengan pengalaman pelancong dari segi jangkaan dan realiti sebenar yang dialami di destinasi pelancongan. Hal ini kerana setiap pelancong mempunyai jangkaan yang berbeza terhadap destinasi pelancongan yang dituju (Lengkeek, 2001). Pengalaman liminal pelancong ini biasanya dilihat daripada aspek aktiviti, produk dan perkhidmatan pelancongan yang wujud di destinasi pelancongan yang akhirnya dapat membantu pelancong untuk merasa bebas serta dapat melarikan diri daripada dunia realiti (*a sense of escape*) (Preston-Whyte, 2004). Oleh itu, kualiti aktiviti, produk dan perkhidmatan pelancongan yang diperolehi di destinasi pelancongan mampu menentukan pengalaman liminal pelancong. Aspek liminaliti yang wujud di destinasi pelancongan mampu menentukan pengalaman pelancong serta mengukur tahap kepuasan pelancong berdasarkan lima fasa yang membolehkan pengalaman pelancong diukur secara lebih efektif dan sistematik melalui lima fasa pengalaman (Clawson & Knetsch, 1966; Harmon & Dunlap, 2017). Lima fasa pengalaman adalah seperti berikut:



### Jadual 2: Lima Fasa Pengalaman Liminal

Fasa	Huraian
Jangkaan	i) Jangkaan awal mengenai destinasi yang dituju berdasarkan gambaran awal (media sosial, laman web dan sebagainya).
Perjalanan Pergi	i) Pengalaman yang diperolehi sepanjang perjalanan. ii) Hal ini menimbulkan perasaan teruja dalam diri pelancong.
Destinasi Pelancongan	iii) Pengalaman liminal yang diperolehi di destinasi pelancong. ii) Semua pelancong dianggap sama rata. iii) Hal ini membolehkan pelancong berasa bebas dari sebarang kekangan dan tanggungjawab social.
Perjalanan Pulang	i) Pengalaman pelancong ketika dalam perjalanan balik ke tempat asal. ii) Keadaan ini mewujudkan rasa pedih dan kelelahan.
Kenangan	i) Pelancong akan merenung kembali pengalaman mereka sepanjang berada di destinasi pelancongan. ii) Bahagian ini membolehkan individu untuk memperbaiki diri mereka. ii) Sebarang penambahbaikan dari segi tingkah laku, sikap dan pemikiran mereka boleh dilihat.

Sumber: Olahan Pengkaji (2021).

## 4. KESIMPULAN

Secara tuntasnya, liminaliti bukanlah merupakan konsep yang mudah, sebaliknya meliputi suatu konsep yang luas. Idea liminaliti ini penting bagi menjelaskan keadaan yang berlaku dalam suatu ruang dan masa yang tertentu. Cabarannya kini adalah bagaimana untuk menterjemah dan membudayakan konsep liminaliti ini dalam industri pelancongan terutamanya di Malaysia. Dalam konteks lain, kebanyakan kajian pengalaman pelancong di negara ini dilakukan semasa pelancong berada di lokasi percutian iaitu dalam satu fasa sahaja. Justeru, sudah tiba masanya suatu anjakan paradigma dalam kajian pelancongan agar mengambil kira lima fasa pengalaman yang dilalui oleh seseorang pelancong, iaitu jangkaan, perjalanan pergi, destinasi pelancongan, perjalanan pulang serta kenangan dan memori yang diperolehi agar usaha menyeluruh terhadap perancangan dan pembangunan satu-satu destinasi pelancongan itu lebih holistik, bermakna dan melengkapi.

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## **PENGURUSAN KRISIS DAN BENCANA DALAM PELANCONGAN: TINJAUAN TERHADAP KERANGKA KERJA DAN MODEL TERPILIH**

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### **ABSTRAK**

Pelancongan merupakan sektor ekonomi yang menjadi katalis terhadap pembangunan sosioekonomi di kebanyakan negara sedang membangun. Namun begitu, salah satu ancaman utama dalam pelancongan adalah krisis dan bencana. Antaranya seperti gempa bumi, tsunami, penculikan dan serangan pengganas. Kejayaan pembangunan pelancongan di sesebuah kawasan atau negara dipengaruhi oleh keberkesanan dalam pengurusan krisis dan bencana di destinasi pelancongan. Dengan itu, kertas kerja ini meneliti aspek pengurusan krisis dan bencana dalam pelancongan dengan merujuk kerangka kerja dan model terpilih. Hasil tinjauan literatur menunjukkan terdapat tiga model dan kerangka kerja yang sering kali digunakan untuk menjelaskan fenomena krisis dan bencana dalam bidang pelancongan, iaitu (i) Kerangka Kerja Pengurusan Bencana Pelancongan (Faulkner, 2001); (ii) Kerangka Kerja Pengurusan Krisis Pelancongan (Ritchie, 2004) dan (iii) Model Pengurusan Bencana Destinasi (Hystad dan Keller, 2008). Sehubungan dengan itu, perbincangan dalam kertas kerja ini dapat membantu dalam pemahaman terhadap model dan kerangka kerja pengurusan krisis dan bencana dalam bidang pelancongan terutamanya kepada tuan rumah (*host*) dan pihak pemegang taruh terlibat.

**Kata kunci:** Pengurusan, krisis dan bencana, destinasi pelancong.



## 1. PENGENALAN

Pendekatan pengurusan krisis dan bencana telah beralih daripada pendekatan reaktif kepada pendekatan lebih inklusif yang bertujuan membantu dalam pengurusan secara proaktif dalam mengurangkan risiko yang berlaku sekali gus meminimumkan impak negatif dalam kehidupan manusia dan akitiviti ekonomi (Innocenti & Albrito, 2011; Thomalla et al., 2006). Menurut Wut et al. (2021), industri pelancongan perlu peka terhadap pelbagai cabaran dan krisis sama ada daripada ancaman dalaman maupun luaran. Senario krisis pada penghujung tahun 2019 contohnya, dunia telah dikejutkan dengan pandemik COVID-19 yang menyebabkan industri pelancongan terjejas dan mewujudkan cabaran yang tidak pernah dihadapi oleh semua sektor ekonomi dunia sebelum ini. Sehubungan dengan itu, Chan et al. (2020) menjelaskan bahawa pelan pengurusan risiko adalah perlu di setiap destinasi pelancongan terutamanya di peringkat perancangan dan pemulihan. Oleh itu, *Pacific Area Travel Association* (PATA) (2011) mengenal pasti enam fungsi utama yang efektif dalam pengurusan risiko iaitu, (i) mengenal pasti, (ii) menganalisis, (iii) merancang, (iv) pemantauan, (v) mengawal dan (vi) komunikasi.

Pada umumnya, pengurusan krisis dan bencana telah dibincangkan secara meluas dalam penyelidikan pelancongan (Beritelli et al., 2007; Gelter et al., 2020; Susana & António, 2017). Memandangkan peningkatan pesat jumlah bencana yang berlaku sepanjang tempoh 30 tahun yang lalu, maka adalah penting untuk menyediakan pengurusan krisis dan bencana di destinasi pelancongan bagi pasca bencana yang berkesan dan bersepakat (Schulz & Blecken, 2010). Berkait dengan itu, fenomena bencana tidak dapat dielakkan oleh teknologi atau sains yang sedia ada, namun tahap kerugian yang dialami oleh pihak pemegang taruh boleh dikurangkan dengan mewujudkan program pengurusan risiko dan bencana. Menurut Tsai (2013), untuk merealisasikan pengurusan krisis dan bencana dalam pelancongan, aspek penilaian, kawalan dan pemindahan menggunakan pelan atau model penilaian krisis dan bencana dalam pelancongan adalah suatu tugas yang sangat penting. Untuk itu, kertas kerja ini meneliti aspek kerangka kerja dan model pengurusan krisis dan bencana terpilih dalam pelancongan. Pendekatan penyelidikan antara disiplin adalah satu keperluan untuk menunjukkan bahawa hubungan yang tidak menentu antara pelancong dan destinasi dapat difahami dengan lebih mendalam melalui pemahaman teori pembangunan serta pengurusan risiko dan bencana dalam pelancongan secara bersepakat.

## 2. KONSEP PELANCONGAN

Menurut Mathieson dan Wall (1982), pelancongan adalah pergerakan sementara individu ke destinasi yang di luar dari kawasan tempat tinggal atau tempat kerjanya. Berdasarkan Pertubuhan Pelancongan Sedunia (UNWTO) (1999), pelancongan ditakrifkan sebagai suatu aktiviti pengembalaan yang dilakukan oleh individu ke suatu tempat yang lain iaitu keberadaan seseorang di luar dari tempat asalnya untuk melakukan urusan perniagaan, berehat dan lain-lain serta menetap tidak melebihi daripada tempoh satu tahun di lokasi yang dituju. Ritchie et al. (1994) pula mendefinisikan pelancongan sebagai suatu siri proses, dimana ia mengambilkira semua bentuk fenomena yang wujud kesan daripada interaksi di antara pelancong, pengusaha pelancongan dan komuniti yang merupakan tuan rumah bertujuan menarik kedatangan pelancong maupun pelawat asing dan domestik dalam tempoh suatu jangka masa tertentu sehingga mereka kembali ke destinasi asalnya.



Selain itu, Weiermair (2004) mengemukakan empat ciri utama pelancongan, iaitu (i) pelancongan mengandungi dua komponen utama iaitu statik dan dinamik, (ii) pengembawaan atau pergerakan seorang individu yang bersifat sementara dan mempunyai niat untuk kembali semula ke tempat tinggal asalnya, (iii) menjalankan pelbagai aktiviti kecuali niat untuk menetap di sesuatu lokasi yang dilawati dan (iv) seorang individu menjalankan aktiviti yang berbeza daripada pekerjaan kebiasaanya.

Menurut Mathieson dan Wall (1982), kesan daripada aktiviti pelancongan terbahagi kepada dua aspek iaitu alam sekitar manusia dan fizikal antaranya ialah penelitian terhadap ekonomi, penggunaan bahan sumber dan penglibatan komuniti serta pembangunan dan penambahbaikan infrastruktur. Oleh itu, proses akhirnya menumpukan kepada bentuk motivasi, peranan daripada pelbagai agensi, pengalaman pelancong dan komuniti tempatan yang menjadi penghubung antara pelancong dengan destinasi yang dilawati (Mathieson & Wall, 1982; Pearce, 1992; Mill & Morrison, 2002). Secara umumnya, industri pelancongan seharusnya dimajukan dan dibangunkan kerana sektor ini mampu menjana sumber pendapatan melalui hasil daripada ketibaan pelancong antarabangsa mahupun pengunjung tempatan.

### **3. KONSEP PENGURUSAN KRISIS DAN BENCANA**

Menurut Coombs (2019), krisis didefinisikan sebagai peristiwa yang tidak dapat diramalkan dan mengancam kepentingan pihak pemegang taruh yang berkaitan dengan masalah kesihatan, keselamatan, alam sekitar dan ekonomi serta mengganggu prestasi organisasi. Pauchant dan Mitroff (1992) pula menjelaskan takrif krisis sebagai suatu gangguan yang menjelaskan sistem fizikal secara keseluruhan dan mengancam andaian asas, subjektif dan teras kewujudan. Istilah ‘krisis’ mempunyai makna luas yang merangkumi peristiwa yang melibatkan kesalahan teknikal atau manusia serta bencana (Coombs, 2019; Faulkner, 2001). Pengurusan krisis juga melibatkan pengurusan risiko, kerana krisis berlaku apabila risiko tidak diuruskan dengan baik dan berkesan.

Menurut Huang et al. (2008), pengurusan krisis dan bencana dirancang sebagai suatu pelan tindakan dalam pemulihan terhadap krisis yang berlaku. Tambahan pula, pengurusan risiko adalah suatu strategi, proses dan sebagai ukuran yang dirancang dan dilaksanakan sebagai langkah pengurangan ketika berhadapan dengan krisis (Glaesser, 2006; Wut et al., 2021). Santana (1999) mentakrifkan pengurusan krisis sebagai suatu usaha bersepdu dan komprehensif yang diamalkan oleh sesebuah organisasi dalam memahami dan mengelakkan krisis berlaku dengan lebih teruk. Sehubungan dengan itu, Keown McMullan (1997) mencadangkan satu model untuk menghadapi krisis yang terdiri daripada tiga elemen utama, iaitu;

- i. Keadaan yang mencetuskan perubahan tidak ketara ataupun berpotensi mengakibatkan perubahan yang ketara.
- ii. Pihak pengurusan berpendapat bahawa mereka tidak dapat menghadapi perubahan yang berlaku.
- iii. Ancaman yang begitu signifikan dalam mengancam kelangsungan hidup sesebuah organisasi.



Konsep pengurusan krisis dalam pelancongan masih belum konsisten dan mantap walaupun takrif konsep ini telah wujud dan stabil dalam bidang lain seperti perniagaan. Faulkner (2001) telah membuat perbandingan antara istilah bencana dan krisis. Menurut beliau, krisis adalah situasi “punca peristiwa, tempoh masa tertentu, melibatkan diri sendiri melalui masalah seperti amalan dan struktur pengurusan yang tidak disangka-sangka atau kegagalan dalam menyesuaikan diri dengan perubahan”. Manakala bencana pula adalah situasi “perusahaan berhadapan dengan perubahan malapetaka yang tidak dapat diramal secara tiba-tiba dan mempunyai kawalan yang sedikit.” Faulkner (2001) turut menggariskan lima ciri utama bencana, iaitu (i) mencetuskan peristiwa, (ii) persekitaran yang berpotensi tinggi mengalami ancaman dengan masa tindak balas yang singkat, (iii) persepsi tentang kebolehupayaan untuk menghadapi mereka yang terjejas secara langsung, sekurang-kurangnya dalam jangka pendek, (iv) titik perubahan di mana keadaan itu bertindak balas dengan situasi dan (v) dipengaruhi oleh situasi.

Parker (1992) mencadangkan agar pemilihan konsep bencana adalah berdasarkan dua peristiwa, iaitu peristiwa semula jadi dan peristiwa buatan manusia temasuk kegagalan sistem teknologi yang menyebabkan kerosakan, kehilangan ekonomi, gangguan, kecederaan atau kehilangan nyawa (Shaluf et al., 2003). Bencana juga ditakrifkan sebagai peristiwa semula jadi atau buatan manusia yang berlaku secara tiba-tiba atau progresif yang memberikan kesan teruk kepada komuniti dengan cara mengambil langkah-langkah untuk menghadapi bencana berkenaan (Carter, 1991). Oleh itu, Faulkner (2001) menyimpulkan bahawa bencana adalah kejadian mengejut secara tiba-tiba dan tidak diduga yang memberikan kesan terhadap sosioekonomi dan sistem alam sekitar yang melibatkan kehilangan nyawa dan harta benda yang sering melebihi kapasiti komuniti yang terjejas. Manakala, krisis adalah suatu keadaan yang sangat susah, melampaui kesukaran, masalah atau bahaya dan boleh menjelaskan populasi kecil atau syarikat yang berurusan dengan masalah yang sangat serius tersebut.

#### **4. TIPOLOGI PENGURUSAN KRISIS DAN BENCANA**

Berdasarkan tinjauan literatur yang dijalankan, terdapat beberapa sarjana yang mengemukakan tipologi krisis dan bencana, antaranya Parson (1996), Seymour dan Moore (2000) dan Wut et al. (2021). Menurut Evans dan Elphick (2005), tipologi krisis dan bencana yang dibangunkan adalah berguna dalam membantu meningkatkan pemahaman berkaitan dengan risiko dan kaedah pelaksanaan yang lebih sesuai. Oleh itu, Parson (1996) menyatakan bahawa terdapat tiga jenis krisis, iaitu krisis segara, krisis baru muncul dan krisis yang berterusan seperti ditunjukkan dalam Jadual 1. Klasifikasi dan kriteria krisis yang dijelaskan oleh beliau hanya tertumpu kepada aspek sifat krisis dan tempoh berlakunya krisis sahaja.



**Jadual 1: Klasifikasi dan Kriteria Krisis**

<b>Jenis Krisis</b>	<b>Kriteria</b>
Krisis segera	Hanya sedikit atau tiada amaran wujud. Oleh itu, organisasi tidak dapat menyelidik masalah atau menyediakan rancangan awal sebelum krisis berlaku.
Krisis baru muncul	Krisis yang muncul secara beransur-ansur dan boleh diatasi oleh organisasi.
Krisis yang berterusan	Krisis yang mungkin berlaku dalam tempoh yang lama sama ada beberapa minggu, bulan atau tahun.

Sumber: Parson (1996).

Selaras dengan klasifikasi yang dikemukakan oleh Parson (1996), Seymour dan Moore (2000) mencadangkan suatu konsep berkaitan dengan krisis yang mudah untuk difahami, iaitu jenis krisis bersifat “cobra” yang berlaku secara tiba-tiba” dan “python” yang terjadi secara beransur-ansur (Evans & Elphick, 2005). Selain itu, krisis secara tradisinya dikelaskan kepada dua jenis, iaitu akibat daripada semula jadi seperti taufan dan gempa bumi atau hasil daripada buatan manusia iaitu kemalangan industri, nahas pesawat atau ancaman pengganas (Gurtner, 2007). Maditinos dan Vassiliadis (2008) menegaskan jenis krisis yang berlaku di peringkat tempatan dan berpotensi mengganggu keamanan di peringkat antarabangsa didapati boleh menjelaskan industri pelancongan. Antaranya serangan pengganas, bencana alam, ketidakstabilan dan pergolakan politik serta penularan wabak atau penyakit berjangkit. Jadual 2 menunjukkan klasifikasi dan jenis krisis yang dikemukakan oleh Seymour dan Moore (2000).

**Jadual 2: Jenis Krisis dan Klasifikasinya**

<b>Jenis Krisis</b>	<b>Tempoh Masa</b>	<b>Status</b>	<b>Penglibatan Manusia</b>	<b>Buatan Manusia / Semula Jadi</b>
Pengganas	Pantas	Cobra	Secara langsung	Buatan manusia
Bencana alam	Pantas	Cobra	Tidak langsung dan tiada penglibatan	Buatan manusia dan semula jadi
Isu perang dan pergolakan politik	Berterusan	Python	Secara langsung	Buatan manusia
Epidemik dan wabak penyakit	Beransur-ansur	Python	Tiada penglibatan	Semula jadi

Sumber: Seymour dan Moore (2000).

Ritchie (2009) pula mengemukakan tipologi bencana dan krisis yang meliputi jenis krisis dan bencana, persekitaran yang terlibat, ciri-ciri krisis dan contoh fenomena yang terjadi (Jadual 3). Klasifikasi ini turut melibatkan insiden yang memenuhi teras keperluan sama ada isu tersebut akan menjadi krisis atau bencana sahaja. Selain itu, tipologi ini turut menjelaskan sama ada fenomena yang terjadi diakibatkan oleh faktor semula jadi ataupun manusia.



**Jadual 3: Tipologi Krisis dan Bencana (Jenis, Ciri-Ciri dan Contoh)**

<b>Jenis Krisis / Bencana</b>	<b>Persekutaran</b>	<b>Ciri-Ciri</b>	<b>Contoh</b>
<b>Bencana semula jadi / Buatan manusia</b>	Alam sekitar fizikal dan manusia – sosial	Organisasi atau destinasi mengalami kerosakan disebabkan oleh bencana alam dan campurtangan manusia atau kedua-duanya sekali.	Gempa bumi, Taufan, Banjir, Tsunami, kebakaran, krisis kesihatan atau ancaman bio-keselamatan dan teknologi.
<b>Krisis politik</b>	Manusia atau isu sosial	Industri pelancongan atau pelancong sering kali menjadi mangsa secara tidak langsung, tetapi boleh disasarkan secara khusus dalam beberapa kes.	Perang Teluk (1991) dan Perang Iraq (2003), Sri Lanka, Yugoslavia, Rampasan kuasa Fiji, Penyerahan Hong Kong oleh British kepada China pada tahun 1997.
<b>Krisis ekonomi</b>	Manusia atau isu sosial	Krisis mata wang di peringkat atarabangsa dan kemelesetan ekonomi.	Insiden krisis pasaran saham pada tahun 1987 dan berlaku semula pada 11 September 2011, Krisis ekonomi Asia 1997-1998.
<b>Cabarani</b>	Manusia atau isu sosial	Cabarani yang sering kali dihadapi oleh pihak atasan dalam organisasi kerana pekerja mereka percaya bahawa pengurusan pihak atasan tidak selari dengan kemahuan mereka.	Mogok tidak rasmi oleh kakitangan bahagian daftar masuk <i>British Airway</i> pada bulan Julai 2003, Juru terbang udara domestik mogok di Australia pada tahun 1989.
<b>Keganasan di tempat kerja</b>	Manusia atau isu sosial	Apabila pekerja atau bekas pekerja melakukan keganasan terhadap pekerja yang lain. Contohnya termasuk membunuh atau mencederakan rakan sekerja.	Gangguan seksual oleh kakitangan. Rogol atau keganasan terhadap tetamu hotel.
<b>Khabar angin</b>	Kegagalan pengurusan	Apabila maklumat palsu disebarluaskan tentang organisasi atau produknya.	Contohnya termasuk khabar angin yang menghubungkan organisasi dengan kumpulan atau cerita radikal yang menyebabkan organisasi mereka tercemar.

Sumber: Disesuaikan daripada Ritchie (2009), diubah suai selepas Coombs (1999) dan O'Sullivan (1996).



Selain itu, Wut et al. (2021) turut menyediakan tipologi jenis krisis yang terjadi dalam industri pelancongan yang berfokuskan kepada aspek penginapan dan perhotelan seperti ditunjukkan dalam Jadual 4. Umumnya, sektor perhotelan dan penginapan merupakan aspek penting dalam industri pelancongan. Hal ini kerana faktor keselamatan dan jaminan pelancong adalah berdasarkan kepada pengurusan krisis dan bencana yang teratur dan terancang disetiap destinasi pelancongan.

**Jadual 4:** Tipologi Jenis Krisis dalam Industri Pelancongan

<b>Jenis Perniagaan</b>	<b>Jenis Krisis</b>	<b>Krisis</b>
Pengusaha pelancongan / agensi pelancongan	Pergolakan politik Isu keganasan Isu kesihatan Krisis kewangan Bencana alam	<i>Occupy Central</i> 9/11 Ebola SARS Penyakit kaki & tangan Turkey Tsunami
Pengendali hotel	Bencana alam Peristiwa politik kesilapan manusia-perkhidmatan	Taufan Pelarian Pepijat katil Aduan di media sosial Keselamatan data
Syarikat penerbangan	Bencana alam Kesilapan manusia- Nahas pesawat udara	Taufan <i>Singapore Airlines</i>
Industri restoran	Isu kesihatan	SARS Keselamatan makanan
Sektor pelayaran laut	Kesilapan manusia-perkhidmatan	Aduan di media sosial

Sumber : Wut et al. (2021).



## 5. KERANGKA KERJA DAN MODEL PENGURUSAN KRISIS DAN BENCANA DALAM PELANCONGAN

Menurut Abdulla (2015), terdapat banyak kerangka kerja dan model pengurusan krisis dan bencana yang dikenal pasti dalam bidang sains sosial. Jadual 5 memaparkan 12 model (termasuk dua kerangka kerja) pengurusan krisis dan bencana yang menjelaskan tentang aspek pendekatan dan limitasi model.

**Jadual 5:** Tipologi Model Pengurusan Krisis dan Bencana

Model & Kerangka Kerja	Pendekatan & Limitasi
<b>Model Krisis Caplan (1970)</b>	Tumpuan model ini berdasarkan perspektif psikologi individu dalam menghadapi krisis.
<b>Model Kebolehpercayaan Krisis (Slatter, 1984)</b>	Tumpuan model ini adalah pengurusan krisis dalam bidang ekonomi.
<b>Model Krisis Arnold (1980)</b>	Model ini berdasarkan perspektif sosiologi yang melibatkan komuniti yang bertindak balas terhadap krisis.
<b>Model Pembangunan Proses Krisis (Booth, 1993)</b>	Model ini bertujuan untuk mengenal pasti ciri-ciri yang biasa dalam pelbagai jenis krisis.
<b>Model Kitaran Hayat Krisis (Seymour &amp; Moore, 2000)</b>	Mengkaji bentuk halangan dalam membuat keputusan semasa krisis.
<b>Model Risiko Pengurusan (Clarke dan Varma, 2004)</b>	Model risiko pengurusan sebagai suatu pelan strategik pengurusan.
<b>Model Pengurusan Krisis (Smith dan Sipika, 1993)</b>	Penjelasan tentang proses dari awal hingga akhir krisis.
<b>Model Empat Peringkat Bencana (Murphy &amp; Bayley, 1989)</b>	Berdasarkan kajian terperinci tentang bencana, strategi menangani serta terma pengurusan dalam peringkat pemulihan termasuk peruntukan sumber, perancangan, pemulihan dan transformasi.
<b>Model Pengurusan Krisis (Santana, 1999)</b>	Berasaskan teori dan memberi tumpuan terhadap krisis atau bencana yang disebabkan oleh manusia.
<b>Model Pengurusan Bencana Destinasi (Hystad &amp; Keller, 2008)</b>	Kajian jangka panjang memberikan fokus terhadap peranan, tanggungjawab dan saluran komunikasi antara pihak berkepentingan.
<b>Kerangka Kerja Pengurusan Bencana Pelancongan (Faukner, 2001)</b>	Diaplikasikan dalam mengkaji krisis yang kompleks dan merancang langkah-langkah pengurusan dalam pelancongan yang terjadi secara semula jadi atau buatan manusia.
<b>Kerangka Kerja Pengurusan Krisis Pelancongan (Ritchie, 2004)</b>	Melibatkan empat elemen pengurusan strategik – (i) analisis, ii) arah dan pilihan, (iii) pelaksanaan dan kawalan dan (iv) penilaian dan maklum balas sebagai asas pembentukan kerangka kerja.

Sumber: Abdulla Niyaz (2015).

Untuk pengurusan krisis dan bencana dalam pelancongan, tiga kerangka kerja dan model dibincangkan secara lebih lanjut, iaitu kerangka kerja pengurusan bencana



pelancongan oleh Faulkner (2001) dan Ritchie (2004) serta model pengurusan bencana destinasi oleh Hystad dan Keller (2008).

### **5.1 Kerangka Kerja Pengurusan Bencana Pelancongan (Faulkner, 2001)**

Dalam usaha menghasilkan kerangka kerja pengurusan bencana pelancongan, Faulkner (2001) membangunkan model enam peringkat kitaran hayat bencana yang diadaptasi daripada kerangka kerja tindak balas komuniti terhadap bencana yang diperkenalkan oleh Fink (1986) dan Robert (1994). Dalam model enam peringkat kitaran hayat bencana ini, Faulkner menambah satu elemen baharu, iaitu strategi kelangsungan bencana hasil daripada kajian terdahulu yang dilakukan oleh Quarantelli (1996). Selain itu, Faulkner turut menggunakan model strategi pengurusan bencana untuk pelancongan yang dibangunkan oleh Cassedy (1991) dan Drabek (1995) untuk melengkapkan kerangka kerja pengurusan bencana pelancongan beliau. Model yang dibangunkan oleh Faulkner (2001) adalah satu kerangka kerja pertama dalam pengurusan bencana khususnya untuk pelancongan (Ritchie, 2004).

**Jadual 6: Enam Peringkat Kitaran Hayat Bencana**

Fasa Penilaian	Tindakan
<b>Pra – Acara</b>	Tindakan boleh diambil untuk mencegah atau mengurangkan kesan bencana.
<b>Prodromal / Fasa Permulaan</b>	Apabila jelas bahawa bencana akan berlaku atau tidak dapat dielakkan.
<b>Fasa Kecemasan</b>	Kesan bencana itu dirasai dan tindakan perlu untuk melindungi harta atau nyawa dan bantuan keselamatan dihulurkan.
<b>Fasa Perantaraan / Pertengahan</b>	Satu titik di mana keperluan jangka pendek bencana telah ditangani dan fokus utama aktiviti ini adalah untuk memulihkan utiliti dan perkhidmatan.
<b>Fasa Pemulihan Jangka Panjang</b>	Proses bedah siasat, analisis kendiri, refleksi, penyembuhan dan membina semula.
<b>Fasa Penyelesaian / Resolusi</b>	Rutin dipulihkan atau keadaan baharu yang ditambah baik dilaksanakan.

Sumber: Faulkner (2001).

Penggunaan pertama kerangka kerja Faulkner adalah semasa kejadian bencana banjir kesan taufan di Katherine, Australia yang berlaku pada tahun 1998 (Faulkner & Vikulov, 2001). Impak daripada bencana tersebut mengakibatkan hampir separuh sektor ekonomi lumpuh dan industri pelancongan turut terjejas. Menurut Faulkner (2001), untuk mencapai matlamat tersebut kaedah temu bual dengan pengusaha pelancongan, pihak berkepentingan, sektor swasta dan pengunjung diperlukan kerana fokus kajian adalah untuk mengkaji kesan bencana terhadap aktiviti pelancongan dan tindak balas dalam sektor pelancongan. Miller dan Rithcie (2003) turut menggunakan kerangka kerja pengurusan bencana pelancongan oleh Faulkner (2001) untuk kajian wabak mulut dan kaki pada tahun 2001 di United Kingdom. Menurut Prideaux (2004), kerangka kerja pengurusan bencana pelancongan oleh Faulkner (2001) adalah berpotensi untuk digunakan sebagai



alat perancangan pencegahan dan sebagai pelan strategik dalam pengurusan bencana secara nyata. Elemen penting dalam kerangka kerja ini adalah hasil gabungan aspek ramalan yang membolehkan pihak berkuasa dan pengusaha pelancongan untuk menyediakan langkah strategi dalam menghadapi pelbagai risiko dan ancaman (Prideaux, 2004). Menurut Abdulla (2015), hasil daripada kerangka kerja ini membantu terhadap perkembangan teori dan konsep dalam perancangan pengurusan risiko dan bencana untuk pelancongan.

## **5.2 Kerangka Kerja Pengurusan Krisis Pelancongan (Ritchie, 2004)**

Menurut Ritchie (2004), strategi pengembangan organisasi dapat membantu untuk mengatasi perubahan kritikal yang disebabkan oleh krisis dan bencana. Oleh itu, beliau mencadangkan satu pendekatan strategik untuk pengurusan krisis dan bencana dalam sektor awam dan swasta. Dalam kerangka kerja pengurusan krisis pelancongan yang dikemukakan oleh Ritchie (2004), terdapat tiga tahap dengan pelbagai tugas atau aktiviti dalam setiap tahap, iaitu (i) pencegahan dan perancangan, (ii) pelaksanaan strategik (penilaian dan kawalan strategik, komunikasi dan kawalan krisis, pengurusan sumber, pemahaman dan kerjasama dengan pihak berkepentingan) dan (iii) resolusi, penilaian dan maklum balas (resolusi dan normaliti iaitu pembelajaran dan maklum balas organisasi)(Rajah 1).

Tambahan pula, Ritchie menegaskan bahawa terdapat persamaan antara model kitaran hayat krisis dan kerangka pengurusan strategik yang dicadangkan oleh beliau, iaitu; (i) di peringkat awal yang menyebabkan pengembangan strategi dan rancangan; (ii) tahap tepat sebelum atau sesudah krisis atau bencana berlaku yang memerlukan pelaksanaan strategi untuk menangani impaknya; (iii) pelaksanaan strategi berterusan untuk mengawal atau mengurangkan krisis yang kritikal atau bencana dan (iv) fasa pemulihan atau penyelesaian jangka panjang yang memungkinkan penilaian dan maklum balas mengenai strategi pencegahan dan perancangan masa depan untuk destinasi dan perniagaan.

Tinjauan literatur awal menunjukkan bahawa kerangka kerja pengurusan krisis pelancongan yang dihasilkan oleh Rithcie (2004) adalah berdasarkan teori. Hal ini menimbulkan kerumitan apabila beberapa tindakan dan konsep dicampuradukkan. Sungguhpun begitu, kerangka kerja Rithcie direka khas untuk diguna pakai dalam pengurusan krisis di organisasi sektor awam atau swasta. Menurut Abdulla Niyaz (2015), kerangka ini telah diuji menggunakan perincian *ACT Canberra Bushfires* pada tahun 2003 dan telah dikembangkan semula oleh Armstrong (2008) dalam buku beliau, *Crisis and Disaster Management for Tourism*. Oleh itu, Abdulla (2015) berpendapat bahawa penyelidik perlu mengembangkan, membangun atau menguji model ataupun komponen model untuk memperbaiki model atau teori khususnya dalam pengurusan krisis dan bencana dalam pelancongan.



**Rajah 1:** Kerangka Kerja Pengurusan Krisis Pelancongan

Sumber: Ritchie (2004).

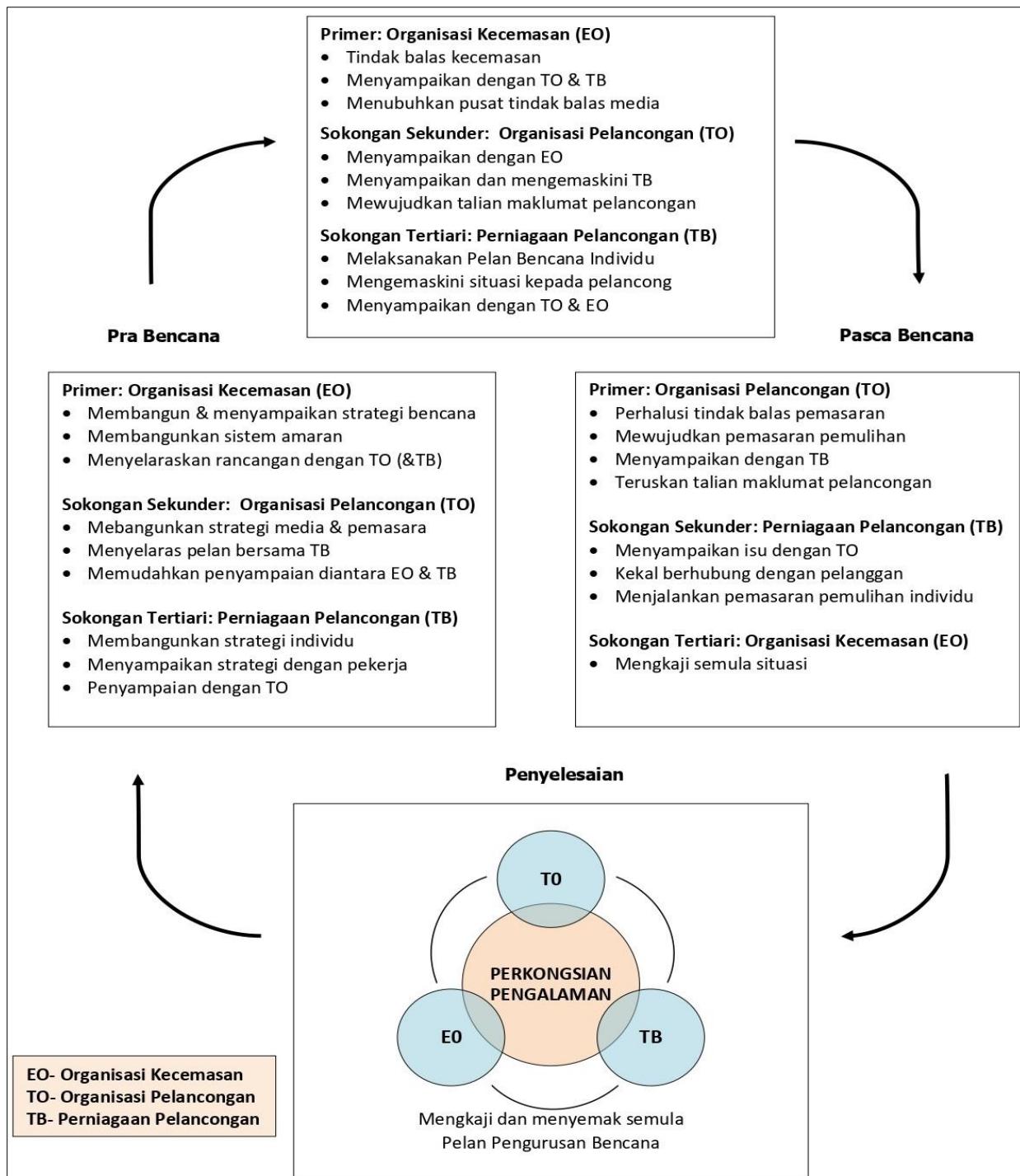
Pada umumnya, kerangka kerja Faulkner dan Rithcie hanya tertumpu kepada strategi pemulihan pasca krisis dan bencana untuk destinasi pelancongan dan tidak meneliti peringkat pengurusan lain, seperti perancangan dan kesiapsiagaan (Ritchie & Jiang, 2019). Oleh demikian, dengan keadaan industri pelancong yang semakin terdedah kepada krisis dan bencana tumpuan pada peringkat perancangan dan kesiapsiagaan adalah perlu untuk membantu pihak pemegang untuk

### 5.3 Model Pengurusan Bencana Destinasi (Hystad dan Keller, 2008)

Model pengurusan bencana destinasi yang dikemukakan oleh Hystad dan Keller (2008) adalah berdasarkan kajian kes industri pelancongan yang terlibat dengan kebakaran hutan pada tahun 2003 di Kelowna, British Columbia, Kanada. Menurut Hystad dan Keller (2008), kajian di peringkat pertama bertujuan mengenal pasti tahap kesediaan, tindak balas dan kaedah pemulihan industri pelancongan di peringkat tempatan dengan menggunakan kaedah temu bual bersama pengusaha pelancongan tempatan dan kajian semula daripada laporan kerajaan, media dan organisasi yang berkaitan. Seterusnya, kajian susulan pula bertujuan menyelidik impak jangka panjang dan pemulihan industri pelancongan. Hasil kajian Abdulla (2015) mendapati bahawa perniagaan pelancongan dan organisasi yang terlibat dalam pengurusan bencana destinasi mempunyai peranan dan tanggungjawab yang berubah pada setiap jenis dan tahap bencana. Menurut Hystad dan Keller (2008), perniagaan biasanya menganggap bahawa pihak berkuasa atau organisasi kecemasan akan bertanggungjawab untuk merancang dan melaksanakan rancangan kecemasan (Rajah 2). Namun, dalam model ini, organisasi kecemasan dianggap sebagai pemangku kepentingan utama sebelum dan selama bencana berlaku, sementara pengusaha pelancongan dan



organisasi pelancongan pula adalah penggerak atau peranan utama setelah bencana berlaku. Oleh demikian, model pengurusan bencana destinasi ini menunjukkan bahawa kerjasama antara pihak berkepentingan dengan pihak sekunder dan pengajian tinggi adalah perlu dan penting untuk menghadapi sebelum, semasa dan setelah krisis atau bencana berlaku.



**Rajah 2:** Model Pengurusan Bencana Destinasi

Sumber: Hystad dan Keller (2008).



## 6. KESIMPULAN

Kesimpulannya, di setiap destinasi pelancongan seharusnya mempunyai satu pelan pengurusan krisis dan bencana yang bersepadu terutamanya dalam menangani pelbagai isu yang menyebabkan kerugian atau kemusnahan terhadap organisasi atau kehidupan manusia. Hal ini relevan di peringkat perancangan terutamanya dalam mengklasifikasikan krisis yang berlaku secara tiba-tiba atau beransur-ansur. Kebanyakan kajian mengenai pengurusan krisis dan bencana dalam pelancongan tertumpu kepada isu penambahbaikan, namun masih kurang penyelidikan mengenai pencegahan daripada terjadinya krisis dan bencana. Justeru, dengan adanya sumbangan sarjana dalam membangunkan model, teori dan kerangka kerja dalam industri pelancongan, hal ini dapat memudahkan pihak berkepentingan untuk merancang dan melaksanakan tindakan terhadap krisis dan bencana yang terjadi. Oleh itu, suatu keperluan agar kajian masa akan datang dapat menambah baik model dan kerangka kerja pengurusan krisis dan bencana dalam pelancongan dan mencadangkan kaedah pencegahan yang terbaik agar krisis dan bencana yang berlaku dapat dikawal dan dibendung.

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## Tourism/Malay /ID: 51

### KESANGGUPAN UNTUK MEMBAYAR DALAM PELANCONGAN: TAKRIF, KONSEP DAN KLASIFIKASI

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#### ABSTRAK

Pelancongan diakui sebagai industri yang mampu menjana pendapatan melalui aliran pertukaran mata wang asing di kebanyakan negara di dunia. Salah satu konsep yang berkaitan dengan pelancongan adalah kesanggupan untuk membayar (*willingness to pay - WTP*). Terdapat pelbagai takrif yang dikemukakan oleh sarjana dari pelbagai disiplin. Secara umumnya, kesanggupan untuk membayar ditakrifkan sebagai harga atau nilai bayaran maksimum yang sanggup dikeluarkan oleh seseorang untuk membeli suatu barang atau perkhidmatan. Bagi memperkuuh imej sesebuah destinasi pelancongan, konsep WTP adalah relevan dalam pengurusan pelancongan yang lestari. Kertas kerja ini meneliti secara lebih khusus terhadap pelbagai konsep yang dikaitkan dengan WTP serta klasifikasi yang digunakan termasuk jenis bayaran yang dikenakan serta cara menentu dan menganalisis WTP itu sendiri. Tuntasnya, kesanggupan untuk membayar adalah signifikan dalam pelancongan kerana sifatnya yang berupaya memberikan penyelesaian dari segi penetapan harga yang sanggup dibayar. Oleh itu, konsep WTP ini adalah perlu difahami secara mendalam dalam usaha membantu pengusaha pelancongan untuk lebih kompetitif dan pada masa yang sama meningkatkan kualiti perkhidmatan dan penjagaan alam sekitar.

**Kata kunci:** Pelancongan, kesanggupan untuk membayar, konsep, klasifikasi.



## 1. PENGENALAN

Kesanggupan untuk membayar (*willingness to pay – WTP*) adalah merupakan satu konsep penting dalam pelancongan. Kesanggupan untuk membayar adalah berkait rapat dengan sektor pelancongan kerana aktiviti pelancongan adalah memerlukan kos operasi di mana terdapat aktiviti atau perkhidmatan yang memerlukan nilai bayaran. Perkembangan dalam sektor pelancongan adalah turut dipengaruhi oleh kesanggupan untuk membayar terhadap perkhidmatan pelancongan yang disediakan. Pada umumnya, WTP bergantung terhadap tahap perkhidmatan yang ditawarkan oleh sebuah syarikat pelancongan. Pelancong lazimnya akan tertarik dengan perkhidmatan yang terbaik sesuai dengan bayaran yang disediakan. WTP turut memainkan peranan penting dalam sektor pelancongan kerana mampu menjana dana tambahan kepada pihak pengusaha pelancongan bagi meningkatkan tahap perkhidmatan dan pengurusan mereka dalam pelancongan selain menjadi sumber dana bagi memulihara alam sekitar.

Dalam pelancongan, isu berkaitan dengan WTP perlu diteliti dan dinilai secara mendalam bagi membolehkan sektor berkenaan lebih berdaya saing. Terdapat beberapa tema atau isu kajian yang diteliti oleh pengkaji terdahulu yang mengaitkan kesanggupan untuk membayar dengan pelancongan. Pada umumnya, WTP dan pelancongan bukan sahaja popular di peringkat antarabangsa tetapi juga mendapat perhatian daripada pengkaji di peringkat nasional dan tempatan.

Antara tema atau isu WTP dan pelancongan yang diteliti oleh pengkaji terdahulu adalah WTP dan pemuliharaan alam sekitar, WTP untuk ekopelancongan, WTP dan pelancongan lestari serta WTP berkaitan dengan pelancongan budaya. Hasil kajian lepas menunjukkan kesanggupan untuk membayar banyak dikaji bagi tujuan pemuliharaan alam sekitar. Antaranya adalah pemuliharaan hidupan liar (Van et al., 1999), pemuliharaan biodiversiti (Fannin, 2007), kawasan pemuliharaan alam sekitar (Henninges, 2008), tahap kepuasan dan usaha pemuliharaan alam sekitar (Weerakon et al., 2010), perlindungan ekologi alam sekitar (Peng, 2017), perlindungan alam sekitar (Doran et al., 2015), pemuliharaan ‘Ifugao Rice Terraces’ (Calderon et al., 2016), penyelenggaran kawasan perlindungan alam sekitar (Ezebilo, 2016), pemuliharaan zoo terpilih (Adetola & Adedire, 2018), pemuliharaan kawasan taman negara (Dutta, 2020; Sanaullah et al., 2020).

Terdapat beberapa kajian lain yang dijalankan untuk menyokong kerelevan kesanggupan untuk membayar (WTP) dalam bidang pelancongan. Ini menunjukkan bahawa wujudnya kumpulan pelancong yang sanggup membayar lebih untuk hal berkaitan dengan kelestarian daripada perspektif berbeza. Contohnya kajian berkaitan dengan kelestarian hotel, pengangkutan, produk dan sebagainya (Dodds et al., 2010; Namkung & Jang, 2017; Choi & Titchie, 2014).

Justeru, tujuan artikel ini adalah untuk memberikan penjelasan secara konseptual tentang kesanggupan untuk membayar (WTP) dalam pelancongan. Secara spesifiknya pula, objektif tinjauan WTP ini adalah untuk mengetahui dan memahami pelbagai maksud dan takrif WTP, menjelaskan beberapa konsep yang berkaitan serta menguraikan beberapa klasifikasi yang berkait secara langsung dengan konsep WTP.



## 2. KONSEP PELANCONGAN

Menurut Theobald (2012), perkataan ‘tour’ adalah merujuk kepada bahasa Latin, iaitu ‘tornare’ yang merujuk kepada ‘*a lathe or a circle*’ iaitu pergerakan yang mengelilingi titik pusat (*axis*). Manakala, imbuhan akhiran *ism* pula merujuk kepada satu pergerakan dan proses, perlakuan biasa atau kuantiti. Maka, apabila perkataan ‘tour’ dan ‘ism’ digabungkan ia bermaksud perlakuan bergerak mengelilingi satu pusingan yang akhirnya berpatah balik kepada garis permulaan. Oleh hal yang demikian, pergerakan seseorang hanya akan dikategorikan sebagai satu gerakan pelancongan apabila mereka melakukan perjalanan di luar dari tempat yang biasa dikunjungi atau tempat tinggal mereka.

Menurut United Nations World Tourism Organization (2017), sektor pelancongan adalah industri yang paling berdaya saing, penjana sumber utama pendapatan asing dan menyumbang terhadap pembangunan ekonomi lestari. Pada tahun 2020, UNWTO menegaskan bahawa pelancongan adalah suatu fenomena sosial, budaya dan ekonomi yang melibatkan pergerakan seseorang ke negara atau tempat di luar daripada persekitaran harian mereka untuk tujuan peribadi, perniagaan ataupun profesional. Dilek et al. (2018) mendefinisikan pelancongan sebagai suatu pergerakan jangka pendek yang bersifat sementara seseorang individu yang melibatkan pergerakan keluar dari tempat tinggal ataupun tempat yang didiami untuk pergi ke satu destinasi yang lain.

Muljadi (2009) pula menjelaskan pelancongan sebagai suatu rangkaian aktiviti berkunjung ke sesuatu destinasi oleh individu atau kumpulan di luar dari tempat asal mereka ke tempat lain. Tujuan perjalanan ini tidak melibatkan pekerjaan atau apa-apa perkara yang boleh menjana pendapatan di semua tempat yang dikunjungi. Lawatan yang dilakukan adalah bersifat sementara dan mereka akan kembali ke tempat asalnya. Yu et al. (2017) menerangkan pelancongan adalah suatu pergerakan yang dilakukan dalam jangka masa pendek ke destinasi luar dari tempat tinggal mereka ataupun luar dari tempat mereka bekerja. Semua aktiviti pelancongan adalah memerlukan aktiviti pergerakan atau perjalanan ke sesebuah destinasi, tetapi tidak semua perjalanan yang dilakukan adalah pelancongan.

Vanhove (2005) memberi takrifan pelancongan sebagai aktiviti lawatan sementara dalam tempoh masa sekurang-kurangnya 24 jam di kawasan yang dilawati. Hal ini bermaksud perjalanan yang dilakukan itu digunakan untuk memanfaatkan masa lapang seperti rekreasi, berehat, termasuk melakukan perniagaan, menjalankan misi dan perjumpaan tertentu. Aktiviti melancong ini dipengaruhi oleh faktor tertentu sama ada faktor tolakan atau faktor tarikan. Menurut Camileri (2017), pelancongan adalah pergerakan jangka pendek dari tempat tinggal ke sesuatu destinasi yang merangkumi pelbagai tujuan seperti bercuti atau menenangkan fikiran termasuklah lawatan harian (*day trip*).

## 3. TAKRIF DAN KONSEP KESANGGUPAN UNTUK MEMBAYAR (WTP)

Takrif dan konsep berkaitan dengan kesanggupan untuk membayar dikemukakan oleh beberapa sarjana dari beberapa disiplin yang berbeza seperti Krishna (1991), Wertenbroch



dan Skiera (2002), Zhao dan Kling (2007), Kamal (2014), Schidmit dan Bijmot (2020), Stobierski (2020) dan Sofyan dan Herlina (2015).

Menurut Krishna (1991), kesanggupan untuk membayar (WTP) adalah harga atau nilai bayaran maksimum yang sanggup dibayar oleh seseorang untuk suatu kuantiti produk atau perkhidmatan yang disediakan. WTP adalah merupakan suatu konsep yang penting untuk membuat keputusan dalam menetapkan sesuatu harga atau kadar bayaran bagi produk ataupun perkhidmatan (Wertenbroch & Skiera, 2002). Zhao dan Kling (2007) turut berpendapat bahawa WTP adalah harga maksimum yang dikeluarkan oleh seseorang untuk membeli suatu barang atau perkhidmatan. Kamal (2014) pula menegaskan bahawa WTP merupakan nilai ekonomi yang dijadikan sebagai jumlah maksimum seseorang yang dikeluarkan untuk memperoleh barang atau perkhidmatan yang diinginkan.

Schidmit dan Bijmot (2020) mendefinisikan kesanggupan untuk membayar sebagai harga maksimum yang sanggup dibayar oleh pengguna untuk kuantiti tertentu sesuatu produk atau perkhidmatan. Dengan harga tersebut, pengguna tidak peduli untuk membeli atau tidak membeli kerana kesanggupan untuk membayar (WTP) adalah mencerminkan nilai semula jadi produk dalam bentuk wang. Oleh itu, produk dan wang adalah dianggap mempunyai nilai yang sama. Kesanggupan untuk membayar ini biasanya ditunjukkan dalam angka '*dollar*' ataupun dalam sesetengah kes dalam julat harga. Kesanggupan untuk membayar boleh berbeza secara signifikan daripada seseorang pelanggan kepada pelanggan yang lain. Variasi ini adalah dipengaruhi oleh perbezaan populasi pelanggan yang biasanya dikelaskan sebagai ekstrinsik atau intrinsik (Stobierski, 2020).

Kesanggupan untuk membayar adalah jumlah maksimum yang sanggup dibayar oleh pelanggan terhadap suatu produk atau perkhidmatan yang ditawarkan (Namkung & Jang, 2017). Keadaan ini telah menjadikan kesanggupan untuk membayar oleh seseorang sebagai faktor penting dalam menentukan harga terbaik untuk dibayar terhadap sesuatu produk atau perkhidmatan. Setiap kesanggupan untuk membayar oleh seseorang adalah berbeza-beza berdasarkan beberapa faktor yang menjadi pemboleh ubahnya. Dalam pelancongan, kesanggupan untuk membayar adalah bermaksud kerelaan seseorang itu membayar bagi keadaan persekitaran atau penilaian terhadap sumber dan perkhidmatan alam semula jadi. Hal ini adalah bertujuan untuk meningkatkan kualiti persekitaran yang dapat memenuhi standard yang diinginkan (Sofyan & Herlina, 2015). Hun dan Anuar (2014) pula mentakrifkan kesanggupan untuk membayar sebagai jumlah maksimum yang sanggup dibayar oleh pengunjung untuk menikmati kemudahan rekreasi. Kesediaan seseorang untuk membayar lebih dapat diukur sama ada mereka sanggup membayar lebih bagi memperolehi barang dan perkhidmatan yang lebih baik. WTP biasanya digunakan dalam '*non-market goods*'.

#### 4. METODOLOGI KAJIAN

Tinjauan konseptual ini menggunakan metodologi analisis dokumen. Analisis dokumen adalah prosedur yang sistematis untuk mengkaji atau menilai dokumen, sama ada bahan cetak atau elektronik. Seperti kaedah analisis lain dalam penyelidikan kualitatif, analisis dokumen memerlukan data yang diteliti dan ditafsirkan untuk mendapatkan makna, memperoleh



pemahaman dan mengembangkan pengetahuan empirik (Corbin & Strauss, 2008). Menurut Denzin (1970), analisis dokumen sering digunakan dengan kombinasi dalam kaedah penyelidikan kualitatif lain sebagai alat triangulasi, iaitu gabungan metodologi dalam kajian fenomena yang sama. Justeru, dokumen kajian terdahulu diteliti bagi memberikan gambaran jelas tentang takrif, konsep dan klasifikasi dalam kesanggupan untuk membayar (WTP) dalam konteks pelancongan. Pendekatan ini mampu memberikan gambaran menyeluruh tentang kajian terdahulu serta pandangan dan definisi yang diutarakan oleh penyelidik yang terlibat.

## 5. KLASIFIKASI DAN JENIS BAYARAN BERKAITAN WTP DI DESTINASI PELANCONGAN

Apabila kesanggupan untuk membayar dikaitan dengan pelancongan, maka terdapat harga yang perlu dibayar apabila melakukan aktiviti berkenaan. Oleh hal yang demikian, terdapat beberapa klasifikasi dan jenis bayaran yuran yang dikenakan kepada pelancong apabila berkunjung ke sesebuah destinasi pelancongan. Bayaran yang dikenakan adalah bertujuan untuk dijadikan tambahan dana kepada pihak pengusaha kawasan pelancongan sekali gus untuk tujuan pemuliharaan alam sekitar di premis berkenaan. Menurut Bladon (2019), tujuan bayaran dikenakan di destinasi pelancongan adalah untuk mempromosikan objektif sosial seperti rekreasi dan pendidikan, selain dapat digunakan sebagai alat untuk tujuan pengurusan pelancongan. Kunci utama dalam penetapan nilai bayaran di destinasi pelancongan adalah seperti polisi daripada pihak kerajaan, struktur penetapan harga, proses sosial dan aspek keselamatan. Lazimnya, semua bayaran yang dikenakan di kawasan pelancongan adalah dikenakan per kepala, per kenderaan atau mengikut satu tempoh masa yang ditetapkan. Sebagai contohnya, Bonaire National Marine Park (BNMP) menawarkan dua pilihan pakej yang utama kepada pelancong atau pengunjung yang hendak menyelam di destinasi BNMP iaitu sama ada mengambil pakej menyelam secara harian ataupun tahunan (DCNA, 2014). Sementara itu, South African National Parks (SANParks) pula menawarkan keahlian yang dikenali sebagai ‘Wild Card’ kepada pengunjung yang datang ke destinasi pelancongan tersebut. Antara keistimewaan kepada ahli yang mendaftar keahlian ‘Wild Card’ seperti kemasukan tanpa had ke SANParks dengan hanya membayar sejumlah harga yang telah ditetapkan. Seterusnya, di Galapagos National Park (GNP) pula, pengunjung yang datang ke kawasan tersebut hanya perlu membayar sekali sahaja sepanjang tempoh mereka berada di GNP termasuklah sepanjang mereka menginap di kawasan tersebut (Epler, 2014).

### i. Bayaran Yuran Masuk

Secara umumnya, bayaran yuran masuk adalah merupakan bayaran yang dikenakan kepada pelancong apabila mereka mengunjungi sesebuah destinasi pelancongan yang berbayar. Lazimnya, bayaran yuran masuk yang dikenakan di destinasi pelancongan adalah berbeza-beza mengikut kriteria yang tertentu seperti umur dan status kewarganegaraan. Sebagai contohnya, di Taman Negara Kinabalu, yuran masuk bagi warganegara yang berumur 18 tahun dan ke atas adalah RM3.00 manakala bagi warganegara yang berumur 17 tahun dan ke bawah adalah RM1.00. Bagi pengunjung atau pelancong antarabangsa pula, yuran masuk yang dikenakan adalah RM18.00 bagi yang berumur 18 tahun dan ke atas manakala bagi pelancong antarabangsa yang



berumur 17 tahun kebawah pula jumlah bayaran yuran yang dikenakan adalah RM10.00. Menurut Alliance (2001), cara yuran bayaran masuk dikumpulkan adalah melalui pembayaran tiket di pintu masuk, laman web destinasi pelancongan, dikenakan terus kepada pelawat ataupun dikenakan melalui syarikat pengendali pelancongan.

#### ii. Bayaran Yuran Perkhidmatan dan Yuran Aktiviti

Pada umumnya, bayaran yuran perkhidmatan dan yuran aktiviti dikenakan kepada pelancong apabila mereka menggunakan perkhidmatan atau turut serta dalam aktiviti yang disediakan di destinasi pelancongan. Nilai bayaran yuran perkhidmatan dan yuran aktiviti ini juga adalah berbeza mengikut jenis aktiviti dan perkhidmatan yang disediakan. Antara bayaran yuran perkhidmatan yang selalunya dikenakan kepada pengunjung adalah seperti bayaran untuk tempat letak kereta. Bagi destinasi pelancongan yang menawarkan perkhidmatan aktiviti perkhemahan, khemah dan tapak khemah yang digunakan oleh pengunjung adalah perlu disewa daripada pihak pengusaha pelancongan. Sebagai contohnya, di Polumpung Melangkap View Campsite (PMVC), Kota Belud, harga sewaan khemah adalah berbeza mengikut saiz khemah yang ingin disewa oleh pengunjung. Selain itu, terdapat juga perkhidmatan lain di PMVC yang memerlukan bayaran seperti sewaan peralatan *BBQ* dan *portable gas cooker*. Seterusnya, PMVC turut menyediakan aktiviti seperti *hiking* dan *flying fox* di mana aktiviti tersebut dikenakan nilai bayaran tertentu oleh pihak pengusaha pelancongan.

## 6. JENIS DAN KAEADAH PENGUKURAN KESANGGUPAN UNTUK MEMBAYAR

Jenis dan kaedah pengukuran WTP adalah berbeza-beza mengikut perspektif sarjana tertentu. Hal ini adalah disebabkan oleh WTP pengguna yang berbeza mengikut perubahan masa. Selain itu, teknik pengukuran yang berbeza ini adalah disebabkan oleh perubahan tingkah laku pengguna dan niat mereka untuk membelanjakan wang.

#### i. *Contigent Valuation Method (CVM)*

*Contigent Valuation Method (CVM)* adalah merupakan salah satu analisis yang boleh digunakan untuk mengukur kesanggupan untuk membayar (WTP). Menurut Venkatacalam (2004), CVM telah diperkenalkan oleh Ciriacy dan Wantrup pada tahun 1947. Lazimnya, kaedah CVM banyak diguna untuk mengukur WTP dalam pelancongan. Menurut Zaiton (2008), CVM adalah merupakan alat untuk meletakkan jumlah atau nilai pada barang dan perkhidmatan. CVM juga adalah suatu metode yang diaplikasi bagi menganggarkan penggunaan nilai barang dan perkhidmatan. Siew et al. (2015) berpendapat bahawa CVM adalah suatu teknik yang mudah difahami dan sangat fleksibel. Hal ini kerana CVM adalah menggunakan borang soal selidik sebagai instrumen yang utama dengan mengemukakan soalan kepada orang ramai berkaitan dengan pendapat mereka serta memerhatikan tingkah laku mereka berkaitan dengan WTP. Dengan erti kata lain, seseorang individu akan diminta untuk menyatakan harga



maksimum yang sanggup dibayar oleh mereka di bawah satu senario ataupun hipotesis berkaitan dengan WTP. Salah satu kelebihan CVM adalah metode ini bukan sahaja dapat mengukur nilai yang sanggup dibayar oleh seseorang individu, tetapi dapat menghasilkan kewujudan satu nilai yang sanggup dibayar oleh seseorang berdasarkan kesanggupan mereka untuk membayar (Loomis, 2002). Terdapat beberapa kajian yang berkaitan dengan kesanggupan untuk membayar dalam pelancongan yang menggunakan CVM sebagai alat pengukuran yang utama, antaranya WTP untuk kawasan pemuliharaan pelancongan (Ramli et al., 2017) dan WTP untuk perkhidmatan ekopelancongan (Hun & Anuar, 2014).

### ii. *Choice Experiment*

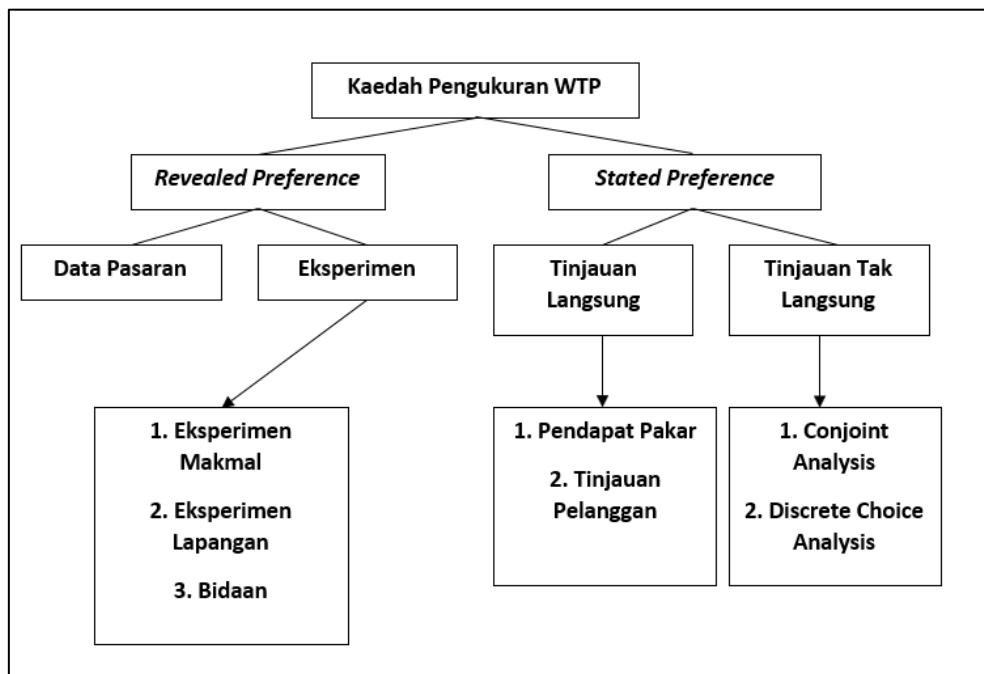
*Choice Experiment* (CE) telah diperkenalkan oleh Louviere & Hensher (1982) dan Louviere & Woodworth (1983) dalam bidang ekonomi dan pemasaran. Pada masa ini, CE diterapkan dalam bidang ekonomi persekitaran untuk penilaian barang persekitaran yang tidak dipasarkan (Das, 2014). CE juga adalah satu teknik yang hampir sama seperti CVM iaitu memerlukan penggunaan borang soal selidik dan kaedah tinjauan. CE boleh digunakan untuk mengukur WTP kerana dihubungkan dengan model statistik seperti model ekonomi. Menurut Chen dan Chen (2019), analisis CE dilihat sebagai satu proses bersepadu yang menerangkan berkaitan dengan isu yang akan dianalisis. Seterusnya, isu yang dikaji akan dinilai secara berterusan kerana maklumat yang diterima adalah berbeza seperti perbezaan model statistik, kumpulan fokus dan kajian rintis. Fannin (2007) membahagikan CE kepada dua pendekatan utama, iaitu *ratings based approach* dan *choice based approach*. *Ratings based approach* memerlukan responden menilai atau memberi ‘rating’ berkaitan dengan sesebuah produk atau perkhidmatan. *Choice based approach* pula memerlukan responden untuk memilih satu produk di antara beberapa produk yang lain. Hal ini kerana terdapat beberapa produk yang mempunyai fungsi yang sama di pasaran tetapi mempunyai kualiti yang berbeza seperti roti atau kereta.

### iii. Analisis *Regression / ANOVA / MANOVA*

Alat pengukuran lain yang boleh digunakan untuk mengukur kesanggupan untuk membayar adalah analisis *Regression*, *Anova* atau *Manova*. Dalam hal ini, kesemua analisis tersebut boleh digunakan apabila tinjauan telah dibuat ke atas responden yang terlibat. Selepas tinjauan dibuat, data akan dianalisis menggunakan perisian *Statistical Package for Social Science (SPSS)*. Lazimnya, antara data yang akan dianalisis menggunakan analisis ini adalah berkaitan dengan profil demografik responden seperti umur, pekerjaan dan jumlah pendapatan.

Terdapat juga beberapa kaedah lain yang boleh digunakan untuk mengukur WTP. Antaranya seperti kaedah pengukuran yang telah dikemukakan oleh Breidert et al. (2006).

Dalam kaedah ini, pengukuran WTP boleh dibahagikan kepada dua iaitu melalui kaedah *revealed preference* dan *stated preference*.



Rajah 1 : Kaedah Pengukuran WTP

Sumber : Diubah suai daripada Breidert et al. (2006).

Berdasarkan Rajah 1, kaedah pengukuran WTP secara *revealed preference* dapat dibahagikan kepada dua, iaitu melalui data pasaran dan eksperimen.

#### i. Data Pasaran

Data pasaran sering digunakan untuk menganggarkan ‘*price response function*’. Dengan adanya sumber data yang diperolehi daripada data pasaran, WTP mungkin akan dapat dibahagikan secara kasar kepada dua bahagian yang utama. Pertama ialah data panel dan kedua adalah data pengimbas. Melalui tinjauan daripada data pasaran, dapat dianggarkan bahawa tuntutan perbelanjaan pada masa dahulu adalah berbeza dengan masa hadapan (Breidert et al., 2006).

#### ii. Eksperimen

Secara umumnya, eksperimen dapat dibahagikan kepada dua, iaitu eksperimen makmal dan eksperimen lapangan. Kedua-dua jenis eksperimen ini dapat digunakan untuk menganggarkan nilai WTP. Dalam eksperimen makmal, tingkah laku pengguna biasanya disimulasikan dengan memberikan sejumlah wang dan meminta mereka membelanjakan wang tersebut untuk membeli barang yang tertentu (Breidert et al., 2006). Tindak balas pengguna akan diteliti berdasarkan penilaian yang dikemukakan oleh Silk dan Urban (1978) dalam kaedah penilaian mereka. Hasil daripada eksperimen makmal ini akan lebih cepat untuk diperolehi kerana sifatnya yang lebih rasional terhadap tingkah laku pengguna (Nagle & Holden, 2002).

Eksperimen lapangan pula adalah dikenali sebagai ‘*in-store purchase experiment*’. Eksperimen ini adalah dilakukan di dalam persekitaran dunia nyata yang memerlukan responden untuk turut serta secara langsung. Dalam eksperimen ini, isu utama yang



berkaitan dengan harga pasaran akan dianalisis dan hanya responden yang berskala kecil yang terlibat bagi mewakili keseluruhan populasi responden (Breidert et al., 2006).

Seterusnya, kaedah pengukuran WTP secara *stated preference* pula dibahagikan kepada dua, iaitu tinjauan secara langsung dan tinjauan secara tidak langsung.

#### i. Tinjauan Langsung

Dalam hal ini, tinjauan langsung dapat dibahagikan kepada dua, iaitu pendapat pakar dan tinjauan pelanggan. Dalam kaedah tinjauan langsung, pendapat pakar adalah salah satu cara yang sangat popular dalam mengukur WTP. Dalam hal ini, orang yang dirujuk biasanya adalah terdiri daripada pengurus jualan ataupun pengurus pemasaran. Hal ini kerana mereka biasanya bekerja secara langsung dan banyak berhubung dengan pengguna. Ini menyebabkan mereka lebih peka terhadap struktur dan trend keperluan pengguna. Dengan adanya pendapat pakar, penjimatan kos dan masa dapat dilakukan tanpa menemu ramah pelanggan secara terus. Lazimnya, pengurus jualan atau pengurus pemasaran adalah berfungsi untuk menganggarkan WTP pengguna.

Salah satu aplikasi tinjauan langsung untuk mengukur WTP yang melibatkan pengguna adalah kaedah bermotivasi secara psikologi yang dikembangkan oleh Stoetzel (1954). Berdasarkan kaedah ini, Stoetzel menganggarkan bahawa terdapat harga maksimum dan harga minimum untuk setiap produk apabila melibat tinjauan secara langsung bersama dengan pelanggan (Breidert et al., 2006). Menurut Forth (2018), tinjauan langsung kepada pelanggan dapat menyelesaikan isu yang berkaitan dengan kepentingan atribut sesuatu produk.

#### ii. Tinjauan Tak Langsung

*Conjoint Analysis* adalah merupakan satu analisis untuk mengukur maklum balas responden melalui atribut produk dalam bentuk eksperimen. Dalam hal ini, maklum balas pelanggan berkaitan produk akan diukur mengikut tahap keutamaan mereka. *Discrete Choice Analysis* adalah hampir sama seperti *Choice Experiment* iaitu pengguna perlu memilih produk terbaik berdasarkan penilaian mereka walaupun produk tersebut mempunyai fungsi yang sama.

## 7. PERSOALAN ADAKAH WTP BERKAITAN DENGAN SEBELUM ATAU SELEPAS PELANCONG MENGUNJUNGI DESTINASI PELANCONGAN?

Apabila menyentuh berkaitan dengan kesanggupan untuk membayar (WTP) dalam pelancongan, wujud persoalan sama ada aspek ini dinilai sebelum seseorang pengunjung memasuki satu-satu destinasi pelancongan ataupun selepas. Jadual 1 menunjukkan sorotan literatur terpilih di peringkat global dan nasional. Secara keseluruhannya dapat dirumuskan bahawa kajian WTP ini adalah dilakukan selepas pelancong atau pengunjung memasuki satu-satu premis pelancongan kerana mereka berpeluang mengalami sendiri serta mungkin telah membayar untuk perkhidmatan dan aktiviti yang disediakan dalam



premis berkenaan. Dengan itu, mereka dapat memberikan penilaian yang sewajarnya. Huraian lanjut berdasarkan kajian kes terpilih di peringkat global dan nasional dijelaskan dalam 7.1 dan 7.2.

Jadual 1 : Sorotan literatur terpilih berkaitan dengan persoalan berkaitan WTP

Global	Nasional
Pengkaji  Aseres & Sira (2020)	Sebelum/Selepas Mengunjungi Destinasi Pelancongan
Dutta (2020)	Selepas
Miller et al. (2020)	Selepas
Sisouphanthong et al. (2020)	Selepas
Zhang (2020)	Selepas
Mahboob & Ashfaq (2020)	Selepas
Boronat- Navaro & Perez Aranda (2020)	Selepas
Schutgens et al. (2019)	Selepas
Witt (2019)	Selepas
Pengwei & Linsheng (2018)	Selepas
Pengkaji  Fairuz (2014)	Sebelum/Selepas Mengunjungi Destinasi Pelancongan
Hun & Anuar (2014)	Selepas
Siew et al. (2015)	Selepas
Mohd Rusli et al. (2009)	Selepas
Nor Afiza et al. (2016)	Sebelum dan selepas <i>(pengunjung dan bukan pengunjung)</i>
Nur Faizah (2011)	Selepas
Ramli et al. (2017)	Sebelum dan selepas <i>(pengunjung dan bukan pengunjung)</i>
Hassan et al. (2020)	Selepas
Zaiton (2008)	Selepas
Fatin (2017)	Sebelum dan selepas <i>(pengunjung dan bukan pengunjung)</i>

Sumber : Olahan Pengkaji (2021).



## 7.1 Peringkat Global

Kajian WTP oleh Dutta (2020) melibatkan lokasi di Taman Negara Nameri Assam (*Nameri National Park of Assam- NNPA*). Dalam kajian ini, seramai 145 orang responden telah dikaji menggunakan temu bual secara berstruktur. Dalam hal ini, pengunjung yang ditemu bual adalah mereka yang telah memasuki NNPA. Kajian di NNPA ini dilakukan pada tempoh puncak (*peak period*). Hasil kajian menunjukkan bahawa jantina, tahap pendidikan dan jumlah pendapatan pengunjung adalah mempengaruhi kesanggupan mereka untuk membayar bagi tujuan pemuliharaan di taman negara tersebut.

Seterusnya kajian oleh Aseres dan Sira (2020) pula dijalankan di Taman Negara Gunung Bale (*Bale Mountain National Park – BNMP*), Ethiopia. Dalam kajian ini, seramai 389 responden terlibat. Responden yang dipilih adalah dari kalangan pengunjung yang memasuki taman negara tersebut dari bulan September 2017 sehingga 2018. Kajian ini meneliti perbandingan antara musim puncak (*peak season*) pada bulan November sehingga Januari 2017 dan di luar musim puncak (*off season*) iaitu pada bulan Mac sehingga September 2018. Hasil kajian menunjukkan bahawa 75% pengunjung sanggup membayar untuk kos pemuliharaan di taman negara tersebut. Purata WTP adalah dianggarkan berjumlah US\$7.40 untuk pelancong asing dan US\$1.00 untuk pelancong domestik.

Kajian oleh Mahboob dan Ashfaq (2020) dijalankan di Lahore, Pakistan. Kajian ini adalah melibatkan seramai 200 orang pengunjung yang telah datang ke Lahore bagi tujuan melawat beberapa tempat bersejarah dan kepelbagaiannya budaya di kawasan tersebut. Hasil kajian menunjukkan lebih 75% pengunjung sanggup membayar lebih bagi menikmati pelancongan yang berkaitan dengan kebudayaan dan warisan.

## 7.2 Peringkat Nasional

Kajian oleh Norafiza et al. (2016) dijalankan di Taman Negara Kubah dan Pusat Hidupan Liar Matang, Sarawak. Dalam kajian ini, seramai 618 responden terlibat yang terdiri daripada pengunjung yang datang ke taman negara tersebut dan bukan pengunjung iaitu penduduk di daerah Kuching, Sarawak. Hasil kajian menunjukkan bahawa pengunjung dan buka pengunjung Taman Negara Kubah dan Pusat Hidupan Liar Matang adalah sanggup membayar lebih bagi caj yuran semasa yang dikenakan iaitu RM10 untuk pengunjung dalam negara dan RM20 untuk pengunjung antarabangsa.

Seterusnya adalah kajian oleh Ramli et al. (2017) yang dijalankan di Hutan Simpan Paya Bakau Matang, Perak. Jumlah responden dalam kajian ini ialah seramai 385 orang yang datang ke Hutan Simpan Paya Bakau Matang, Perak dan 300 orang nelayan yang tinggal berdekatan dengan hutan simpan paya bakau tersebut. Hasil kajian menunjukkan pengunjung dan nelayan di kawasan tersebut sanggup membayar lebih bagi tujuan pemuliharaan hutan simpan paya bakau. Anggaran purata WTP bagi yuran pemuliharaan ialah RM17.60 bagi pengunjung dan RM8.38 bagi nelayan setahun.

Kajian oleh Siew et al. (2015) dijalankan di Payah Indah Wetland, Selangor (PIW). Responden yang terlibat dalam kajian ini adalah seramai 350 orang yang datang ke PIW. Hasil kajian menunjukkan jumlah pendapatan adalah merupakan faktor utama yang mempengaruhi WTP pengunjung. Jumlah min WTP bagi pengunjung yang diperolehi ialah 7.12 bagi setiap pengunjung. Hasil kajian menjangkakan bahawa dana bagi program pemuliharaan PIW adalah sebanyak RM630,768 setahun.



## **8. KESIMPULAN**

Konsep kesanggupan untuk membayar (WTP) dapat memberi manfaat yang signifikan terhadap sektor pelancongan itu sendiri. Pada masa ini, konsep kesanggupan untuk membayar dalam pelancongan ini adalah penting bagi mengetahui kesanggupan seseorang itu untuk membayar apabila melakukan aktiviti pelancongan. Dengan adanya kaedah pengukuran dalam WTP, kesanggupan seseorang itu untuk membayar bagi barang dan perkhidmatan dapat diukur. Seterusnya, penjelasan konseptual tentang WTP ini adalah penting kepada pelbagai pihak yang terlibat secara langsung dalam industri pelancongan terutamanya yang melibatkan bayaran ketika memasuki satu-satu premis pelancongan. Dengan pemahaman yang baik terhadap pelbagai kaedah mengukur WTP, maka pemain industri pelancongan memiliki pilihan yang luas dalam menentukan kaedah pengukuran WTP yang paling praktikal dan ideal dengan keperluan dan perancangan masa depan agar lebih maju, lestari dan berdaya saing.

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**Tourism/Malay/ID: 61**

## **KONSEP CIRI PEMBELIAN DAN KUASA BELI PELANCONG TERHADAP SEKTOR PERKHIDMATAN TERPILIH: SATU TINJAUAN LITERATUR**

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### **ABSTRAK**

Dalam industri pelancongan, terdapat pelbagai sektor perkhidmatan yang terlibat, antaranya penginapan, makanan dan minuman, agensi perjalanan, tarikan pelancongan dan hiburan. Kepelbagaiannya sektor perkhidmatan dalam pelancongan ini mendorong kepada ciri pembelian yang khusus sekali gus mempengaruhi kuasa beli pelancong. Untuk itu, kertas kerja ini meninjau tentang konsep ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan berdasarkan sorotan literatur bahan kepustakaan terpilih. Secara umumnya, ciri pembelian seseorang pelancong dipengaruhi oleh niat, faktor promosi, pendapatan individu serta melibatkan aspek budaya, kepercayaan, imej dan harga. Kuasa beli merupakan proses yang melibatkan pengguna untuk menggunakan suatu produk barang dan perkhidmatan serta mempunyai peranan untuk difahami bukan sahaja oleh pengguna itu sendiri. Pembeli atau pelanggan perlu tahu samada mereka sebenarnya mempunyai pengaruh yang sangat tinggi dalam penentuan harga di pasaran kerana pembeli atau pelanggan berkuasa untuk menjadi penentu bagi sesuatu produk yang ditawarkan dalam pasaran. Selain negara sedang membangun, masalah peningkatan sara hidup bukan sahaja dialami oleh negara-negara yang maju seperti Amerika Syarikat dan China juga menghadapi dengan masalah kenaikan pendapatan sara hidup rakyat mereka. Oleh itu, kemajuan sesebuah wilayah atau negara turut dipengaruhi oleh isu kuasa beli pengguna dan hubungannya dengan sektor. Ringkasnya, punca utama pelancong untuk memilih sesuatu tempat menarik sebagai lokasi percutian yang dapat meningkatkan kuasa beli mereka adalah melalui sektor perkhidmatan dalam pelancongan seperti kemudahan penginapan, makanan dan pengangkutan.

**Kata kunci:** Ciri pembelian, kuasa beli, pelancong, sektor perkhidmatan terpilih



## 1. PENGENALAN

Kuasa beli adalah kuantiti barang atau perkhidmatan yang boleh didapati menggunakan satu unit mata wang. Kuasa beli adalah satu proses di mana pengguna akan membeli sesuatu perkhidmatan dan barang yang perlu difahami oleh masyarakat. Menurut McGhee (2014), pengguna sesuatu perkhidmatan perlu tahu kerana mereka mempunyai kemampuan untuk mempengaruhi atau mengubah sesuatu harga atau mutu sesuatu barang dan perkhidmatan. McColl-Kennedy dan Fetter (1999) pula menegaskan penentuan kuasa beli pengguna itu sendiri adalah dengan mempunyai kuasa yang akan ditentukan daripada pelbagai jenis dan jumlah barang atau perkhidmatan yang ditawarkan. Menurut Sellers (1989), pengguna akan melakukan ulangan kembali terhadap sesebuah produk barang atau perkhidmatan sekiranya terdapat aduan yang dilakukan dan diambil tindakan yang sepatutnya untuk memperbaiki kualiti perkhidmatan atau barang. Hal ini sudah cukup untuk membuktikan bahawa kuasa beli adalah sangat penting kepada pengguna dalam menentukan harga atau mutu sesuatu barang yang ditawarkan di pasaran samada berbaloi untuk digunakan.

Pendapatan sara hidup yang meningkat merupakan isu semasa yang dihadapi oleh negara yang sedang membangun dan ia juga berkait rapat dengan penurunan kuasa beli seseorang pengguna. Jika peningkatan kos sara hidup yang berlaku tinggi maka kuasa beli akan kurang dan sebaliknya. Masalah peningkatan sara hidup bukan hanya dihadapi oleh negara sedang membangun malahan di negara yang maju seperti Amerika Syarikat dan Hong Kong. Di negara Amerika Syarikat iaitu bandar New York merupakan bandar yang berada di kedudukan ke-lapan tertinggi bagi faktor gaji, namun bandar ini berada di kedudukan yang rendah bagi kuasa beli rakyat di antara bandar lain di Amerika Syarikat pada tahun 2014 (Sen et al., 2017). Harold (1991) menegaskan bahawa kos sara hidup rakyat adalah berbeza daripada faktor gaji, corak perbelanjaan, harga barang bagi isi rumah yang sentiasa berubah mengikut negara yang didiami.

Tahap kemajuan sesebuah wilayah atau negara biasanya akan dipengaruhi oleh pembelian dan hubungannya terhadap sektor pelancongan. Sebagai contoh, bandaraya yang pendapatan sara hidup yang tinggi di dunia dan di Asia adalah Singapura. Oleh itu, hasil kajian mendapati kos kuasa beli yang tinggi disebabkan oleh berlakunya perbezaan dari segi keseimbangan yang tidak sama dengan pendapatan antara golongan berpendapatan tinggi dan rendah. Berdasarkan daripada konteks peringkat global untuk pelancongan wilayah, pergerakan dan pemilihan destinasi pelancongan perlu memastikan penyediaan kemudahan dan penawaran produk adalah penting kepada pelancong kerana dengan adanya penyediakan pelbagai jenis perkhidmatan, aktiviti dan program ini menyebabkan pelancong tertarik untuk berkunjung ke destinasi berkenaan (Worldwide Cost of Living Survey, 2017). Tujuan kajian ini adalah untuk mengenal pasti ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan yang ditawarkan di sesuatu lokasi yang dituju oleh pelancong dalam meningkatkan kuasa beli mereka semasa menggunakan perkhidmatan atau membeli barang yang ditawarkan.

Antara isu yang boleh dikaitkan apabila berlakunya perkembangan daya saing harga di mana setiap negara di peringkat antarabangsa atau tempatan biasanya akan mengambil kira tentang harga barang dan perkhidmatan di sesuatu negara atau lokasi yang dituju agar pelancong atau pengunjung dapat mengekalkan faedah yang diharapkan iaitu sesuai dengan kemudahan dan perkhidmatan yang ditawarkan (Crouch, 1994). Hal ini berkaitan



dengan isu ketersampaian lokasi pelancongan yang terbatas dan mengalami kekurangan infrastuktur dan cara sesuatu ciri ekonomi dalam sektor perlancungan diukur dengan menggunakan wang yang dibelanjakan oleh pelancong berdasarkan barang dan perkhidmatan yang ditawarkan. Oleh itu, tinjauan literatur ini diharap dapat menjelaskan permasalahan kajian, iaitu adakah sebahagian besar daripada kuasa beli pelancong ini mempengaruhi trend pola pembelian pelancong terhadap sektor perkhidmatan yang ditawarkan di pasaran, dapat menunjukkan kuasa beli pelancong terhadap sektor perkhidmatan yang berbeza serta faktor-faktor mempengaruhi kuasa beli pelancong di sesuatu lokasi yang dituju.

Kajian tentang ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan terpilih ini masih kurang dikaji oleh penyelidik tempatan maupun antarabangsa. Kebanyakan kajian terdahulu lebih kepada sektor yang umum atau satu sektor sahaja. Sebagai contoh kajian yang dilakukan oleh Khairul (2010) dan Noorsafiza dan Mohd Yusuf (2014). Khairul (2010) mengkaji tentang motif dan faktor tarikan pusat membeli-belah dalam mempengaruhi pengguna memilih pusat membeli-belah untuk meningkatkan kuasa beli semasa melancong. Faktor-faktor demografi responden seperti jantina, umur, etnik, status perkahwinan, tahap pendidikan dan gaji bulanan turut diuji sama ada ia mempengaruhi proses pembuatan keputusan membeli dalam pemilihan pusat membeli-belah yang dituju. Hasil kajian mendapati bahawa faktor hiburan dan kepelbagaiannya menjadi faktor daya tarikan utama dalam mempengaruhi keputusan pengguna. Manakala hasil kajian Noorsafiza dan Mohd Yusuf (2014) pula menunjukkan terdapat tiga kluster motif pengunjung atau pelancong yang telah dikelaskan. Kluster 1 menekankan motif persekitaran, keselesaan dan reputasi pusat membeli-belah, kluster 2 mengutamakan aspek hiburan dan sosial manakala kluster 3 menekankan perspektif rasional, iaitu pencarian utiliti atau kepuasan.

## 2. METODOLOGI

Kaedah tinjauan literatur ini menggunakan pendekatan sintesis penyelidikan kaedah gabungan (*mixed method research synthesis*). Pendekatan ini merupakan kaedah meninjau secara sistematis di mana penyelidikan yang sedia ada akan dikaji, dinilai dan dirumuskan dengan teratur (Heyvaert et al., 2013). Menerusi penggunaan kaedah ini, kesemua data penyelidikan adalah dipperolehi daripada manuskrip berbentuk kualitatif, kuantitatif serta campuran (Sandelowski et al., 2012). Tinjauan literatur yang sistematik ini membolehkan peningkatan pemahaman tentang ruang lingkup bidang yang difokuskan dalam kajian yang dijalankan (Harden, 2010).

## 3. CIRI PEMBELIAN DAN KUASA BELI PELANCONG

Terdapat beberapa ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan, antaranya niat, jualan murah, promosi, pendapatan individu dan gaya penggunaan. Menurut Hamelin (2013), niat adalah salah satu ciri pembelian seseorang pengguna yang mempengaruhi kuasa beli dalam banyak situasi yang berlainan. Kaitan yang



ketara terhadap ciri pembelian seseorang individu adalah dengan adanya niat atau tujuan. Hal ini demikian kerana kajian antara individu atau pelancong adalah sangat penting untuk mengetahui tujuan masing-masing sebelum melakukan pembelian. Dalam erti kata lain, niat boleh mempengaruhi seseorang pengguna yang melancong ke sesuatu lokasi, contohnya tujuan seseorang pelancong berkunjung ke destinasi yang dipilih sama ada untuk membeli-belah ataupun menikmati pemandangan. Walau bagaimanapun, terdapat beberapa perbezaan dalam tingkah laku penggunaan yang tidak cukup jelas berlaku berdasarkan aspek ciri pembelian pengguna, nilai-nilai kepenggunaan adalah bukti yang terjadinya peningkatan dalam penerimaan sesetengah pengguna terhadap sesuatu barang atau perkhidmatan.

Menurut Altinay et al. (2017), kajian yang dilakukan terhadap ciri pembelian dan kuasa beli pelancong ini adalah tidak hanya berguna untuk mana-mana syarikat atau institusi yang berkaitan semata-mata. Namun sebaliknya, dalam memastikan usaha peniaga ataupun pengusaha dengan jayanya dapat mengisi keperluan dan permintaan pengguna atau pelancong pengetahuan terhadap ciri pembelian dan kuasa beli ini sangat berguna kepada mereka. Peningkatan prestasi keseluruhan sistem urus niaga dapat ditingkatkan dengan adanya pengetahuan terhadap aspek pembelian pengguna. Keputusan pembelian pengguna turut dipengaruhi dengan adanya beberapa faktor, antaranya aspek budaya, imej jenama, kepercayaan dan harga. (Shah et al., 2018).

Sehubungan dengan itu, hasil kajian Shuhaily et al. (2011) menunjukkan beberapa ciri yang berlainan, iaitu tumpuan terhadap jualan murah dan promosi. Namun begitu, ciri ini bukan sahaja khusus untuk pelajar universiti sahaja, malah ciri pembelian ini turut melibatkan semua pengguna termasuk pelancong secara umumnya. Sebagai contoh, keinginan untuk pembelian pakej tiket kapal terbang murah, penginapan yang menawarkan promosi, restoran yang menyediakan diskaun terhadap menu makanan yang ditawarkan dan sebagainya. Faktor promosi atau diskaun adalah ciri paling utama yang dapat mempengaruhi ciri pembelian dan kuasa beli pelancong semasa berbelanja walaupun pelancong tersebut tidak mempunyai niat untuk membeli barang atau perkhidmatan yang ditawarkan di lokasi tersebut. Miniard dan Engel (2001) berpendapat bahawa penawaran diskaun yang disediakan di pusat membeli-belah turut mempunyai kaitan dengan ciri pembelian dan kuasa beli pelancong. Di samping itu, pendapatan seseorang individu diakui mempengaruhi ciri pembelian dan kuasa beli, contohnya seseorang individu yang memiliki pendapatan bulanan yang tinggi akan menyebabkan kuasa beli mereka terhadap satu-satu perkhidmatan turut meningkat.

#### **4. SEKTOR PERKHIDMATAN TERPILIH DALAM PELANCONGAN**

Pelancong kebiasaannya mempunyai tujuan yang berbeza-beza yang menyebabkan mereka berkunjung ke sesuatu destinasi, contohnya untuk tujuan menambah minat dan pengalaman atau sekadar memenuhi keinginan untuk mencari ketenangan dan memahami diri sendiri. Pelancong yang mempunyai motivasi yang tidak sama dan menyebabkan mereka melancong dan mempengaruhi keinginan terhadap satu-satu lawatan tersebut. Selain itu, tujuan pelancong berkunjung ke sesuatu destinasi adalah untuk perniagaan, melawat kawan dan keluarga atau sekadar untuk hiburan.



Untuk memastikan pengalaman pelancong lebih lancar dan bermakna, industri pelancongan menawarkan pelbagai sektor perkhidmatan kepada pelancong. Secara umumnya, terdapat beberapa sektor perkhidmatan yang disediakan dalam pelancongan, iaitu penginapan, makanan dan minuman, pengangkutan, aktiviti membeli-belah, agensi perjalanan, agen pertukaran wang asing, acara dan pameran, tarikan pelancongan serta hiburan dan sebagainya. Namun begitu, hanya empat sektor perkhidmatan sahaja yang diberikan penumpuan dalam perbincangan ini, iaitu penginapan, pengangkutan, makanan dan minuman serta aktiviti membeli belah. Hal ini kerana memudahkan ciri pembelian dan kuasa beli pelancong terhadap sektor perkhidmatan terpilih ini ditentukan untuk perancangan strategi dalam segmen pemasaran yang bersesuaian.

Sektor jaringan pengangkutan merupakan sektor yang penting untuk memudahkan pengunjung sampai ke lokasi yang hendak dituju. Terdapat pelbagai mod pengangkutan yang disediakan iaitu darat, air dan udara. Pengangkutan darat termasuk kemudahan jalan raya dan keretapi adalah fasiliti utama yang sering digunakan oleh pelancong untuk ke satu-satu destinasi pelancongan kerana kos yang lebih murah dan berpatutan. Pada umumnya, kemudahan bas ekspres dan bas persiaran diguna untuk kumpulan pelancong yang menggunakan pakej percutian. Mod pengangkutan udara adalah penting bagi menghubungkan destinasi yang tidak dapat diakses menggunakan pengangkutan darat dan air. Meskipun pengangkutan udara memerlukan kos yang agak tinggi tetapi perkhidmatan ini dapat menjimatkan masa dan waktu terutamanya perjalanan ke luar negara. Manakala pengangkutan air digunakan untuk tujuan ke destinasi pelancongan seperti pulau atau perjalanan melibatkan badan air lain seperti sungai, tasik dan kolam. Secara umumnya, terdapat beberapa faktor yang mempengaruhi ciri pembelian (penggunaan perkhidmatan) dalam memilih mod pengangkutan yang bersesuaian sepanjang percutian pelancong agar kuasa beli terhadap perkhidmatan itu dapat ditingkatkan (Dinu, 2018).

Selain itu, kemudahan penginapan adalah aspek perkhidmatan yang penting dalam pelancongan. Untuk kemudahan penginapan, terdapat pelbagai pilihan, antaranya resort, hotel, motel dan *homestay*. Pada kebiasaan, pelancong akan membuat pilihan jenis dan taraf penginapan dengan membuat tempahan awal dengan mengambil kira kemampuan kewangan, lokasi yang dituju dan tempoh masa percutian serta pakej penginapan yang ditawarkan. Pelancong akan memilih penginapan berdasarkan bajet yang mereka ada. Oleh itu, mereka hanya akan mempetimbangkan penginapan yang mampu dimiliki oleh mereka (Camilleri, 2018). Sektor perkhidmatan seterusnya adalah kemudahan makanan dan minuman yang disediakan di sepanjang percutian pelancong. Keunikan dan kepelbagaiannya makanan yang berlainan di pelbagai destinasi turut menjadi keutamaan pelancong ketika bercuti. Terdapat sesetengah pelancong ingin mengunjungi satu-satu tempat kerana ingin merasai pengalaman menikmati makanan yang popular atau unik. Antara jenis perkhidmatan makanan yang disediakan di destinasi pelancongan adalah kafe, pub, bistro, dan katering. Selain itu, terdapat juga kemudahan tempat makan berupa restoran, kedai makan atau gerai yang menawarkan pelbagai jenis makanan dengan harga yang berpatutan (Camilleri, 2018).

Pada masa ini, pembinaan pusat membeli-belah bergabung dengan perkhidmatan penginapan seperti hotel semakin meningkat naik seiring dengan kemajuan ekonomi dan taraf hidup masyarakat. Perbezaan daripada gambaran dan fungsi pusat membeli-belah adalah usaha untuk menarik minat pelancong datang berkunjung. Terdapat beberapa ciri



pusat membeli-belah yang baik termasuklah tempat yang mudah diakses, terdapat pelbagai kemudahan khas kepada pengunjung dan mempunyai imej yang dikenali. Kompleks membeli-belah yang berada di lokasi yang strategik seperti bandar dilihat mampu bersaing dengan pusat membeli-belah yang lain yang berada di pinggir bandar (Dawson, 1983). Salah satu ciri utama dalam mempengaruhi pelancong adalah dengan adanya tarikan yang unik untuk membantu mereka membuat keputusan memilih lokasi yang sesuai untuk mereka kunjungi. Antara contoh pusat membeli-belah yang terkenal di Malaysia adalah SOGO, Mid Valley Megamall, Berjaya Times Square, Suria KLCC dan sebagainya (Noor Safiza & Mohd Yusuf, 2014).

Semasa penularan pandemik COVID-19 yang mengemparkan seluruh dunia telah menyebabkan World Health Organization (WHO) menyarankan untuk langkah penjarakan sosial bagi mencegah virus tersebut merebak dengan cepat. Hal ini menyebabkan kerajaan Malaysia menguatkuasakan Perintah Kawalan Pergerakan (PKP) di seluruh negara. Arahan PKP ini memberikan kesan kepada rakyat, terutamanya dari aspek ekonomi disebabkan oleh pergerakan yang terbatas untuk mencari rezeki seperti kebiasaannya. Keterbatasan pergerakan ini menyebabkan pendapatan terjejas dan meningkatkan perbelanjaan isi rumah. Golongan yang terkesan kerana hasil PKP ini adalah majikan, peniaga, petani dan nelayan. Golongan ini menerima kesan semasa pelaksanaan PKP yang mengakibatkan mereka kehilangan pekerjaan dan sumber pendapatan harian, permintaan dan jualan berkurang daripada pemborong dan peniaga, perniagaan atau premis terpaksa ditutup dan pemotongan gaji dilakukan (Talha, 2020). Berdasarkan survei khas yang dijalankan oleh Jabatan Perangkaan Malaysia (DOSM) (2020) mendapati bahawa sektor yang mencatatkan peratusan kehilangan pekerjaan yang lebih tinggi berbanding sektor lain adalah sektor perkhidmatan. Kadar pengangguran dan kehilangan sumber pendapatan menjelaskan kuasa beli pengguna yang penting untuk pertumbuhan ekonomi. Semasa Pelaksanaan Perintah Kawalan Pergerakan (PKP), sebanyak 66% perniagaan mengalami penurunan permintaan yang drastik sehingga menyukarkan usaha untuk mempertahankan perniagaan yang sedia ada (Adnan, 2020). Oleh itu, Ahli Ekonomi Kanan UOB Malaysia, Julia Goh menyarankan agar sektor runcit dan perkhidmatan luar talian harus mencari kaedah yang baharu untuk berkembang maju dalam persekitaran pasca pandemik (Shah, 2020).

## 5. KESAN CIRI PEMBELIAN DAN KUASA BELI TERHADAP PERKHIDMATAN TERPILIH

Hampir setiap tahun ketibaan pelancong menunjukkan jumlah yang semakin bertambah, namun berikutan penularan pandemik COVID-19 di seluruh dunia, berlakunya penurunan ketara ketibaan pelancong asing ke Malaysia yang disebabkan oleh penutupan sempadan sejak 18 Mac 2020. Malaysia hanya mencatatkan jumlah lebih 4.3 juta ketibaan pelancong asing ke Malaysia pada tahun 2020, iaitu jumlah penurunan sebanyak 83.4 peratus berbanding 26.1 juta pada 2019. Tourism Malaysia memaklumkan bahawa kadar pendapatan negara daripada sektor pelancongan turut merundum iaitu sebanyak 85.3 peratus apabila hanya meraih RM12.69 bilion tahun lalu berbanding RM86.14 bilian pada tahun 2019. (Ahmad, 2021). Berdasarkan kajian Redzuan (2011), penyumbang kepada pendapatan kapita yang utama terhadap industri pelancongan di Malaysia adalah daripada



pelancong yang tiba dari Arab Saudi. Dalam konteks nilai ekonomi, tingkat pendapatan seseorang pelancong adalah penting kerana menunjukkan kesan yang meningkat dalam bentuk tukaran wang, justeru itu ketibaan jumlah pelancong yang mempunyai kuasa beli yang tinggi adalah baik untuk pembangunan pelancongan negara kerana keadaan ini mendorong kepada perbelanjaan yang tinggi dalam pelbagai sektor perkhidmatan, terutamanya jika pelancong itu bercuti dalam tempoh yang lebih panjang.

Pelbagai aspek yang mempengaruhi perbelanjaan bilangan kos pelancongan antaranya faktor seseorang melakukan lawatan, aktiviti yang dilakukan, jangka masa tinggal di destinasi pelancongan, tujuan lawatan, peringkat umur dan turut dipengaruhi oleh gaya hidup pelancong itu sendiri. Faktor perbezaan perjalanan yang berlainan akan menyebabkan jumlah perbelanjaan yang dilakukan juga tidak sama dan membawa impak ekonomi yang turut berbeza disebabkan oleh penggunaan perkhidmatan seperti pakej pelancongan yang mahal dan kos makan dan minum seorang pelancong.

Berdasarkan kajian yang dilakukan oleh Rosniza dan Ahmad Mutaqim (2012), industri pelancongan perlu menepati keperluan dan keinginan pelancong terutamanya penawaran kemudahan penginapan. Sebagai contoh yang dilakukan di Perancis adalah mereka membina hotel secara besar-besaran untuk meningkatkan sektor pelancongan di Coisica. Kesannya telah menyebabkan berlakunya peningkatan jumlah pengunjung yang positif kerana adanya perkhidmatan sampingan seiring dengan pembangunan pelancongan tersebut seperti pembinaan pusat membeli-belah, pelbagai kemudahan prasarana dan naik taraf sistem pengangkutan. Hal ini relevan dengan keperluan asas pelancong yang dijelaskan oleh Pearce (1988), iaitu seseorang pelancong akan dikategorikan berdasarkan jenis tarikan yang disediakan meliputi beberapa kemudahan dan perkhidmatan yang diperlukan. Kajian terhadap pembangunan pelancongan di Tanjung Jara dan Rantau Abang mendapati wujudnya pembinaan hotel baharu yang memberikan kesan terhadap perkembangan perniagaan peruncitan di kawasan sekitarnya. Hal ini membuka peluang kepada penduduk setempat untuk bermiaga, contohnya menjual kraftangan, membuka kedai dan gerai makan serta menawarkan pelbagai kemudahan lain yang diperlukan oleh pelancong.

Pengusaha atau peniaga perlu memahami berkaitan dengan keperluan dan kehendak pelancong dari kalangan yang berumur adalah merupakan jalan untuk berjaya terhadap strategi pemasaran perniagaan semasa terutamanya dalam konteks antarabangsa. Golongan muda akan cenderung untuk membuat kunjungan ke sesuatu destinasi bersama rakan-rakan, golongan ini lebih berminat dengan suasana yang menyebabkan mereka untuk membuat pembelian terhadap sesuatu perkhidmatan. Malah, golongan muda memiliki citarasa yang lebih tinggi terhadap sesuatu pembelian. Sebagai contoh, ciri lokasi yang terkenal iaitu pusat membeli belah yang popular mengikut trend semasa sangat disukai oleh golongan muda untuk melakukan pembelian dan meningkatkan kuasa beli mereka. Manakala golongan berumur pula lebih suka untuk melakukan pembelian yang lebih murah tanpa mengambil kira faktor lain. Oleh itu, ciri pembelian dan kuasa beli pelancong dari kalangan golongan muda dan berusia adalah berbeza-beza berdasarkan daripada kajian yang dilakukan oleh Frefolente et al. (2019)



## 6. TINJAUAN LITERATUR PERSEPSI PELANCONG TERHADAP KUALITI PERKHIDMATAN

Menurut Suryati et al. (2018), pembangunan sektor pelancongan dan peningkatan jumlah kedatangan pelancong dengan adanya kemudahan insfrastruktur yang baik dan moden. Kemudahan seperti pengangkutan, penginapan dan lain-lain adalah untuk membantu pelancong bergerak ke sesuatu destinasi dengan selamat dan selesa ini dapat meningkatkan ekonomi negara. Persepsi pelancong mempunyai persepsi mereka yang tersendiri dan merupakan salah satu daripada pengalaman seseorang pelancong tentang sesebuah kawasan pelancongan yang dikunjunginya. Tanggapan seseorang pelancong secara umumnya melibatkan lima deria rasa, iaitu melihat, mendengar, rasa, sentuh dan bau bagi menilai hospitaliti iaitu kualiti dan perkhidmatan terhadap produk pelancongan yang ditawarkan. Apabila seorang pelancong mengalami sesuatu masalah semasa melancong di sesuatu lokasi, persepsi yang terbentuk lazimnya lebih buruk daripada situasi sebenar kerana pengalaman yang menyeronokkan ini biasanya akan tercetusnya tanggapan yang akan melebihi situasi yang sebenar (Morisson, 2002).

Sektor perkhidmatan pengangkutan adalah servis yang penting untuk aksesibiliti dan pergerakan pelancong ke destinasi atau dalam ruang destinasi yang dilawati. Menurut Rosniza dan Ahmad Mutaqim (2012), kereta sewa adalah perkhidmatan yang kerap digunakan oleh pelancong yang berkunjung ke Langkawi. Ini membolehkan mereka bergerak bebas untuk mengunjungi satu destinasi ke destinasi lain di pulau ini tanpa terikat oleh jadual seperti dalam pakej percutian. Kebanyakan pelancong memberikan respons bahawa menggunakan kenderaan yang disediakan melalui pihak pelancongan adalah lebih bagus daripada menggunakan perkhidmatan teksi kerana jika mereka menggunakan kenderaan daripada pihak pelancongan mereka dapat menjimatkan kos perbelanjaan terutamanya mereka yang bercuti dalam waktu yang lama. Tarikan pelancong yang menyebabkan pelancong berminat untuk menggunakan kemudahan sewa kereta ini adalah kerana mereka dapat memilih pelbagai jenis kereta yang mewah.

Berdasarkan kajian Afiqsyah et al. (2016), kemudahan penginapan adalah sektor perkhidmatan yang penting dalam industri pelancongan. Antara kemudahan penginapan yang popular kerana kosnya yang murah dan berpatutan adalah *homestay*. Pengusaha *homestay* perlu menekankan aspek kualiti perkhidmatan agar pelancong berpuas hati dan mereka mungkin akan kembali semula atau menyampaikan kepada rakan lain di tempat asal mereka tentang *homestay* yang pernah diduduki tersebut. Antara kemudahan dalam *homestay* yang penting adalah bilik tidur yang dilengkapi dengan penyaman udara, bilik air yang bersih dan perkhidmatan internet percuma.

Seterusnya, kajian oleh Jabil et al. (2020) menunjukkan kemudahan gerai makanan adalah salah satu tarikan pelancong ketika ingin menikmati makanan di Kota Kinabalu. Hasil kajian menunjukkan kebanyakan pelancong berpuas hati dengan kemudahan dan perkhidmatan gerai makanan laut kecuali aspek kebersihan dan keselamatan kawasan tersebut. Aspek kebersihan gerai, kemudahan yang kurang untuk golongan Orang Kurang Upaya (OKU) dan tempat letak kenderaan adalah masalah utama yang dihadapi oleh responden ketika berkunjung ke gerai makanan laut berkenaan. Makanan menjadi faktor terpenting dalam menentukan identiti dan imej sesebuah destinasi (Pavlidis & Markantonatou, 2020; Xia, 2017). Pavlidis dan Markantonatou (2020) menegaskan makanan adalah suatu faktor yang memberikan kelainan bagi seseorang yang melakukan perjalanan untuk memperolehi suatu pengalaman yang baru. Xia (2017) pula



berpendapat bahawa pelancongan yang melibatkan makanan adalah suatu aktiviti yang menyeronokkan.

Hal ini mendorong seseorang pelancong untuk berinteraksi dengan penduduk tempatan yang sekali gus memainkan peranan penting dalam menarik pelancong untuk berkunjung dan menghasilkan silang budaya antara masyarakat yang berbeza. Kepuasan pengunjung yang melibatkan penduduk tempatan termasuklah pelawat harian dan pelancong domestik yang berkunjung ke sesuatu destinasi dikatakan berbeza. Hal ini disebabkan oleh setiap destinasi memiliki produk pelancongan yang tersendiri dan dianggap sebagai suatu keunikan oleh pengunjung. Begitu juga di Sabah yang bukan hanya terkenal dengan lokasi pelancongan yang menarik, malahan popular dengan keunikan dan kesegaran makanan terutamanya makanan laut. Pengalaman menikmati makanan laut yang segar dan pelbagai dengan harga yang berpatutan adalah menyeronokkan dan membawa kenangan manis dalam pengalaman pelancong.

Seterusnya, kajian Noorsafiza dan Mohd Yusuf (2014) menunjukkan pemesatan aktiviti pembelian selari dengan kemajuan ekonomi, taraf hidup masyarakat. Kini, pusat membeli-belah tidak hanya menjadi tempat berjual beli, namun ia juga merupakan lokasi yang menyediakan pelbagai produk perkhidmatan seperti hiburan termasuk tayangan filem, tempat makan dan tempat rekreasi seperti taman permainan. Hasil analisis terdapat beberapa faktor menunjukkan faktor tarikan kompleks membeli-belah antaranya iaitu kemudahan infrastruktur, keselesaan, kualiti dan faktor kedai serta aktiviti sosial yang boleh dilakukan. Hasil kajian turut menunjukkan tujuan membeli-belah dengan faktor tarikan pusat membeli-belah tidak mempunyai perbezaan yang amat ketara. Justeru, kompleks membeli-belah perlu mencari cara untuk meningkatkan kemudahan, menambahkan lagi keselesaan persekitarannya dan mengukuhkan imej serta reputasi yang baik tanpa mengambil kira tujuan dan persepsi sebenar pengunjung atau pelancong yang dapat untuk membeli-belah.

Menurut Hines (1983), pengunjung lebih berminat mengunjungi pusat membeli-belah yang senang diakses dan bersaiz kompleks, menyediakan pelbagai kemudahan untuk pengunjung seperti medan letak kenderaan, mesin ATM, tempat berehat selain ruang untuk aktiviti membeli-belah yang selesa, berhawa dingin, tenang dan memiliki pilihan barang yang lebih banyak serta beraneka pilihan. Pemilihan pengunjung ke sebuah pusat membeli-belah sedikit sebanyak mempunyai kaitan dengan ciri-ciri lokasi yang menarik minat pelancong untuk datang seperti jangka waktu perjalanan (Lawson, 1983), destinasi (Dawson & Lord, 1985), kualiti barang, perkhidmatan yang disediakan (Wong 2013) dan faktor harga (Dennis, 2001).

## 7. KESIMPULAN

Ciri pembelian dan kuasa beli dalam kalangan pelancong terhadap sektor perkhidmatan adalah melibatkan faktor harga yang boleh mempengaruhi pembelian seseorang pelancong mahupun pengunjung di sebuah destinasi pelancongan. Sehubungan dengan itu, kajian tentang ciri pembelian dan kuasa beli dalam kalangan pelancong untuk sektor perkhidmatan terpilih masih kurang dijalankan. Justeru, konsep pembelian dan kuasa beli perlu difahami bukan sahaja oleh masyarakat malah penyelidik kerana ciri pembelian dan



kuasa beli pelancong terhadap sektor perkhidmatan ini mampu dikembangkan lagi sekali gus mendorong dan meningkatkan ketibaan pelancong, seterusnya merancakkan ekonomi dan meningkatkan sumber pendapatan negara. Ringkasnya, kemudahan pengangkutan, penginapan, makanan dan minuman dan aktiviti membeli-belah adalah empat sektor perkhidmatan yang paling menyumbang dalam menjana pendapatan negara berbanding perkhidmatan yang lain kerana kekerapan pembelian perkhidmatan tersebut, apatah lagi jika pelancong memanjangkan tempoh percutiannya di destinasi yang dikunjungi. Untuk kajian pada masa akan datang, isu kuasa beli perlu dikaji secara mendalam dan meluas serta wajar dikaji dalam sektor pelancongan kerana ia berkait rapat dengan kuasa membeli seseorang pelancong atau pengunjung ke satu-satu destinasi disebabkan nilai mata wang yang berbeza serta kuasa membeli pelancong turut pelbagai.

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## **RESILIEN DAN CABARAN USAHAWAN PELANCONGAN SKALA MIKRO DAN KECIL: SATU ANALISIS KONSEPTUAL**

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### **ABSTRAK**

Lebih satu per tiga jumlah Keluaran Dalam Negara Kasar (KDNK) terhasil daripada Perusahaan Skala Kecil dan Sederhana (PKS). Menariknya, lebih daripada tujuh juta peluang pekerjaan berjaya disediakan oleh PKS keseluruhannya. PKS terbahagi kepada tiga skala iaitu mikro, kecil dan sederhana. Mesyuarat kali ke-14 Majlis Pembangunan Usahawan dan PKS Kebangsaan (MPPUK) pada Julai 2013 telah meluluskan definisi terbaharu PKS berikutan perlakunya perkembangan dalam ekonomi sejak tahun 2005. PKS dibahagikan kepada sektor perkhidmatan, pembuatan, pembinaan, pertanian dan perlombongan. Tiga syarat yang perlu dipenuhi oleh sesuatu perniagaan untuk diklasifikasikan sebagai PKS iaitu kriteria kelayakan, jenis penubuhan dan struktur pemegang saham. Sesuatu PKS mestilah ditubuhkan di bawah akta atau berdaftar di bawah pihak berkuasa atau badan berkanun yang telah ditetapkan. PKS diwujudkan oleh pihak kerajaan untuk membantu rakyat dalam memperbaiki meningkatkan taraf sosioekonomi. Penglibatan PKS telah menjadi penyumbang pembangunan terhadap kelebihan faktor daya saing kepada industri pelancongan di Malaysia. Keadaan dunia yang sangat berdaya saing ditambah lagi dengan isu luar jangka yang berlaku pada hari ini memerlukan usahawan pelancongan untuk terus bertahan mendepani cabaran dari semasa ke semasa. Oleh itu, resilien dan cabaran usahawan pelancongan skala mikro dan kecil (PSMK) perlu diteliti secara menyeluruh agar kelangsungannya terus lestari. Ini berupaya mengelakkan daripada perlakunya isu gulung tikar dan secara tidak langsung mengekalkan kedudukan PSMK sebagai penyumbang kepada sektor pelancongan negara.

**Kata kunci:** Resilien, cabaran, pengusaha, pelancongan skala mikro dan kecil.



## 1. PENGENALAN

Pelancongan merupakan sektor yang pesat berkembang dan berdaya saing, seterusnya menjadi pemangkin pembangunan ekonomi di kebanyakan negara. Konsep pelancongan dapat difahami melalui beberapa sudut pandang berdasarkan pihak yang terlibat dalam pelancongan itu sendiri iaitu pelancong, organisasi, penginapan dan pengangkutan, pihak kerajaan dan sebagainya. Ini sama ada terlibat secara langsung atau sebaliknya (Nurul Shahida, 2016). Penjelasan mudah berkenaan konsep ini yang diberikan oleh World Tourism Organization, WTO (2010) ialah aktiviti seseorang individu yang bergerak ke suatu tempat lain secara kembara. Ringkasnya, pelancongan ialah aktiviti yang melibatkan seseorang keluar dari persekitarannya yang asal dan menetap di destinasi tertentu. Tempoh masa pelancongan berlaku adalah tidak lebih daripada satu tahun bertujuan untuk berehat, menjalankan perniagaan dan sebagainya.

Berdasarkan laporan Indeks Destinasi Global Mastercard yang mencerap data bandar di seluruh dunia, kaji selidik ini sekali gus meletakkan ibu negara Malaysia mengatasi beberapa bandar maju lain seperti New York, Tokyo dan Istanbul. Hasil kajian ini menunjukkan bahawa cerapan yang dilakukan sedikit sebanyak disumbangkan oleh perusahaan pelancongan skala kecil dan sederhana (Astro Awani, 7 September 2019). Matlamat utama PKS adalah sebagai satu usaha pemerintah Malaysia untuk menurunkan kadar kemiskinan di negara ini. Selain itu, PKS juga merupakan inisiatif bagi memastikan agihan pendapatan antara penduduk bandar dan luar bandar adalah sama rata. Justeru, penglibatan PKS menjadi penyumbang terhadap pembangunan pelancongan negara kerana kelebihan faktor daya saingnya. PKS telah berupaya menjadi sebagai salah satu komponen penting bagi ekonomi Malaysia. Ini adalah berdasarkan kepada kejayaan PKS yang berupaya menyumbang lebih satu per tiga KDNK dan menyediakan peluang pekerjaan kepada lebih tujuh juta pekerja (Jabatan Perangkaan Malaysia, 2019).

Tun Dr. Mahathir dalam perutusan beliau menegaskan bahawa pada tahun 2018 PKS mewakili majoriti sebanyak 98.5 peratus daripada populasi perniagaan terutamanya sektor perkhidmatan. Sektor perkhidmatan telah memberi sumbangan 38.3 peratus daripada jumlah KDNK, manakala sebanyak 17.3 peratus daripada keseluruhan eksport dan 66.2 peratus kepada guna tenaga. Untuk itu, PKS menjadi pemangkin dalam menangani ketidaksamaan ekonomi pelbagai aspek (MPUPK, 2019). Sebanyak 907,065 pertubuhan PKS didaftarkan di seluruh negara (Jabatan Perangkaan, 2016). Perkembangan dan prestasi PKS banyak diterbitkan oleh sarjana serantau dan global. PKS yang terbahagi kepada tiga saiz iaitu mikro, kecil dan sederhana secara tidak langsung menyumbang terhadap satu jumlah yang besar kepada KDNK negara. Perusahaan Skala Mikro dan Kecil (PSMK) merupakan saiz PKS yang menjadi penyumbang terbesar terhadap jumlah keseluruhan pertumbuhan PKS di negara ini dengan masing-masing sebanyak 693,670 dan 192,783 (SME Corp. Malaysia, 2020).

PSMK mengalami pertumbuhan yang pesat dan progresif dari semasa ke semasa sehingga menjadi penyumbang yang signifikan kepada pendapatan dan ekonomi negara. Oleh itu, setiap aspek perlu diteliti bagi memperkasakan PSMK. Kajian berkenaan perusahaan skala mikro dan kecil di peringkat lokal sebenarnya kurang diketengahkan terutamanya dari aspek penulisan yang memberi penghususan terhadap PSMK, sedangkan di negara luar sektor ini mendapat perhatian yang boleh dijadikan rujukan banyak pihak. Walaupun begitu, dalam memastikan dapatan kajian lebih bersesuaian dengan situasi semasa, kajian di peringkat lokal juga penting agar penyesuaian dan perbandingan dapat dilaksanakan dalam meningkatkan



lagi prestasi PSMK. Dalam konteks industri pelancongan, PSMK perlu kompetitif dan memiliki daya tahan yang tinggi bagi mendepani cabaran mendatang dalam memastikan kelangsungannya. Pada hari ini, cabaran yang dihadapi oleh PSMK adalah jauh lebih besar yang memerlukan usahawan PSMK lebih peka dan memiliki daya tahan yang tinggi.

## 2. KONSEP USAHAWAN

Usahawan merujuk kepada seseorang yang inovatif dalam menjangkakan risiko yang dihadapi apabila memperkenalkan sesuatu produk baharu atau kaedah baharu di pasaran (Lipsey & Chrystal, 1999). Thompson (1999) pula berpendapat usahawan ialah seseorang yang memiliki keupayaan dalam mengenal pasti peluang perniagaan yang belum dimanfaatkan lagi. Usahawan merupakan individu yang mampu menjangkakan risiko dalam memiliki atau menjalankan perniagaan atau mengatur serta mewujudkan pasaran untuk memperolehi keuntungan daripada usaha tersebut (Ninemeier & Hayes, 2006; Suzyanty et al., 2008). Selain itu, Abdul Aziz et al. (2011) menjelaskan usahawan adalah seseorang yang berkebolehan, cenderung dan mampu membuat pembaharuan, sentiasa meneroka segala peluang dalam bidang perniagaan. Kesemua yang dilakukan ini dengan matlamat agar perniagaan yang dilakukan dapat memberi sumbangan kepada usahawan itu sendiri dan juga masyarakat sekitarnya.

Seterusnya, Azlizan et al. (2012) berpendapat bahawa usahawan adalah suatu aktiviti menarik yang dilakukan oleh seseorang untuk dijadikan sebagai pekerjaan dengan matlamat untuk memperoleh manfaat daripadanya. Namun, untuk menjayakan usaha ini seseorang individu perlu bersedia dan memperbaiki pelbagai aspek di dalam diri sendiri sebagai asas pembentukan kejayaan. Farhana (2013) menegaskan usahawan adalah seseorang yang sanggup menanggung segala risiko sejak bermulanya penubuhan sesuatu perniagaan. Kesemua definisi yang diberikan oleh kebanyakan sarjana bersetuju bahawa usahawan adalah peneroka kepada kejayaan perniagaan, peka terhadap peluang dan sebagai panduan untuk memperolehi sesuatu yang baharu serta memiliki keupayaan dalam penyelesaian masalah. Golongan ini mempunyai visi, pemikiran dan idea yang banyak dengan penuh inspirasi serta mampu memanfaatkan peluang perniagaan yang diperoleh oleh mereka (Hardy Loh et al., 2015).

Dalam konteks pelancongan, usahawan pelancongan turut dikenali sebagai pengusaha yang menjalankan aktiviti perniagaan bagi memperoleh keuntungan dengan menawarkan perkhidmatan pelancongan kepada pelancong. Koh dan Hatten (2002) mendefinisikan pengusaha pelancongan sebagai seseorang yang mencipta sebuah perusahaan pelancongan yang didorong sama ada oleh faktor kewangan atau bukan kewangan untuk meneruskan peluang pasaran. Storey dan Greene (2010) menambah bahawa pengusaha pelancongan adalah individu yang mencipta sesuatu perusahaan pelancongan untuk meneroka peluang keusahawanan dalam industri pelancongan dalam usaha memenuhi matlamatnya. Perusahaan pelancongan merangkumi perniagaan seperti pengangkutan, penginapan, agen pelancongan, promosi pelancongan dan pengiklanan, insurans dan kewangan, makanan dan minuman, hiburan, taman alam semula jadi dan sebagainya (Uriely et al., 2002).



Walaupun sektor pelancongan cukup baharu, masih tidak terkawal namun menjadi bidang yang sangat menarik untuk pengusaha atau usahawan pelancongan (Hollick & Braun, 2005). Russell dan Faulker (2004) mendapati bahawa usahawan pelancongan memainkan peranan penting dalam pembangunan destinasi pelancongan apabila keadaan huru-hara atau tidak teratur. Ringkasnya, usahawan pelancongan memacu hala tuju sektor pelancongan semakin membangun atau sebaliknya. Oleh hal yang demikian, usahawan atau pengusaha pelancongan haruslah sentiasa bersedia dalam segala aspek yang melibatkan aktiviti pelancongan agar perusahaan dapat mencapai matlamat dan objektif yang ditetapkan di samping menyumbang terhadap pembangunan dan ekonomi negara secara keseluruhannya.

### **3. KONSEP PERUSAHAAN SKALA MIKRO DAN KECIL (PSMK)**

Menurut SME Corp. Malaysia (2020), pada Julai 2013 hasil daripada mesyuarat yang ke-14 MPPUK telah meluluskan definisi terbaharu PKS berikutan berlakunya perkembangan dalam ekonomi sejak tahun 2005. Secara umumnya, PKS dibahagikan kepada tiga saiz iaitu sederhana, kecil dan mikro. Kini, pertubuhan PKS lebih tertumpu kepada PSMK dengan kedua-duanya mencatatkan nilai pertubuhan tinggi dengan jumlah perusahaan skala mikro sebanyak 76.5 peratus, perusahaan skala kecil sebanyak 21.2 peratus manakala perusahaan skala sederhana hanya sebanyak 2.3 peratus daripada keseluruhan jumlah pertubuhan PKS berdaftar, iaitu 907,065. Sehubungan dengan itu, PSMK dibahagikan kepada beberapa sektor seperti perkhidmatan, pembuatan, pertanian, pembinaan dan perlombongan.

Sektor pembuatan PSMK melibatkan proses mengubah bahan komponen untuk menghasilkan output baharu iaitu produk sama ada secara fizikal atau kimia. Sektor perkhidmatan melibatkan kepelbagaiannya jenis servis termasuk perniagaan agihan, hotel dan restoran, perkhidmatan berkaitan perniagaan, profesional dan teknologi maklumat dan komunikasi (ICT), pendidikan dan penjagaan kesihatan swasta, hiburan, perantaraan kewangan serta perkhidmatan berkaitan pembuatan seperti penyelidikan dan pembangunan (R&D), logistik, gudang penyimpanan dan kejuruteraan. Terdapat tiga aktiviti ekonomi yang dikelompokkan sebagai sektor lain. Pertama ialah pertanian asas seperti tanaman saka dan tanaman kontan, perhutanan dan pembalakan, ternakan, perikanan marin, akuakultur dan sebagainya. Kedua ialah pembinaan seperti infrastruktur, perumahan dan bukan perumahan serta perdagangan khas. Ketiga pula ialah perlombongan dan kuari.

Pembelah ubah yang digunakan untuk menentukannya biasanya merangkumi jumlah pekerja, aset, perolehan, modal dan pelaburan dan dalam kes tertentu ini dapat dibezakan oleh beberapa industri (Kushnir, 2010). Sesebuah perniagaan diklasifikasikan sebagai PSMK sekiranya kriteria kelayakan, jenis penubuhan dan struktur pemegang saham mengikut syarat yang ditetapkan. Syarat pertama adalah sesuatu PSMK mestilah mempunyai sekurang-kurangnya satu daripada kriteria kelayakan sama ada jualan tahunan atau bilangan pekerja sepenuh masa yang lebih rendah. Jualan tahunan bagi perusahaan skala mikro ditetapkan tidak melebihi RM300,000 setahun atau jumlah pekerja tidak melebihi lima orang. Manakala jualan tahunan bagi skala kecil adalah sebanyak RM300,000 dan tidak melebihi daripada RM15 juta atau pekerja di antara lima hingga 75 orang.



Syarat kedua ialah jenis pertubuhan haruslah entiti perniagaan tulen. Sesuatu PSMK mestilah ditubuhkan di Malaysia di bawah (i) Akta Syarikat 2016 (menggantikan Akta Syarikat 1965) atau berdaftar di bawah (ii) Akta Pendaftaran Perniagaan (1956) atau (iii) Akta Perkongsian Liabiliti Terhad (2012) atau berdaftar di bawah (iv) pihak berkuasa atau pejabat daerah di Sabah dan Sarawak atau berdaftar di bawah (v) badan berkanun bagi pembekal perkhidmatan profesional. Ringkasnya, sesuatu PSMK yang dikategorikan sebagai satu entiti perniagaan tulen adalah ditubuhkan atau didaftarkan di bawah salah satu daripada lima yang dinyatakan tadi.

Struktur pemegang saham pula mestilah syarikat tersenarai awam tetapi berada di papan kedua seperti pasaran ACE, Malaysia Online Trading Platform for Unlisted Market (MyULM) atau di pasaran kedua atau SME exchanges atau pasaran tidak tersenarai di negara lain dan subsidiari akan dianggap sebagai PSMK. Syarikat tersenarai awam di papan utama seperti Bursa Malaysia atau bursa utama di negara-negara lain dan subsidiari tidak dianggap sebagai PSMK. Subsidiari syarikat besar, syarikat multinasional (MNC), syarikat berkaitan Kerajaan (GLC), Syarikat Menteri Kewangan Diperbadankan (MKD) dan perusahaan milik negara tidak akan dianggap sebagai PSMK. Subsidiari entiti lain tergolong dalam PSMK jika kedua-dua entiti induk dan subsidiari memenuhi definisi PSMK.

Dalam kajian ini, sektor PSMK yang diteliti adalah yang melibatkan perkhidmatan iaitu berkaitan pelancongan terutamanya pelancongan penginapan. Kegiatan perniagaan dalam bidang pelancongan atau pelancongan skala mikro dan kecil biasanya melibatkan aktiviti yang menyediakan permintaan dan keperluan pelancong seperti makanan, tempat tinggal, pengangkutan dan keperluan lain. Pelancongan jenis ini biasanya diuruskan oleh pemiliknya, biasanya pasangan suami isteri, dengan istilah '*'copreneurs'*' untuk mewakili jenis perniagaan keluarga (Main, 2002; Morrison, 2002; Wanhill, 2000). Pemilik kemungkinan besar berkuasa sepenuhnya atas aktiviti,kekayaan dan membuat keputusan syarikat. Othman dan Harun (2011) mengkategorikan aktiviti perniagaan dalam pelancongan kepada empat, iaitu (i) layanan makanan dan akomodasi, (ii) runcit dan cenderamata, (iii) agen perjalanan, pengangkutan dan sukan, dan (iv) sebagainya.

#### 4. METODOLOGI

Artikel ini menggunakan metodologi analisis dokumen bagi mengenal pasti cabaran dan resilien usahawan PSMK. Ini adalah kajian awal yang dilakukan berdasarkan data sekunder. Analisis dokumen daripada pelbagai sumber kajian yang terdahulu membantu penyelidik dalam mengukuhkan lagi kajian yang dilakukan. Analisis dokumen sering melibatkan kombinasi dengan kaedah penyelidikan kualitatif lain sebagai kaedah triangulasi iaitu gabungan metodologi dalam kajian yang sama fenomena (Denzin, 1970). Penyelidik dapat memberikan satu bukti penemuan yang berkredibiliti dengan trigulasi data (Eisner, 1991). Penelitian melalui kaedah yang berbeza dapat mengesahkan penemuan daripada pelbagai data yang berupaya mengurangkan kesan kemungkinan bias yang berpotensi wujud dalam sasauatu kajian.

Selain itu, kepelbagaian jenis dokumen dapat membantu pengkaji mengungkap makna, mengembangkan pemahaman dan menemui gambaran yang berkaitan dengan masalah penyelidikan (Meriam, 1988). Analisis dokumen banyak berfungsi sebagai



pelengkap kaedah penyelidikan lain dan merupakan kaedah yang berdiri sendiri. Menurut Patton (1990), triangulasi dapat mengelakkan penyelidik daripada berhadapan dengan masalah seperti penemuan kajian adalah sederhana artifak kaedah tunggal, sumber tunggal atau *bias* penyiasat tunggal. Pemilihan metodologi ini dapat memberikan gambaran secara keseluruhan tentang kajian lepas dari pelbagai aspek yang boleh dijadikan rujukan dan panduan untuk kajian pada masa hadapan. Oleh itu, dalam kajian ini, terdapat beberapa dokumen terdahulu yang diteliti antaranya Azmi et al. (2019) yang mengkaji cabaran perusahaan kecil dan sederhana di Malaysia.

## 5. RESILIEN USAHAWAN PSMK DALAM INDUSTRI PELANCONGAN

Secara umumnya, resilien atau daya tahan merupakan elemen penting yang perlu diterapkan dalam kalangan usahawan PSMK di negara ini bagi memastikan mereka berupaya mendepani segala rintangan dan risiko dalam perniagaan. Mohd Izwan (2020) menjelaskan bahawa resilien adalah tindak balas seseorang yang mengalami kesukaran untuk mendepani segala keadaan luar jangka dan cabaran mahupun halangan dalam kehidupannya dengan lebih bersedia, berwibawa serta bersemangat. Seseorang yang dapat bertahan semasa menerima segala tekanan dan krisis memiliki tahap resilien yang tinggi. Oleh itu, resilien merupakan sesuatu yang baik dan perlu ada dalam diri seseorang berupaya membantu seseorang individu untuk lebih bijak apabila mengalami situasi yang sukar dalam hidup.

Aspek pertama resilien usahawan PSMK yang harus diberi penekanan ialah hubungan pelanggan. Hubungan pelanggan adalah indikator utama kerana hubungan rapat antara usahawan dengan pelanggan berupaya memastikan perniagaan sentiasa mempunyai pendapatan dan pusingan modal. Ini direalisasikan dengan cara meningkatkan pengiklanan dan promosi serta menawarkan diskain kepada pelanggan. Seseorang usahawan bertanggungjawab dalam memastikan segala hal dalam perniagaan berada di bawah kawalan atau seliaannya memandangkan usahawan adalah pemilik perniagaan. Oleh yang demikian, segala perkara yang berlaku harus diketahui dan dirancang dengan teliti oleh usahawan. Ini dapat menentukan sama ada seseorang usahawan itu berjaya mengendalikan perniagaannya atau sebaliknya. Papulová dan Mokros (2007) bersetuju bahawa pengalaman dan pengetahuan yang kurang untuk menguruskan perniagaan boleh menyebabkan sesebuah perniagaan PKS gagal.

Menyentuh soal kewangan secara tidak langsung melibatkan pengurusan kos. Norashidah et al. (2009) menegaskan bahawa seseorang individu yang bergelar usahawan haruslah memiliki kemahiran mengurus untuk mencapai kejayaan di dalam perniagaan yang dijalankan. Kemahiran mengurus yang ditekankan oleh Norashidah et al. (2009) ialah kemahiran pengurusan kewangan dan mengurus pekerja. Muhamad Asri dan Zaimah (2012) menjelaskan faktor kendiri, kemampuan menguruskan perusahaan, kebolehan berinteraksi dan sokongan pihak pemegang taruh adalah indikator utama untuk meningkatkan pencapaian dalam perniagaan. Usahawan PSMK yang mempunyai pengurusan kewangan atau kos yang teratur dan sistematik mampu mengekalkan aliran tunai dan pendapatan yang konsisten. Ini diperlukan bagi memastikan PSMK terus maju dan mengelakkan berlakunya masalah pusingan modal mahupun isu gulung tikar.

Resilien usahawan PSMK yang seterusnya adalah melibatkan produk. Walaupun PSMK dalam aktiviti pelancongan tidak melibatkan penjualan atau penghasilan produk sebagai satu



hasil keluaran atau *output* dalam urus niaga. Namun begitu, kepelbagaian produk yang dimaksudkan adalah melibatkan kepelbagaian aktiviti dan kemudahan yang ditawarkan kepada pengunjung. Ini berupaya menjadi suatu tarikan kepada pengunjung. Pada masa yang sama, usahawan PSMK perlu meneroka pasaran baharu dengan sentiasa mencari peluang untuk memastikan PSMK yang diusahakan dikenali sehingga ke peringkat global. Chittithaworn et al. (2010) menyimpulkan bahawa bukan sahaja faktor pelanggan, pasaran dan kewangan sahaja yang mempengaruhi kejayaan dalam perniagaan, malahan produk yang ditawarkan turut memainkan peranan yang besar dalam memastikan matlamat tersebut tercapai.

Perkakasan secara tidak langsung berupaya membantu usahawan PSMK untuk meningkatkan lagi resiliennya untuk tetap bertahan dalam sektor ini. Pelaburan dalam peralatan kesihatan dan keselamatan berupaya meningkatkan keyakinan pelanggan atau pengunjung. Sebagai pelancong, aspek keselamatan di destinasi yang dikunjungi adalah penting di samping memperoleh pengalaman percutian yang menarik dan selesa. Kini, soal pelaburan terhadap peralatan kesihatan dan keselamatan bukanlah suatu tekanan mahupun bebanan yang sangat besar kepada usahawan. Hal ini kerana hampir semua usahawan PSMK telah mengambil perhatian berkaitan keperluan ini yang kemudiannya melaksanakan penyusunan semula terhadap pelaksanaan operasi perniagaan bersesuaian dengan tuntutan ini.

Pembelajaran dinamik merupakan antara resilien usahawan yang menjadi keperluan dalam memastikan PSMK dapat meneruskan kelangsungan dalam sektor pelancongan. Pembelajaran dinamik dalam konteks ini memerlukan usahawan PSMK memperkuuh strategi pengurusan krisis, melabur dalam mempelajari pengurusan krisis dan melakukan reformasi dasar sumber. Pengetahuan asas dalam pengurusan untuk menjalankan aktiviti perniagaan harus ada dalam diri seorang usahawan sejak bermulanya perniagaan hingga berkembangnya perniagaan (Papulová dan Mokros, 2007). Jelaslah, dalam menjalankan aktiviti perniagaan termasuk PSMK walaupun hanya berada dalam skala mikro dan kecil, ilmu asas usahawan dalam mengendalikan perniagaan adalah penting kerana secara tidak langsung mempengaruhi prestasi perniagaan. Nurulhuda dan Ramlee (2009) menekankan bahawa bakal usahawan industri kecil dan sederhana (IKS) perlu mempunyai pengalaman bekerja, pendidikan, menyertai latihan dan kursus berkenaan IKS agar dapat memudahkan usahawan menjalankan aktiviti perniagaan pada masa akan datang.

Ringkasnya, model strategi resilien perniagaan kecil-kecilan yang meliputi lima aspek utama, iaitu hubungan pelanggan, kewangan, produk, perkakasan dan pembelajaran dinamik perlu menjadi pegangan dan panduan kepada semua usahawan PSMK. Setiap aspek ini menekankan terhadap beberapa unit atau bahagian kecil yang perlu diberi penekanan oleh organisasi (Jose et al., 2020). Kesemua aspek yang diberi penekanan ini diyakini mampu mendorong resilien usahawan PSMK itu sendiri untuk terus bertahan dan berjaya mendepani sebarang cabaran dan risiko luar jangka yang berlaku pada masa ini dan dalam tempoh jangka panjang. Resilien usahawan adalah satu tunjang utama dalam memacu hala tuju sesuatu perusahaan sama ada berjaya atau sebaliknya. Ini dibuktikan dan disokong oleh beberapa sarjana yang mengkaji berkenan dengan keperluan resilien usahawan dalam memastikan kelangsungan sesuatu perniagaan.



## 6. CABARAN USAHAWAN PSMK UNTUK BERTAHAN DALAM INDUSTRI PELANCONGAN

Masalah yang dihadapi usahawan kecil berlaku dalam perniagaan kecil yang melibatkan dua jenis perniagaan. Pertama, jenis perniagaan yang baharu. Kedua, jenis perniagaan yang sedang berkembang dalam industri serta berusaha untuk terus bertahan dalam situasi ekonomi yang tidak menentu (Jamaluddin, 2004). Ini menunjukkan pentingnya cabaran yang dihadapi oleh usahawan PSMK untuk bertahan dalam sektor pelancongan diketengahkan, diberi perhatian dan diteliti dengan lebih terperinci. Hal ini kerana PSMK meliputi 97.7 peratus daripada jumlah keseluruhan PKS yang berdaftar di negara ini (SME Corp. Malaysia, 2020).

Kekurangan sumber manusia yang berkemahiran merupakan antara cabaran yang harus usahawan PSMK hadapi untuk bertahan dalam industri pelancongan. Azmi et al. (2019) menjelaskan World Bank mendapati bahawa kurangnya sumber tenaga kerja terutamanya pekerja yang berpendidikan dikenal pasti sebagai cabaran utama dalam perniagaan. Malaysia merupakan negara yang paling ketara berhadapan dengan isu ini berbanding negara lain. Keadaan ini menjadikan kebanyakan PSMK di negara ini kekurangan pekerja mahir untuk perjawatan yang memerlukan pengkhususan bidang kepakaran dalam menjalankan urusan perniagaan. Kurangnya kepakaran dan kemahiran pekerja PSMK menyebabkan PSMK berdepan dengan masalah sumber yang terhad. Oleh itu, pada masa yang sama gaji, faedah serta ganjaran yang diberikan oleh PSMK perlu ditetapkan pada kadar bersesuaian dengan kemampuan pekerja supaya PSMK tidak mengalami kerugian yang lebih besar. Namun, ini secara tidak langsung menjadi faktor penolak untuk pekerja tetap bekerja dalam satu tempoh masa yang lebih lama.

Cabarannya yang dihadapi oleh usahawan PSMK sama ada yang lama maupun baharu adalah dari segi pembiayaan. Kebanyakan PSMK sering menghadapi cabaran dalam mendapatkan pembiayaan terutamanya daripada pihak bank dan agensi pembangunan usahawan. Pelbagai punca telah dikenal pasti yang menjadi pendorong kepada kesukaran usahawan PSMK untuk mendapatkan akses kepada pembiayaan. Faktor-faktor penolak yang telah dikenal pasti ialah dari segi kedudukan kredit, rekod pembiayaan dan modal. Kebanyakan PSMK gagal menunjukkan prestasi yang baik kepada pihak pembiaya untuk dijadikan sebagai jaminan mendapatkan pembiayaan. Tambahan pula, terdapat prosedur operasi yang perlu dipatuhi oleh pihak pembiayaan kewangan menjadikan peluang mendapatkan pembiayaan menjadi semakin sukar. Hakikatnya, kebanyakan PSMK masih tidak memandang serius berkenaan perkara yang melibatkan rekod kewangan, pelan perniagaan, dan sebagainya. Hal seperti ini menyebabkan PSMK gagal menyediakan permohonan yang lengkap kepada institusi kewangan semasa ingin mendapatkan pembiayaan.

Cabarannya seterusnya yang dihadapi oleh usahawan PSMK untuk kekal dalam sektor pelancongan adalah dari segi akses kepada pasaran. Usahawan PSMK mengalami kesukaran untuk menembusi pasaran global. Tambahan pula, kurangnya fokus bukan sahaja terhadap strategi pemasaran bahkan penjenamaan turut menyebabkan kesukaran PSMK untuk mendapatkan akses kepada pasaran. Ini kerana kurangnya pendedahan yang diterima oleh sesetengah usahawan PSMK tentang penting untuk merancang strategi pemasaran dan penjenamaan. Selain itu, sumber kewangan yang tidak mencukupi juga menjadi faktor PSMK gagal menyediakan akses kepada pasaran yang lebih baik untuk



PSMK terus maju. Hal ini kerana untuk mencapai matlamat ini pelaburan yang besar diperlukan menyebabkan kebanyakan PSMK tidak berupaya untuk ke tahap tersebut.

Bukan itu sahaja, pelaksanaan undang-undang, peraturan dan birokrasi dalam perniagaan antara kekangan yang dihadapi oleh usahawan PSMK kerana proses dan beban dalam aspek pengurusan secara tidak langsung meningkatkan lagi kos perniagaan. Azmi et al. (2019) menjelaskan bahawa PKS juga turut terbeban dengan peraturan yang ditetapkan oleh pihak berkepentingan. Ini adalah berpunca daripada pemahaman yang lemah daripada PKS itu sendiri dan pada masa yang sama disebabkan oleh kos pematuhan yang tinggi. Misalnya, keperluan pembayaran cukai. Ini diburukkan lagi apabila terdapat undang-undang yang menyekat aktiviti PKS yang melibatkan penubuhan, pertumbuhan dan sebagainya. Mbonyane dan Ladzani (2011) menegaskan oleh kerana wujudnya masalah dalam perniagaan menyumbang kepada kejatuhan serta menyebabkan perniagaan merosot.

Cabarau terbaru yang terpaksa dihadapi oleh usahawan PSMK pada masa ini adalah berkaitan penyebaran wabak penyakit yang semakin berleluasa di seluruh dunia. Wabak atau pandemik ini dikenali sebagai COVID-19 yang menyerang kebanyakan negara di dunia. Peningkatan kes positif COVID-19 pada awal Mac tahun 2020 menyebabkan pihak kerajaan melaksanakan Perintah Kawalan Pergerakan (PKP). PKP merupakan arahan yang telah dilaksanakan di bawah Akta Kawalan dan Pencegahan Penyakit Berjangkit 1988 dan Akta Polis 1967 (Shah et al., 2020). Pelaksanaan PKP dalam satu jangka masa yang panjang ditambah pula dengan arahan untuk menghentikan sebarang aktiviti pelancongan serta larangan merentas daerah, negeri dan negara memberikan kesukaran kepada pelbagai sektor swasta dan kerajaan. Keadaan ini secara tidak langsung merencatkan kelangsungan perjalanan dan aktiviti sektor pelancongan sehingga usahawan PSMK menerima tempiasnya.

Tuntasnya, kesemua cabaran yang dijelaskan tadi membantutkan pembangunan PSMK termasuklah yang baharu sahaja mula bertapak dan mencipta nama dalam sektor ini. Tidak dinafikan bukanlah satu perkara yang mudah untuk bertahan, namun kecekalan dan keberanian dalam menangani segala cabaran yang mendatang serta pengetahuan yang tinggi sangat diperlukan oleh seseorang usahawan. Ini ditegaskan oleh Mayrilin et al. (2017) mendapati ramai usahawan bersetuju bahawa untuk berjaya bukanlah sesuatu yang mudah untuk dikatakan. Pihak yang terlibat dalam industri berkenaan lebih mengetahui dan memahami tentang cabaran yang dihadapi oleh seseorang usahawan sebelum matlamat perniagaan dapat dicapai.

## 7. KESIMPULAN

Perubahan dalam persekitaran tempatan mahupun global memerlukan seseorang usahawan PSMK untuk menjadi lebih inovatif dan berdaya saing. Justeru, usaha yang konsisten dan berintegrasi daripada semua pihak pemegang taruh perlu dalam membangunkan golongan PSMK agar lebih berdaya tahan mendepani segala halangan terutamanya cabaran luar jangka dalam memastikan mereka dapat meneruskan kelangsungan dalam perniagaan khususnya sektor pelancongan. Tegasnya, usahawan PSMK harus berusaha untuk proaktif agar dapat menjadi peneraju perniagaan yang lebih resilien dan kompetitif di peringkat tempatan dan seterusnya di peringkat global. Pelbagai



inisatif perlu dilaksanakan oleh usahawan agar dapat mempertahankan perniagaan yang telah bertapak, sekali gus membantu dalam meningkatkan taraf sosioekonomi usahawan PSMK di negara ini secara keseluruhannya.

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## **THE EFFECTS OF INFORMATION, INTERACTION AND DESIGN QUALITIES OF TRAVEL AND TOUR WEBSITES ON MALAYSIAN TOURISTS' USAGE SATISFACTION**

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### **ABSTRACT**

The purpose of this study is to examine the relationships and effects of information, interaction and design qualities of travel and tour websites on Malaysian tourists' usage satisfaction. This study adopted a convenience sampling method, employing self-administered online questionnaire approach targeting Malaysian tourists who have used any travel and tour websites. The 200 samples obtained were analyzed using multiple regression analysis using SPSS version 26. Information and interaction qualities of travel and tour websites were found to be significant factors to tourists' usage satisfaction. Future studies could investigate the rural population in Malaysia as access and coverage to technology may be limited.

**Keywords:** Satisfaction, travel and tour websites, Design quality, Information quality



## 1. INTRODUCTION

The internet has altered how information are exchanged and distributed. The advancement of information and communication technology made a significant contribution to the expansion of the many industries including tourism. The role of the internet has penetrated every sector of our society, including education, entertainment, business to name a few.

The internet has revolutionized how industries operate. Businesses which embraced technology becomes competitive and would have a greater chance of survivability. In the tourism industry, it has substantially affected and displaced ageing traditional travel agencies. Around 70% of online tourism consumers begin their search before settling on a destination or mode of travel (Vila, González, Vila, & Brea, 2020). Travel and tour websites emerged over time providing better information with some websites incorporating functions including e-commerce, travel planning and other capabilities for their visitors. Several studies have shown several effects of internet use on travel planning behaviors (Fauzi & Abdul-Latif, 2019), including the fact that these users spend more time at the destination and consider more places than those who consult other information sources (Buhalis & Law, 2008). This continuous growth along with new consumer demands and trends in the tourism industry, creates a need for tourism marketers and businesses to understand and analyze users' satisfaction of current travel and tour websites.

The need becomes more imperative considering the COVID-19 pandemic affecting the whole tourism industry. This is so that marketers can further improve the experience of users seeking for tourism products online post COVID-19. This is because satisfied users tend to be loyal customers which is essential to businesses. As such, this study attempts to examine the effects of the current travel and tour websites' qualities on Malaysian tourists' usage satisfaction.

## 2. LITERATURE REVIEW

### 2.1 Satisfaction

T. van Vuuren (2012) defined satisfaction as the degree to which the product or services of a company meets the consumer's expectations and is pleased with the results that meet their expectations. Satisfaction with a web-based system is a significant predictor of online consumer behaviors and the system's success (Pujani, 2015). According to Yousaf and Xiucheng (2018), users' attitudes and behaviors have shifted due to the evolution of digital technology, with users spending more time connecting to the internet. As a result of this transformation, tourism industries have shifted their primary marketing strategies to what is known as Digital Tourism Business (DTB). The DTB can be categorized as a business connected to tourism, and the business heavily relies on the internet as its primary sales platform. It has been supported by Forrester Research (2014) stated that a tourism website is a website dedicated to travel on the World Wide Web, which is primarily concerned with travel reviews, trip fares, or a mixture of both. The travel and tourism website is one of the most frequently visited web pages on the internet. Tourism websites could influence visitors by allowing them to gather information through various text and



graphical features. Majority of travelers nowadays would instead read reviews from past visitors rather than view a tourism brochure.

## **2.2 Travel and Tourism websites**

According to Lončarić, Bašan, and Jurković (2013) the website is a diverse collection of interrelated web pages that is often assembled and served in a single domain. The website has emerged as a new platform that could run many events, including entertainment, communications, and education. Meanwhile, Forrester Research (2014) stated that a tourism website is a website dedicated to travel on the World Wide Web, primarily concerned with travel reviews, trip fares, or both. Based on the report of Ireland (2016), since business is availing the services online, it becomes a primary location where people seek knowledge about the needs of their upcoming vacation. Thus, travel agencies will become less critical in the travel industry as a whole. However, while it is vital to have an effective website, it does not always mean that developing a website costs money. The internet has revolutionized the travel and tourism industries significantly. As Putra et al. (2018) claimed, tourists use the internet to gather all travel information by browsing associated tourism destinations websites. By doing so, this action has contributed to the economic development of the associated destination. Besides, the demand for an exciting tourism website in terms of content and functionality is crucial for society as this could lead to generating an e-commerce process from the website.

## **2.3 Information Quality**

A necessary quality of any website that qualifies as a tourism website is the information-sharing capabilities of the website. According to Delone and Mclean (2003), the quality of information measures the system's output. Therefore, the measure of information quality study focuses on characteristics of information produced by the Tour and Travel website. Generally, information quality consists of relevance, precision, timeliness, accuracy, and completeness. According to Ludin et al. (2016) websites may provide users with valuable and relevant information, which helps minimize the amount of time taken to achieve an objective. Meanwhile, Delarosa et al. (2013) agree with Ludin et al. (2016) that visitors should be provided with the latest, reliable, and insightful information by online web providers. However, Taylor and Rieh (2010) claimed that through the advancement of the internet, it is clear that there is a flood of information available from a variety of websites, many of which have varying degrees of consistency. The following hypothesis is proposed:

*H1: Information quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

## **2.4 Interaction Quality**

The interactivity of a website may be described as the potential to promote an efficient communication channel, which enables components that make communication equivalent to dialogue, supported by technology. According to Hsiu & Li Liao (2013) the term "interactivity" represents what a person does to or with objects or entities in their world. Interactivity has become a one-way transmission of information transformed by interactive interactions between the user and the business. Zhang (2011) claimed that in this modern age, more



tourism businesses are offering virtual experiences, such as panoramic views, animation, and interactive images, to provide their customers with a sense of physically being at the destination. The more engaging a website is, the more encouraged its visitors would be to purchase the product (Sicilia et al. 2005). Oh and Sundar (2015) claimed that the persuasive practical value of a message increases by website interactivity. Based on this, the following hypothesis is proposed:

*H2: Interaction quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

## 2.5 Design Quality

Web site design atmosphere also influences perceptive responses such as the behavior, attitude, and perception of visitors. Earlier published research established that website design affects customers' cognitive judgments, including attitudes and perceived awareness (Oh, Fiorito, Cho, & Hofacker, 2014). According to Hasan and Abuelrub (2011), companies make a conscious effort in this generation to design their websites appealingly and creatively, as a lack of enthusiasm for potential browsers or website visitors may cause them to abandon their attempt to view the details. Besides, Mona Afshardost (2013) also claimed that consumer understanding of the website quality focuses on the functionality of a website that addresses the customers' needs and shows the exclusive competence of the website. Protection, enjoyment, information quality, and service quality are among the multiple dimensions of website quality (Hasanov & Khalid, 2015). The design quality can be seen as crucial in tourism websites, with great visual content produced in the tourism website. As such, the following is proposed:

*H3: Design quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

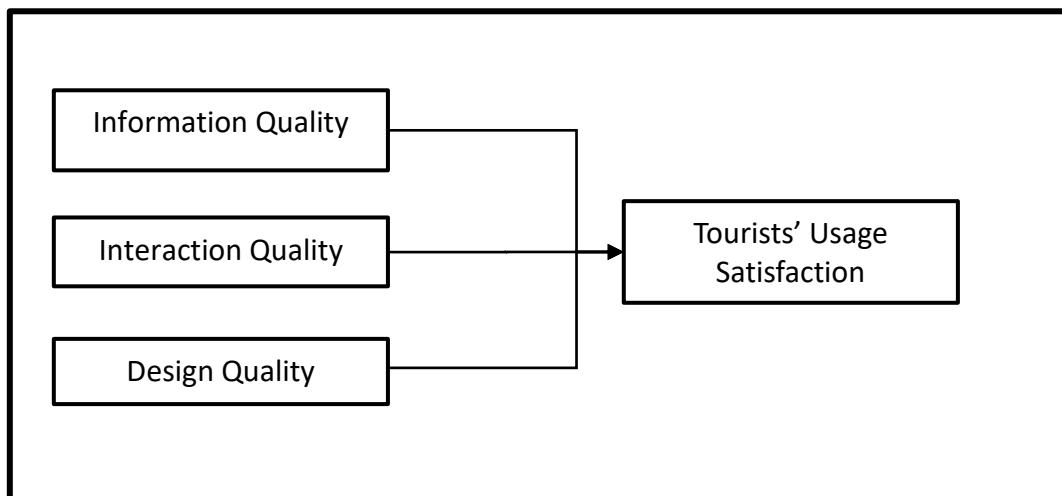


Figure 1: Research Model



### **3. METHODOLOGY**

#### **3.1 Respondents**

The data was attained through convenience sampling approach through an online questionnaire developed using Google Form. The link to the questionnaire was distributed to the authors' personal contacts and acquaintances, via social media including Facebook, Instagram, and WhatsApp. Requests were made so that the message was forwarded and snowballed further (Ismail & Abdul-Latif, 2019). Following previous tourism studies, this distribution approach was used as higher number of respondents can be obtained within a shorter period (Abdul-Latif & Abdul Aziz, 2021; Adnan & Abdul Latif, 2018). To qualify as respondents, the recipients of the link must be a Malaysian who have visited any travel and tour websites for their travel plans. Secondly, the respondents must have domestic travel experience. The questionnaires were distributed on 23<sup>rd</sup> March until 23<sup>rd</sup> April 2021 and total number of 200 samples were collected satisfying the minimum samples as recommended by Kline (2011).

#### **3.2 Sample Design**

The questionnaire is divided into three sections. Section A aims to collect the respondent's background information, such as age, gender, religion, place of residence, the highest level of education, employment status, time spent on travel websites, and reason for visiting websites. Section B focuses on how satisfied the respondents are with the current travel and tour websites. Finally, Section C centers on how satisfied tourists are regarding information quality, interaction quality, and design quality of travel and tour websites. The interpersonal relationship level was quantified using a five-point Likert scale. These measurement scales were measured through a five-point Likert-type scale ranging from "Strongly Disagree," "Disagree," "Neutral," "Agree" to "Strongly Agree." All of the variables used in this study were adopted and adapted from (Hamid, Md Khairuddin, Mahdzar, & Mohd Anuar, 2017). The items were modified to suit the research context and objectives.

#### **3.3 Data analysis and approach**

SPSS Statistics version 21 was used to evaluate the demographic data. The relationships between the variables were analyzed using multiple regression analysis. Prior assessment was performed on the data to ensure data quality, reliability and validity of the variables, followed by multiple regression analysis to assess the relationships of the proposed model and test the hypotheses.

### **4. RESULTS**

#### **4.1 Demographic Profile**

Table 4 indicates the respondents' demographic profile. From 200 responses received, 52.5 % of the respondents were women and 47.5% were men. Most of the respondents was from the 25-39 years segment (64.8%), followed by 16-24 years segment (37.5%) and



40-54 years segment (4.0%). There were no responses from respondents beyond the age of 54. Majority of the respondents were Muslims (87.5%) and residing in Selangor (40.5%) and Kuala Lumpur (26%) suggesting that 66.5% of the respondents were from Central Region. In terms of education, majority of the respondents have diploma (43%) followed by bachelor's degree (39.5%). As for the employment status, 50.0% of the total respondents are full-time workers followed by students (27.5%). Based on the results, 90.5% visited travel and tour websites to find general information of their desired destination while 82% browsed travel and tour websites to search information on tourism activities. 47.5% of the respondents visited the websites for itineraries.

Table 4: Respondents' Demographic Profile

<b>Demographic profile</b>	<b>Category</b>	<b>Frequenc y</b>	<b>%</b>
Age	• 16-24 years old	75	37.5
	• 25-39 years old	117	58.5
	• 40-54 years old	8	4.0
Gender	• Male	85	47.5
	• Female	105	52.5
Religion	• Buddhist	3	1.5
	• Christian	18	9.0
	• Hindu	3	1.5
	• Jewish	1	0.5
	• Muslim	175	87.5
Residential by States	• Johor	15	7.5
	• Kedah	4	2.0
	• Kelantan	3	1.5
	• Kuala Lumpur	52	26.0
	• Melaka	8	4.0
	• Negeri Sembilan	10	5.0
	• Pahang	7	3.5



	• Perak	7	3.5
	• Perlis	1	0.5
	• Pulau Pinang	7	3.5
	• Putrajaya	1	0.5
	• Sabah	1	0.5
	• Sarawak	3	1.5
	• Selangor	81	40.5
Education Level	• Master's degree	6	3.0
	• Bachelor's degree	79	39.5
	• Diploma	86	43.0
	• Matriculation / Foundation Studies	20	10.0
	• STPM	6	3.0
	• SPM / Certificate	3	1.5
Employment status	• Employed full-time (40+ hours a week)	100	50.0
	• Employed part-time (less than 40 hours a week)	21	0.5
	• Unemployed (currently looking for work)	15	7.5
	• Unemployed (not currently looking for work)	2	1.0
	• Student	55	27.5
	• Self-employed	6	3.0
	• Unable to work	1	0.5
Time spent on Travel and Tour Website	• Less than 40 minutes	146	73.0
	• 40-60 minutes	35	17.5
	• More than one hour	19	9.5
Purpose visiting	• Info on Itinerary	95	47.5



	• Info on Transportation	151	75.5
Travel websites	• Info on Destination	181	90.5
	• Info on Activities	164	82.0

#### 4.2 Construct Validity

The correlation matrix revealed the presence of many coefficients scoring .4 and above. The KMO value was .865, and the Bartlett's Test of Sphericity reached statistical significance. All scales were then subjected to principal components analysis with Varimax with Kaiser Normalization rotation method. A total of five items were discarded from users' satisfaction (1), interaction quality (1), design quality (1) and information quality (2). Distinctive three components were revealed from the analyses of the independent variables, and all were found to be unidimensional, which explained 62.79% of the variance.

#### 4.3 Reliability Analysis

Cronbach's alpha was used to measure the internal consistency of the scales. The minimum Cronbach's alpha of .70 is desirable (Devellis, 2003; Nunnally & Bernstein, 1994) but .60 is considered acceptable (Taber, 2018). In this study, the Cronbach's alpha estimated for users' satisfaction was .768 (four items), information quality was .695 (three items), interaction quality was .719 (four items), and design quality .779 (four items). SAT1, INT2, INF1, INF2, and DES2 were removed. Refer to Table 5.

Table 5 Descriptive Statistics

Variables	Mean	Std. Deviation	Cronbach's Alpha
• Users' Satisfaction	4.00	.584	.768
• Information Quality	4.00	.558	.695
• Interaction Quality	4.23	.532	.719
• Design Quality	4.04	.554	.779

#### 4.4 Correlations

The correlation analysis was used to describe the strength and direction of the linear relationship between four variables, namely users' satisfaction, information quality, interaction quality, and design quality. As shown in Table 6, users' satisfaction is strongly positive and significantly correlated ( $p < .000$ ) with all of the independent variables.



Table 6: Correlations

	SATIS	INFO	INTER	DES
SATIS	1	.562**	.371**	.449**
INFO	.562**	1	.476**	.483**
INTER	.371**	.476**	1	.461**
DES	.449**	.483**	.461**	1

\*\*. Correlation is significant at the 0.01 level (2-tailed).

SATIS = Users' Satisfaction, INFO = Information Quality, INTER = Interaction Quality, DES = Design Quality.

## 4.2 Hypothesis Testing

### 4.2.1 One-Sample T-test

The one-sample T-test was to determine whether Malaysian tourists are satisfied with the current tourism websites quality. The null hypothesis states that the sample mean is less than or equal to 2.5, while the alternate hypothesis states that the sample mean exceeds 2.5. Test value was set to 2.5, and the level of satisfaction was tested on hypothesized value mean of 2.5. A mean more than 2.5 indicates that Malaysian tourists are satisfied with the current tourism websites.

Table 7: One-Sample T-test result

Test Value = 2.5						
	t	df	Sig (2-tailed)	Mean difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction	37.072	199	0.000	1.46100	1.3833	1.5387

Since the p-value is .000 and less than alpha value (.05), the null hypothesis is rejected. Hence, there is enough evidence to suggest that the users are satisfied with the current tourism websites.

### 4.3.1 Multiple Linear Regression

Multiple regression analysis was conducted to test if information quality, interaction quality, and design quality have a positive relationship with Malaysian tourists' usage satisfaction. The result of the regression indicated the three variables explained 34.99% of the variance ( $R^2 =$



.350, F (3, 186) = 34.99, p<.000). The causal relationship of the constructs was assessed using regression analysis are summarized below:

*H1: Information quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

The results show that the relationship between information quality and users' satisfaction is supported; as a result, it shows that information quality has a beta value of .426 with a significant p-value of .000. H1 is supported and accepted.

*H2: Interaction quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

The results suggest that the relationship between Interaction quality and tourists' usage satisfaction is unsupported as the beta value obtained for Interaction quality is .072 with a p-value of .307. H2 is not supported and rejected.

*H3: Design quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction*

The results show that the relationship between design quality and tourists' usage satisfaction is supported. The beta value obtained for design quality is .211, with a significant p-value of .003. H3 is supported and accepted.

In the regression analysis, the beta coefficients are used to explain the relative importance of the three independent variables in terms of contribution to the variance in tourists' usage satisfaction. Based on the results, information quality ( $B_1 = .426$ ,  $p <.000$ ) carried the heaviest weight, and followed by design quality ( $B_3 = .211$ ,  $p =.003$ ). Refer to Table 5.



Table 8: Regression Analysis Results

Hypotheses	Standardized parameter est.	Sig.	Conclusion
<i>H1: Information quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction</i>	.426	<.000	supported
<i>H2: Interaction quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction</i>	.072	.307	rejected
<i>H3: Design quality of travel and tour website has a positive relationship with Malaysian tourists' usage satisfaction</i>	.211	.003	supported

## 5. DISCUSSION

This research focuses on the effects of the current travel and tour website features particularly design, information, and interaction qualities on Malaysian tourists' usage satisfaction.

The results suggest that generally Malaysian tourists are satisfied with their usage experience of travel and tour websites. A functional and exciting tourism website with many attractive destination images may persuade website users to visit the destination, while an informative one would provide the necessary information required by users leading to a smoother and pleasant travel experience. Indeed, by presenting a current clear picture of the destination, tourists can retain their visual imagination of the destination they wish to travel.

Having an interactive component in a website is an important part in solving web visitors' inquiries. It could assist users with uncertainties to decide on a tourism product or services provided. However, the results suggest quite the opposite. From the result, it shows that interaction quality is not a significant factor in influencing the respondents' satisfaction. This could be due to the respondents' preference of interacting with social media platforms to obtain contacts, information, and feedback about the destination. Instead of browsing the travel and tour websites, they can browse any social media or travel blogs that could provide updated information, feedback and current images of the destination.



The results suggest that information quality has a positive relationship with user satisfaction. Information quality is considered a pre-evidence provided on travel and tour websites and it should be valuable and up to date, as well as matching to users' demand and linking people to relevant sites or platforms. As interaction quality may not be as important, tourism marketers should focus on providing quality information on the travel websites, such as providing informative maps to ease the tourists' movement.

Finally, the results suggest that the design quality has a positive relationship with user satisfaction, highlighting the websites' ease of use. The importance of ease of use in tourism websites is undeniable due as it contributes to positive users' experience. It involves cleverly designed and strategically placing images, videos, and overviews. The destinations images featured in the websites may influence and entice users' decision to visit the places. Most importantly, tourism marketers need to ensure that the contents and images provided on websites are parallel with tourists' expectations, or it will lead to disappointment. Obviously, missing contents or functionality may lead to negative user experience (Vila et al., 2020). Design is critical for establishing a solid user interface that fulfills customer expectations, and businesses must assure good designs in order to compete in competitive online markets (Flavian, Gurrea, & Orus, 2009).

## 6. CONCLUSION

In conclusion, it is important for marketers to examine changes in the market and consumers' behavior every now and then. The findings of this study may appear to be modest, but it suggests consumer preferences changed and marketers need respond by simplifying their websites. The simplicity goes in tandem with the design quality of the websites as expected.

## 7. LIMITATION AND FUTURE DIRECTION

There are a few limitations of this study. First, though this study attempted to identify the relationships between the variables involving Malaysians, the respondents are mainly reflecting the youths and younger generation. Perhaps future studies should expand to include or focus on other generations since they are significant consumers of tourism products and services as well. Second, this study has a limited number of willing respondents. Future studies should attempt to get higher numbers of respondents through other sampling methods. To note, online survey tends to have a low response rate compared to other methods (Saleh & Bista, 2017). Future studies could investigate the rural population in Malaysia as the access and coverage of technology may be currently limited. As this study refers to travel and tour websites, perhaps future studies could examine travel and tour smartphone apps instead.

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## **THE IMPLICATION OF ONLINE MARKETING STRATEGIES ON CONSUMERS' DECISION-MAKING PROCESS AMONGST MALAYSIAN YOUTH**

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### **ABSTRACT**

Marketing in today's world is crucially important since more competition in the marketplace with technological advancement. Online platforms have created the opportunity of evolving online marketing strategies. Everything can now opt through online, with applications and websites transferring consumers' method to buy at their own time and space. With both advancements in technology between online marketing and online purchasing, it has been made a vital objective in this research to find the relationship between online marketing strategies and consumers' decision-making process, especially amongst Malaysian youth. The focus of this study is to 1) to identify consumers' perspectives on existing strategies of online marketing, 2) to investigate the relationship between online marketing strategies and consumers' decision-making process, especially amongst Malaysian youth, and 3) to examine the most significant online marketing strategies in influencing consumers' decision-making process amongst Malaysian youth. The questionnaires were distributed to Malaysian youth, specifically to those who had experience purchasing online. The quantitative data were analyzed using descriptive, Pearson correlation, and multiple regression analysis through SPSS. The results showed there is a significant correlation between the dependent and independent variables. The result also showed that electronic word of mouth is the most significant online marketing strategy in influencing consumers' decision-making process. The implications of this study are for researchers and business operators to understand the youth decision-making process better. This study highlighted a few notable recommendations were for future studies.

**KEYWORDS:** online marketing, decision-making process, electronic words of mouth, social media, online advertisement



## 1. INTRODUCTION

A business can expand when there are enough resources. This process can be achieved by having more buyers. It is why marketing comes in handy. Although it is interchangeable, many have mistaken marketing with selling, but there is a considerable difference between them. Selling is a mere changing of goods and services for cash, while marketing associates selling and satisfying customers' needs (Ravindran & Sathyamoorthi, 2019). The same concept can be said about the tourism industry. Marketing is of utmost importance to promote and market a specific product and destination in tourism.

In this modern era, almost everything has shifted from conventional to digitalisation. Online methods ensure to reach the target audience constantly with consumer 24/7. According to Ravindran and Sathyamoorthi (2019), digital marketing acts as a medium to reach consumers and meet their satisfaction, which is achievable through diverse virtual distribution channels. In other words, there is more than one strategy in online marketing.

On top of that, online marketing will reduce costs and expand businesses while providing sufficient information to consumers around the globe (Yadav, 2019). Online marketing managed to produce intel and information to businesses operator in understanding the behaviour of consumers. These innovative online marketing strategies have countless open opportunities for business to prosper. Businesses are now prone to use social media platforms as to engage with consumers. They provide further information and assistant. According to Toor, Husnain, and Hussain (2017), an online platform such as e-commerce and social media should be fully utilised to interact directly with users. If this potential is not fully utilised, business associates may be excluded from the industry and the overall market.

The information produce by online marketing has helped consumers' decision-making process. Communication between business operators and consumers acts as a driver of the decision-making process because engagement can result in consumer satisfaction (Toor, Husnain & Hussain, 2017). In online media, the most powerful thing that needs to be considered is an engagement of the audience towards it. With online marketing, marketing experts considered consumers engagement as crucial. As highlighted by Marketing Science Institute (MSI) (2016), consumer engagement requires maintaining customer attention to a product (Toor, Husnain & Hussain, 2017). Consumers nowadays rely heavily on the internet for their daily needs; advancements in technology can even opt to customise their needs. This reliability has caused exponential growth towards online-based purchasing volume. Their trust in e-commerce is responsible for the change in consumers' decision behaviour (Kumar et al., 2018).

In this research, the case study chosen is Malaysian youth in making the decision. As stated by Youth Policy Organisation (2014), Malaysian youth mentioned that the age of youth range from 15 – 40 years old. The research focuses on youth due to certain unique characteristics that they are more prone to technology advancement, exposure towards current social media, and long-lasting life expectancy (Jin, Rahim, Fong, & Cheng, 2020). As highlighted by Marketing School (2020), youth marketing is a common advertising strategy because being young is associated with being free, happy, cool, and culturally relevant. The image often influences the ads of companies who want to seem vital, new, and forward-thinking.



## **2. SIGNIFICANT OF STUDY**

The research can enhance current understanding of current trends and marketing techniques being used by youth. The current platform (which is abundance) is not being fully utilised due to lack of awareness and skills, which could benefit future studies. This research will further help them to navigate their way in understanding the way youth choose better deals through online platforms.

Business operators and marketers can better understand how online marketing affects the decision-making process for Malaysian youth. They can change and recreate a more functional and straightforward website content for the consumers' satisfaction (Jin et al., 2018). Business operators can also benefit by understanding the needs and wants of users by adapting to their current behaviour. Marketing Interactive (2021) stated that business owners can directly communicate with their technologically advanced customers while also bolstering their digital presence through social media.

### **Decision-Making Process Amongst Malaysian Youth**

In this research, the case study chosen is Malaysian youth in making a decision. Malaysian youth were target respondents for this study due to them being the target market due to their ability to make their own purchasing decision and increase of spending power in them (Jin et al., 2020). Tang and Chan (2017) explained that before buying, Malaysians are keen researchers. Before buying, 70 per cent of Malaysians research (whether online or offline), and this is one of the highest rates in Southeast Asia. The same study also suggested that 85 per cent of online shoppers spend RM500 online or less in a month; comparing, finding, and eventually being exclusive are the top three factors for shopping online. The causal relationship with global online advertising spending is set by the Malaysian online population and Malaysian online shopping pattern. To reach out to the online target audience, the online population will draw such a significant amount of online advertisement spending.

### **Online Marketing on Decision-Making Process**

Creative techniques for online marketing have opened up endless opportunities for businesses to succeed. Online marketing provides customers with more information while helping to lower prices and grow companies across the globe. Online marketing provides customers with more information while helping to lower costs and broaden business across the globe (Yadav, 2019). Consumers today rely heavily on the internet for their everyday needs, and they can also choose to customize their needs with advances in technology. This reliability has triggered an unprecedented spike in the volume of online purchases. Their trust in relying on e-commerce is the guiding force responsible for shifting the decision-making behavior of consumers (Kumar et al., 2018).

In order to understand the actions of customers, online marketing has helped to create intelligence and information for business operators. Companies are more likely to use social media channels to communicate with clients, to provide additional information and assistants. One of the reasons for the full use of online channels such as e-commerce and social media is to communicate directly with users (Toor, Husnain, & Hussain, 2017).



## **Electronic Words of Mouth on Decision-Making Process**

Shin, Chung, and Damhorst (2020) state that eWOM's valence on attitude and purchase intention was examined in the online shopping context and found that a negative eWOM had a more significant influence on the change of customer attitude and purchase intention than a positive eWOM. In customer reviews of a product and subsequent decision making, negative WOM is more prominent than positive WOM. This tendency is called the bias of negativity or the effect of negativity. In short, negativity bias had a more significant influence on buying decisions and was more compelling than optimistic eWOM. On the other hand, other researchers have proposed positive confirmation bias, which arises when positive information that validates the initial impressions or previous beliefs is more convincing than negative information.

In the study proposed by Bahja et al. (2019), consumer reviews have a significant and beneficial impact on the tourism client's decision-making process. Online feedback is a factor affecting decision-making by visitors. In particular, the qualitative aspect of online reviews has a more significant effect on travelers' decisions, indicating that online reviews for the hospitality industry should be exposed as a summary showing the negative and positive rankings that affect the buying intentions of customers (Bahja et al., 2019). Besides, it is essential to deal with online feedback, as each reader may be a potential customer.

## **Social Media on the Decision-Making Process**

In terms of the consumer decision-making process, social media have their way of contributing to the massive amounts of shared data produced by the widespread adoption of social media methods. According to Vinerean (2017), marketers can analyse social media data using sentiment analysis to identify and uncover new information linked to brand awareness and behavioural trends. The author further adds that social media reviews, especially those based on post-purchase experiences, are deemed more helpful than marketer-generated information. It can be said that businesses must also be able to predict how feedback on social media networks can affect their marketing performance. Reviews on social media, especially those based on post-purchase interactions, are considered more helpful than information provided by marketers as they provide insights for product marketing as online interactions between businesses and social media users occur (Vinerian, 2017).

## **Online Advertisement on Decision-Making Process**

Customers are getting better, more educated and more mature, and research into current customer behaviour is becoming increasingly crucial for businesses. To enhance today's consumer experience, advertisement to attract customers and offer a better atmosphere, goods, services, and policies are necessary (Khandare & Suryawanshi, 2016). In some cases, personalised online advertisement is prevalent as it delivers relevant data, thus preserving the user's privacy (Kamaruddin et al., 2020). Advertising is intended to be capable of minimising irritation and helping consumers search for information before making any buying decisions. Personalisation provides a company's strategy for selling its goods by identifying the wants and needs of their clients for the company's products. Kamaruddin et al. (2020) stated that the factors affecting online ads are advertising features, user browsing mode and time,



internet advertising, or website viewpoints, including interest among those referenced with radical advertising methods. Internet production serves as a global communication infrastructure that has created a modern brand advertisement and marketing channel for marketers and marketing organisations to make use of and provide advertisers with more cost-effective advertising messages to consumers.

### **Theoretical Framework**

A new framework model revolves around the independent variables in online marketing, such as electronic word of mouth (eWOM), social media, and online advertising, affecting the dependant variable, which is consumers' decision-making process.

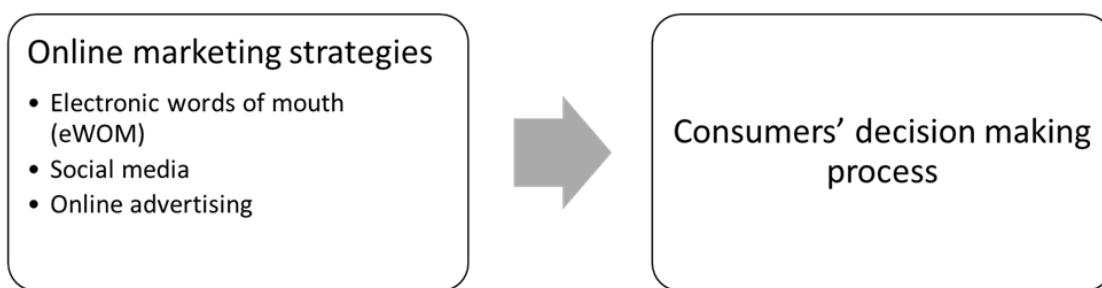


Figure 1: Framework model for this research

### **3. METHODOLOGY**

This research adopts a quantitative method approach. This research uses a cross-sectional study. A cross-sectional study involves looking at data from a population at one specific point. The participants in this type of study are selected based on certain particular variables of interest in the research. The benefit of this is that it is inexpensive and fast.

The research selects the sample for the study from the total population of 14 million Malaysian youth. In this research, a simple random sampling method implemented where any member of the population has an equal chance of being chosen in a non-random sample. The respondents in this study will focus on Malaysian youth, especially those using online platforms.

The data collected will be investigated and interpret using IBM SPSS software version 20 in this report. This software is the best method to interpret and process the descriptive analysis, Pearson correlation analysis, and multiple regression analysis. There pre-test, pilot study, and reliability test before an actual data collection.



#### 4. FINDINGS

The survey was distributed online via social media platforms such as Whatsapp and Twitter in this study. The questionnaires using google Forms were distributed through the online method. The respondents reached 307 before the form was closed to the public. The survey managed to gather a sample size of more than 74 respondents ( $N > 50 + 8m$ ), making the response rate approximately 414.86%.

##### Descriptive Analysis

To identify consumers' perspectives on the existing strategies of online marketing. Each item will be rank according to the mean value. The mean value and standard deviation for each item under online marketing strategies, namely electronic words of mouth (WOM), social media (SM) and online advertisement (OA) are stated. A summary of the computed means of all items according to variables is shown in the table below. According to the summary, electronic words of mouth (WOM) have the highest mean of 5.049. It is then followed by social media (SM) with an average mean of 5.019, decision-making process with a mean of 4.829 and online advertisement (OA) with a mean of 4.642. This means that majority of the respondent agreed with most of the question items listed in each variable.

Table 1: Descriptive analysis

	Decision Making Process	Electronic Words of Mouth	Social Media	Online Advertisement
Mean	4.8296	5.0499	5.0195	4.6425
Std. Deviation	0.55354	0.51099	0.55399	0.74491

Note: 1 "Strongly Disagree", 2 "Disagree", 3 "Slightly Disagree", 4 "Slightly Agree", 5 "Agree", 6 "Strongly Agree"

##### Pearson Correlation

There is a significant relationship between consumers' decision making with all three of the independent variable, namely electronic words of mouth (WOM), social media (SM) and online advertisement (OA).

The study indicates that there is a correlation between consumers' decision-making process and three of the online marketing strategies, namely electronic words of mouth (WOM), social media (SM), and online advertisement (OA).

The analysis results in Table 2 below show a significant positive weak relationship between social media (SM) and consumer's decision-making process ( $r = .369, p > .05$ ). It also shows a significant positive weak relationship between online advertisement (OA) and consumer's decision-making process ( $r = .298, p < .05$ ). On the other hand, the table shows a



significant positive moderate relationship between electronic words of mouth (WOM) and consumer's decision-making process ( $r = .441$ ,  $p < .05$ ).

Table 2: Pearson Correlation analysis

Correlations					
		DM	WOM	SM	OA
DM	Pearson Correlation	1	.441**	.369**	.298**
	Sig. (2-tailed)		.000	.000	.000
	N	307	307	307	307

### Multiple Regression Analysis

The correlation between consumers' decision-making process with online marketing strategies (electronic words of mouth, social media, and online advertisement) has produced an R-square of 0.238 or 23.8%.

The multiple regression analysis results show that the IV score is a predictor of DV score for the research population (sample size = 74). Significantly [ $F (3,302) = 31.590$ ,  $p < .000$ ]. The WOM score ( $\beta = .322$ ,  $p < .05$ ) and SM score ( $\beta = .175$ ,  $p < .05$ ), contributes to 24% ( $R^2 = .238$ ) of the change in the DV

OR

Multiple linear regression was calculated to predict DV based on IV1, IV2 and IV3

Table 3: Model Summary

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.488 <sup>a</sup>	.238	.231	.48550	



The ANOVA statistics show a significant value of 0.000 which is less than 0.5, ( $p < 0.05$ ). Thus, this indicates that there is significant linear regression between the independent variables and dependent variables.

Table 4: ANOVA Statistics

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.339	3	7.446	31.590	.000 <sup>b</sup>
	Residual	71.421	303	.236		
	Total	93.760	306			

Based on the above, it indicates that electronic words of mouth (WOM) having score ( $\beta = .322$ ,  $p < .05$ ) and social media SM score ( $\beta = .175$ ,  $p < .05$ ) significantly influence consumers' decision making process. On the other hand, the online advertisement (OA) having a score ( $\beta = .106$ ,  $p > .05$ ) does not influence the consumers' decision-making process.

The analysis indicates that electronic word of mouth (WOM) having a score ( $\beta = .322$ ,  $p < .05$ ) gives the highest influence factor toward consumers' decision-making process. This result showed that WOM is the most influential online marketing strategy in influencing consumers' decision-making process amongst Malaysian youth.

Table 5: Coefficient statistics

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.823	.312		5.847	.000
	WOM	.349	.062	.322	5.596	.000
	SM	.175	.060	.175	2.929	.004
	OA	.079	.042	.106	1.864	.063

## 6. DISCUSSION

From the findings, most of the respondents agreed with most of the items posted on the questionnaire. With most of the multiple backgrounds of respondents received, there are some disagreements on some items. Hence, the respondents feel initiated to answering truthfully on the current marketing strategies and their decision-making process.

The items were relevantly accurate to their factors, consistent with the research questions been made. Marketers can now opt for online strategies to reach their customers as the internet is more convenient and offers personalisation for their content (Micu et al., 2017). The analysis from social media is in line with some of past studies that suggest



companies are more likely to use social media channels to communicate with clients and provide additional information and assistants (Toor et al., 2017).

The findings of this study reveal that electronic Words of Mouth (WOM), social media, and online advertisement have a significant relationship with consumers' decision-making process amongst Malaysian youth. This is in line with research by Kumar et. Al. (2018), which suggest that consumers today rely heavily on the internet for their everyday needs as they choose to customise their needs with advances in technology. This reliability has triggered an unprecedented spike in the volume of online purchases. Their trust in relying on e-commerce is the guiding force responsible for shifting the decision-making behaviour of consumers.

The first variable in this study, the electronic Words of Mouth (eWOM), proved to have a significant relationship towards consumers' decision-making process amongst Malaysian youth. This is supported by research from Bahja et al. (2019), which stated that when buying intangible goods, online reviews play a vital role in the decision-making process. Electronic WOM is considered essential and valuable as it influences consumers' choices.

The second variable is social media, which was also proved to significantly affect consumers' decision-making process amongst Malaysian youth. Thus, the usage of social media is booming, making it necessary for marketers to shift their focus on it to reach customers (Micu et al., 2017).

Apart from that, it is confirmed that online advertisement has a significant relationship with consumers' decision-making process amongst Malaysian youth. The findings show that the online advertisement made it more widespread and greater in its influence and effects and act as a promotional technique involving the use of the internet as a tool for attracting traffic from the website and labelling and delivering marketing messages to the right customers (Khandare & Suryawanshi, 2016).

The results revealed that electronic words of mouth and social media do influence consumers' decision-making process. While online advertisement does not. This study succeeds in connecting the studies on electronic words of mouth from Kamarudin et al. (2020), which stated that internet production serves as a global communication infrastructure that has created a modern brand advertisement. Additionally to a marketing channel for marketers and marketing organisations to make use of and provide advertisers with more cost-effective advertising messages to consumers. According to Panagiota (2017), the study of social media is also acceptable, which stated that social media is an effective marketing tool for companies to generate a better consumer interaction process. On the other hand, for online advertisement, the study as proposed by Bahja et al. (2019) stated that consumer reviews have an important and beneficial impact on the tourism client's decision-making process which is irrelevant from this study.

## **7. IMPLICATION AND CONCLUSION**

Consumers today rely heavily on the internet for their everyday needs, and they can also choose to customise their needs with advances in technology. This reliability has triggered an unprecedented spike in the volume of online purchases. Their trust in relying on e-commerce is the guiding force responsible for shifting the decision-making behaviour of consumers (Kumar et al., 2018). Online marketing provides customers with more information while



helping to lower prices and grow companies across the globe. This buying behaviour can benefit both business operators and researcher to further enhance their knowledge for better marketing strategies in the future.

This study aimed to identify the implication of online marketing strategies on consumers' decision-making process, especially amongst Malaysian youth. The study distributed the questionnaire through Google form and used social media platforms to find the respondents. The present findings have confirmed a significant relationship between electronic words of mouth, social media and online advertisement on consumers' decision-making process amongst Malaysian youth. The findings also revealed that electronic words of mouth and social media do influence consumers' decision-making process, while online advertisement does not. On that note, it is seen that electronic words of mouth are the most influential. Since this study focused on online marketing strategies, it is recommended for marketers, researchers and other related authorities to eliminate all sort of insecurities about online purchasing to convince the consumer.



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## **MALAYSIA AS A POTENTIAL E-SPORTS EVENT DESTINATION**

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### **ABSTRACT**

This research aimed to identify Malaysia's potential as an eSports event destination by considering tourist facilities and event venue facilities as the potential element. The evolution of the eSports event in Malaysia can be seen throughout the successful hosting of the world-class eSports tournament event ESL One in Genting Highland in 2018 that successfully attracted over 5500 attendees with 40% of it being international attendees. However, it is a fact that there is limited study towards the field of eSports in tourism. This research conducted to achieve the objectives of 1) to study the event facilities element as a potential that will attract eSport events tourists/ spectators to Malaysia, 2) to study the tourist facilities element as a potential to attract esports events tourists/spectators to Malaysia, and 3) to examine the relationship between the potential elements of event facilities and tourist facilities to attract eSport event tourists/spectators to Malaysia. This research employs a quantitative approach. Questionnaires were used and digitally distributed to collect required data from 233 respondents of Malaysian randomly to any eSports event in Malaysia. To conclude, the result of this study has a significant contribution as a reference for the future study regarding eSports tourism and provides support for the eSports event as a potential tourism product to be developed within the eSports tourism context. In line with this study, future research should focus on factors that motivate eSports event tourists/spectators to travel for attending eSports event destinations to complete other potential elements that lacked in this study.

**Keywords:** eSports events, eSports tourism, tourist facilities, event venue facilities



## 1. INTRODUCTION

eSports is recognized as the next big thing in marketing and the size of the global eSports audience has rapidly grown. Key drivers driving market growth are growing viewer penetration and engagement practices, tremendous investments, growing live streaming of games, and increasing infrastructure for league tournaments. Malaysia is not far behind in terms of eSports. In fact, the former Ministry of Youth and Sports which is Syed Saddiq has targeted Malaysia to be able to become a Hub for e-sports in the Asian region (Malaysia's eSport Blueprint 2020-2025). Various forms of assistance are given to increase the potential of athletes and improve the quality of organizing eSports competitions in Malaysia. The success of organized sports events competition (Le Tour de Langkawi) during 1996 was the eye opener for the government of Malaysia to realize the potential of sport events to be developed as a sport tourism sector (Ibrahim & Majapbil, 2016). Since then, Malaysia starting to focus on sport tourism and being known of the host country for many world-class sport events such as Royal Langkawi International Regatta in 2003, a long-distance triathlon races which is the Ironman Triathlon, the racing event which are Formula 1 Grand Prix Malaysia and Petronas Primax, the event of shows jumping horses and riders which is FEI Showjumping World Cup, and many more.

The ESL One Genting 2018 that was held at the Arena of Stars at Resort World Genting has successfully attracted over 5500 attendees with 40% of it being international attendees (Genting Malaysia Annual Report, 2018). It is a global competition by one of the largest international eSports companies which is Electronic Sports League. At the same time, other largest eSports company such ALIBABA Sports (a subsidiary of China tech giant Alibaba) and Hong Kong's eSports International Group (EIG) also has seen the advantages of Malaysia as a host country to held major international eSports events after seeing it successfully held a world class Dota 2 eSports championship for ESL company. The previous study by Delamere (2001) found that public facilities and infrastructures have a significant relationship in influencing people to participate in the sport events. The success of the ESL One Genting 2018 shows Malaysia has advantages in terms of ability to facilitate the local and international attendees with the availability of their existing tourist facilities around the competition venue such as accommodation, battle arena facilities, accessibility, transportation as well as food and beverages. This can be the main potential of Malaysia to become an eSports events destination.

Therefore, looking forward towards the development of the eSports industry, it can be Malaysia's new focus in the tourism sector to create an image as an esports event's organizer country since there are no big differences towards the concepts of eSports and sport (PriceWaterhouseCoopers Global, 2016). It is stated by Pizzo, Baker, Lee, Kim, and Funk (2018) that traditional sport and eSports are similarly consumed, suggesting that eSports industry professionals can manage and market eSport events similarly to traditional sport events. Furthermore, in terms of attendee's motives, Eventbrite (2015) stated that, both eSports and traditional sport's spectator have a similar motive in the respect that neither wants to miss the big game and going to live events to be a part of a stimulating experience where they can see the best athletes in action. Hence, the real potential of Malaysia to become an eSports events destination should be analysed to enter and fulfil the demand of the eSports events market.



## 2. LITERATURE REVIEW

A study conducted by Taylor and Banda-Thol (2013) mention six criteria to evaluate the potential for tourism development and opportunities in their Zambia study, which are attractions, popularity, accessibility, tourism activities, seasonality, and facilities and infrastructure. In line with study by Burton (1995) that stated three main components in tourism: tourist attractions, tourist facilities and accessibility. These components are interconnected and support the development of tourism. This is supported by Soininen (2015) that the number of visitors will increase and may decline too based on the condition of facilities. Meaning that, the numbers of tourists may decline because the facilities have become old and run down. Gunn and Var (2002) argue that any facilities and services that facilitate the tourists will influence in enhancing the attractiveness of a tourism destination. The statement is supported by Buhalis (2000) who also agrees on the importance of infrastructure and facilities to create a tourism destination image, especially after the visit of tourists. Either they have a good experience towards the availability or conditions of existing facilities as well as good quality of service. It will shape their personal perception about the visited tourism destination. Most of the researchers that conducted a study about tourist facilities at the tourism destination will agree how crucial are the elements of tourist facilities to attribute the tourist willingness to revisit after the first visit. This is because the attribute of tourist facilities will act as a variable for assessing tourism potential (Iatu & Bulai, 2011). Therefore, it can be said that facilities are needed for a destination to be more competitive with other tourism destinations. This theory is applicable to all types of tourism destinations, including eSports event destinations. The most important thing is to ensure the tourism destination can survive by attracting more and more repeat tourists. Hence, this is to answer why tourist facilities have a significant relationship with eSports event destinations to be more competitive in hosting events and attracting many eSports tourists.

With the significant interest that can already be seen in the eSports event, eSports tournament events are really viable tourist attractions that have the potential to be very profitable (Agius, 2015). Meanwhile, it is important to meet the standards of infrastructures consists of stadium or arena, technologies and amenities while hosting an eSports events (Zarand et al., 2018). Regards to this, many event arena venues that host eSports competitions are also constructed primarily for other professional sports or entertainment (Jenny et al., 2018). As supported by Sharma and Nayak (2019), there are already related equipment and facilities needed to be included at so many major event arena venues so that the event venue is always ready to be used to host any event. This is due to the pressure from traditional sports and other organizations also that make the event venue developer to take this kind of preparation to fulfil the future demand of events facilities. Therefore, in order to survive in this industry, the event facilities must attract popular financially beneficial events. Meaning that it is important to hold as many eSports events so that the investment for the eSports events venues is worth in terms of the revenue gained from the organized events. According to Sharma and Nayak (2019), there are also eSports events that are being held in a non-specific eSports event venue. Taking an example of the 2013 and 2016 of LoL World Championships that being held at Staples Center in Los Angeles, California, in which Stapler Center is a multipurpose arena where it also the home of the National Basketball League's (NBA) Lakers and Clippers, the National Hockey League's (NHL) Kings, and Women National Basketball



League's (WNBA) Sparks. But still with the availability of the existing event facilities, it managed to organize many kinds of events including eSports events to fill the venue. It should be noted that the nature of hosting eSports events varies from other events, including traditional sports events. However, the most important thing here is to make eSports events enjoyable. This is significantly related to the selection of event venues. Whenever the event venue is equipped with the elements of event facilities, it will determine the form of the eSports event to be organized and this will influence the responses of the participants or attendees (Nelson, 2009). The element of events facilities such as specific equipment to Live broadcast the eSports event, technological, concession staff, security, ticket takers, as well as custodians to host an eSports event. This refers to how the event facilities will influence the event environment. Different types of events for sure will determine a different event environment. Jenny et al., (2018) came with a conclusion that event arena venue plays an important role in responding to the types of event that will be hosted because it will affect the attendee's experience. The experience here will be created through the offered services that they accept, aspects of atmospherics and services capes, as well as through the application of dramaturgical perspective (Nelson, 2009). In addition, Pu, Xiao, and Kota (2021) emphasize that physical and virtual experience are mutually constituted through eSports events. Therefore, it can be said event facilities will be stimulated accordingly based on the types of eSports events hosted. Other words, the construction of other needed elements of event facilities indeed will be fulfilled by the arena venue developer. At the same time, the requirement to host eSports events will be good enough to attract more domestic and international tourists and increase the involvement of international tourists or locals in the eSports events activities in Malaysia.

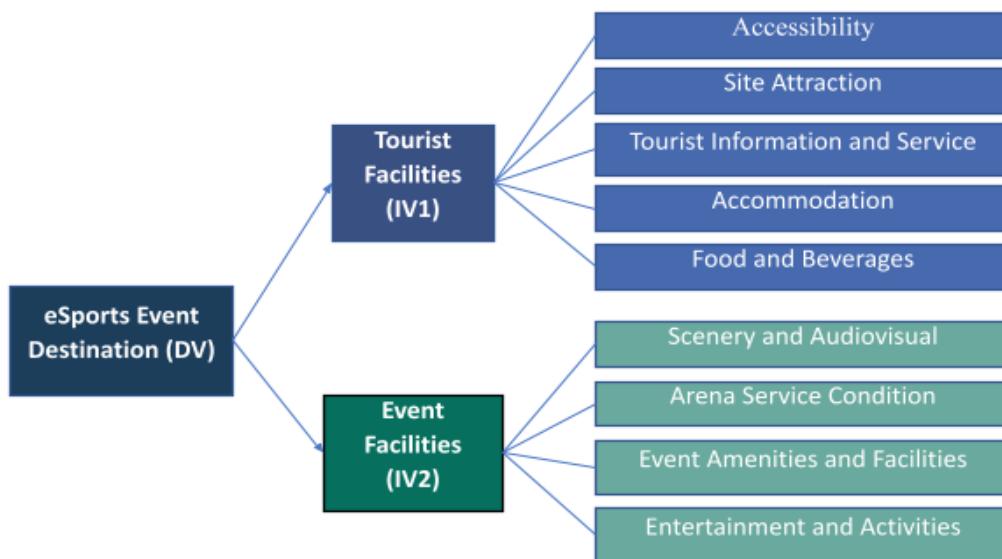
### **3. METHODOLOGY**

Quantitative research has been used in this research as it can better integrate with positivist positions to investigate the relationship of tourist facilities and event facilities as a potential element to be an event destination. Descriptive research is the appropriate method to examine the relationship between variables. In this method, the cross-section is used since it is only a one-time survey conducted by respondents. By considering the study assessed the potential of Malaysia as an eSports event destination, hence the selected study population is among the eSports consumers that have attending any eSports events in Malaysia. This is in order to ensure the respondents can understand and answer all questions in this survey that is 100% related to their eSports knowledge and experience during attending the eSports event. The data are collected from the self-administered Likert scale questionnaire which consists of four sections in order to investigate the related elements under tourist facilities and event venue facilities as potential aspects for Malaysia to become an eSports event destination. The survey is answered by 233 respondents that consist of eSport consumers and the professional players using convenience sampling where the researcher approaches them through the eSports WhatsApp and Facebook group (Mobile Legends MOBA Malaysia). The sample size of respondents is determined by referring to the Krejcie and Morgan Sampling Method. The respondents answered the questionnaires that contribute to achieve the objectives in this study. The collected data is analyzed by using descriptive analysis for each of



the variables and inferential analysis using a Pearson correlation test to examine the significant relationship between the variables.

#### 4. MAIN RESULTS



**Figure 1.** Theoretical framework

The framework of this study is recommended to be adopted and adapted in future research since there is quite limited instrument study to measure the real potential aspects to become an eSports events destination. The focus of this research is to identify what are the key potential of Malaysia to become an eSports events destination. For practitioners, the results of this query provide insights for the further development of eSports-related services (such as broadcast content, eSports) community tools, services related to eSports facilities, and many more.



#### 4.1 Descriptive Analysis of the Variables

**Table 1.** Total Mean Score for Event Destination

Items	N	Mean ( $\bar{X}$ )	Std. Deviation ( $\alpha$ )
Malaysia is a world-class tourism destination	233	5.06	0.984
Malaysia has many friendly and welcoming people.	233	5.33	0.876
Malaysia has a number of successful eSports teams and participants.	233	5.09	0.984
Malaysia has a vibrant culture and cultural heritage.	233	5.42	0.811
Malaysia has beautiful scenery and natural attractions.	233	5.45	0.870
Malaysia has a good climate for tourism and eSports.	233	5.29	0.887
Malaysia has a stable democratic government.	233	5.31	1.479
Malaysia is a safe place to visit.	233	5.21	0.922
Malaysia is a good place to do business or invest in.	233	4.93	1.046
Malaysia has world-class eSports facilities.	233	4.61	1.184
Malaysia is a competent host of the eSports global tournament.	233	4.87	1.159
Malaysia is an excellent destination to host future eSports mega-events.	41	5.03	1.123

Based on table 1, the highest mean value of respondent's opinion towards Malaysia's advantages to be an eSports event destination is 5.45 in which the respondents agree Malaysia has beautiful scenery, followed by their opinion that also agrees Malaysia has a vibrant culture



and cultural heritage as a tourism destination with a total mean score 5.42 respectively. Meanwhile, the lowest mean value, which is only 4.61, represents respondents who slightly agree with Malaysia's advantage in terms of the availability of world-class eSports facilities, followed by Malaysia's potential to be a competent host of the eSports global tournament as well as an excellent place to do business or to invest in, with a total mean score of 4.87 and 4.93 respectively. On the other hand, the average mean score of the respondent's opinion that agree Malaysia has advantages in terms of as an excellent destination to host future eSports mega-events ( $\bar{X}=5.03$ ), as a world-class tourism destination ( $\bar{X}=5.06$ ), has a number of successful eSports teams and participants ( $\bar{X}=5.09$ ), a safe place to visit ( $\bar{X}=5.21$ ), has a good climate for tourism and eSports ( $\bar{X}=5.29$ ), has a stable democratic government ( $\bar{X}=5.31$ ), as well as Malaysia's availability of many friendly and welcoming people ( $\bar{X}=5.33$ ). Therefore, all of the positive responses given by all of the 233 respondents, clearly stated that Malaysia has the existing advantages to be an eSports tourism destination.

**Table 2.** Reliability Statistics for eSports event destination

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.902	12

Based on the table 2 above, the result of the reliability test for eSports event destination as a dependent variable is 0.898, which means the questions in this research are accepted and have a high reliability.

**Table 3.** Reliability Statistics for tourist facilities

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	.949	12

Based on the table 3 above, the result of the reliability test for the tourist facilities as the independent variable is 0.949, which means the questions for tourist facilities have relatively high internal consistency. Thus, the result of this research is also accepted as it has a high reliability.

**Table 4.** Reliability Statistics for event facilities

Cronbach's Alpha	N of Items
.898	12

Based on the table 4 above, the result of the reliability test for event venue facilities as the independent variable is 0.962, which means the questions in this research are accepted and have a high reliability.



**Table 5.** Total Mean Score for Tourist Facilities

Items	N	Mean ( $\bar{X}$ )	Std. Deviation ( $\alpha$ )
<b>Accessibility</b>			
I feel convenient to reach the event venue with the availability of access transport and road to the there	233	5.06	1.012
I feel it is convenient to visit the attractions around the eSports event venue.	233	5.07	0.904
<b>Site Attraction</b>			
There is the availability of recreational activities at the eSports event venue.	233	4.98	0.999
There is the availability for shopping local products around the eSports event venue.	233	5.08	1.020
<b>Tourist Information and Service</b>			
There is a presentation and display of eSports events by billboards, posters, brochures at the event venue.	233	5.12	0.911
I feel at ease with the presentation of information in the information desk at the event venue.	233	4.96	0.970
I feel the friendliness and cooperativeness of the local people at the event venue.	233	5.07	0.964
I feel the friendliness and cooperativeness of the staff at the event venue.	233	5.07	0.948



<b>Accommodation</b>				
There is the availability of hotels and resorts around the event venue.	233	5.15	0.881	
There are many choices of accommodation around the event venue.	233	5.06	0.935	
<b>Food and Beverages/Restaurant</b>				
There is the availability of Cafés and restaurants around the event venue.	233	5.12	0.871	
There is the availability of many types of cuisine or food and beverages around the event venue.	233	5.18	0.916	

Based on table 5 food and beverages aspects were the highest mean of tourist facilities element with the mean score between 5.12 to 5.18 ( $\alpha=0.871$  to  $0.916$ ), represent a total number of 233 respondents who agree that there are the availability of cafes and restaurants around the event venue with the availability of many types of cuisine or food and beverages, followed by the accommodation aspect where each of the aspects represents the mean score 5.06 ( $\alpha=0.881$ ) and 5.15 ( $\alpha=0.935$ ). This shows that all of the respondents agree there are the availability of hotels and resorts as well as many choices of accommodation around the attended eSports event venue. Furthermore, the lowest mean score can be seen in terms of the presentation of information in the information desk at the event (under tourist information service aspect) and the availability of recreational activities at the eSports event venue (under site attraction aspect) with a total mean score is 4.96 ( $\alpha=0.970$ ) and 4.98 ( $\alpha=0.999$ ) respectively that shows respondents only slightly agree these aspects under tourist facilities element can be Malaysia's potential to host destination of eSports event. Meanwhile, most of the aspects under both of these tourist facilities elements also represent the average mean score that shows most of the respondents agree there is the availability of a presentation and display of eSports events by billboards, posters, brochures at the event venue ( $\bar{X}=5.12$ ;  $\alpha=0.911$ ), friendliness and cooperativeness of the local people at the event venue ( $\bar{X}=5.07$ ;  $\alpha=0.964$ ), friendliness and cooperativeness of the staff at the event venue ( $\bar{X}=5.07$ ;  $\alpha=0.948$ ), as well as the availability for shopping local products around the eSports event venue ( $\bar{X}=5.08$ ;  $\alpha=1.020$ ). Last but not least, the first element of tourist facilities, which is accessibility aspect also represent the average mean score that consist of the aspects of respondents feeling convenient to reach the event venue with the availability of access



transport and road to the eSports event venue ( $\bar{X}=5.06$ ;  $\alpha=1.012$ ) and their feeling towards the convenient to visit the attractions around the eSports event venue ( $\bar{X}=5.07$ ;  $\alpha=0.904$ ). Therefore, throughout all of the positive responses given by all of the 233 respondents, it clearly stated that the availability of tourist facilities could be the potential of Malaysia to be an eSports event destination.

**Table 6.** Total Mean Score for Event Facilities

Items	N	Mean ( $\bar{X}$ )	Std. Deviation ( $\alpha$ )
<b>Scenery and Audiovisual</b>			
The level of announcing performance (e.g. progress of tournament) during the eSports event	233	4.95	0.894
The level of the availability of telecommunication and internet at the event venue	233	4.77	1.083
The availability of digital scoreboard (e.g. electric screen) at the event venue	233	4.86	1.037
The availability of studio analysts at the event venue	233	4.93	0.960
<b>Arena Service Condition</b>			
The availability of enough signs directing to various necessities at the event venue	233	4.86	0.971
The level of easiness of entrance at the event venue	233	4.80	0.997
<b>Event Amenities and facilities</b>			
The availability of restrooms at the event venue	233	4.81	1.072
The availability of safety and police services or security in the eSports event venues	233	4.81	1.084



The availability of facilities for resting at eSports event venues	233	4.78	1.104
The availability of souvenir shops (e.g. memorial goods) around the event venue	233	4.80	0.974
<b>Entertainment and Activities</b>			
The availability of entertainment activities (exhibition booths) at the event venue	233	4.91	1.037
The photograph sessions and press conferences during the event	233	4.90	0.949
The attractiveness level of costume play (Cosplay) shows at the event venue	233	4.94	1.036
The presentation of Gaming Innovation at the venue	233	4.98	0.930
The presentation of Gaming devices throughout the events	233	5.04	0.889

Based on table 6, entertainment and activities aspects was the highest mean of venue facilities with the mean score between 4.90 to 5.04 ( $\alpha=0.889$  to  $1.037$ ) that represent a total number of 233 respondents give a high rate towards the presentation of gaming devices throughout the events ( $\bar{X}=5.04$ ;  $\alpha=0.889$ ), followed by the presentation of gaming innovation at the event ( $\bar{X}=4.98$ ;  $\alpha=0.930$ ), the attractiveness level of costume play (Cosplay) shows at the event venue ( $\bar{X}=4.94$ ;  $\alpha=1.036$ ), the availability of entertainment activities (exhibition booths) at the event venue ( $\bar{X}=4.91$ ;  $\alpha=1.037$ ), and last but not least the photograph sessions and press conferences during the event ( $\bar{X}=4.90$ ;  $\alpha=0.949$ ). On the other hand, some aspects under the scenery and audiovisual also contribute to the highest mean score which is the level of announcing performance (e.g. progress of tournament) during the eSports event ( $\bar{X}=4.95$ ;  $\alpha=0.894$ ) and the availability of studio analysts at the event venue ( $\bar{X}=4.93$ ;  $\alpha=0.960$ ). Meanwhile, the lowest mean score also goes to the aspects under scenery and audiovisual in terms of the availability of telecommunication and internet at the event venue ( $\bar{X}=4.77$ ;  $\alpha=1.083$ ) followed by the aspect under amenities and facilities, which is the availability of facilities for resting at eSports event venues ( $\bar{X}=4.78$ ;  $\alpha=1.104$ ). Last but not least, the rest aspects under scenery and audiovisual, amenities and facilities, as well as arena service conditions represent the average mean score of respondents slightly agreeing with the venue facilities element. The mean score and standard deviation for each aspect are in the range of 4.80 to 4.86; 0.971 to 1.084. some of the aspects are sharing the same mean score but with different standard deviation numbers



such as the mean score for 4.80 that represented by the level of easiness of entrance at the event venue ( $\alpha=0.997$ ), the availability of souvenir shops (e.g. memorial goods) around the event venue ( $\alpha=0.974$ ), followed by a mean score of 4.81 that represents by the availability of safety and police services or security in the eSports event venues ( $\alpha=1.084$ ) and the availability of restrooms at the event venue ( $\alpha=1.072$ ). Last but not least, the average mean score of 4.86 consists of aspects of the availability of enough signs directing to various necessities at the event venue ( $\alpha=0.971$ ) and the availability of digital scoreboard (e.g., electric screen) at the event venue ( $\alpha=1.037$ ). Therefore, this shows that all of the 233 respondents give a positive response to each of the elements and aspects under venue facilities.

#### **4.2 Correlation Between Tourist Facilities (IV1) and Event Facilities (IV2) with eSports Event Destination**

H1: There is a significant correlation between tourist facilities as the potential to become a potential eSports event destination.

H2: There is a significant relationship between event facilities as the potential to become a potential eSports event destination.

**Table 7.** Pearson Correlations Analysis

<b>Variable</b>	<b>Item</b>	<b>Tourist Facilities (IV1)</b>	<b>Venue Facilities (IV2)</b>
<b>Event Destination</b>	Pearson Correlation (r)	.746**	.688**
	Sig. (2-tailed)	.000	.000
	N	233	233

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 7 above shows Pearson's correlation analysis towards the variables. The three variables were tested for correlation whether there is a significant relationship. Based on the result, it shows that the Pearson's r value for tourist facilities is 0.746 and 0.688 r value for venue facilities, which are both close to 1 where this means there is a strong relationship between Malaysia's potential as an eSports event destination with tourist facilities and Malaysia's potential as an eSports event destination with venue facilities. The r-value also indicates that it is a positive value which means if the potential as an eSports event destination is increased, then the tourist facilities and venue facilities also will get influence to increase. The same goes



with the significant value between the variables that show there is a statistically significant correlation between the potential as an eSports event destination and tourist facilities as well as venue facilities. Meaning that the increases and decreases in the potential surely will result in significant increases or decreases in the tourist facilities element and venue facilities element.

## 5. CONCLUSION

It cannot be denied that many elements will influence a destination's image as a tourism destination. However, the elements of tourist facilities and venue facilities are pretty interesting to be studied as facilities are the crucial aspects of the tourism destination. The 233 respondents in this study have proven that the elements of tourist facilities and venue facilities can be a potential element for Malaysia to become the host country of world-class eSports events in the future. This directly has created a new destination image for Malaysia as an eSports events destination. Therefore, in order to become a competing and very well-known eSports event destination, Malaysia should convince the outsiders of our capability of owning the tourist facilities so that the element of event facilities can be upgraded equivalent to other well-known eSports event destinations. It would be great if Malaysia has a specific eSports events arena venue with complete eSports event facilities and equipment together with the availability of tourist facilities insides. This is actually to ensure Malaysia is always ready to host any sponsored eSports tournament events. As for now, among the most suitable arena venues in Malaysia for global eSports tournament events purposes are Axiata Arena that is fully adaptable for concerts and sporting events and can fit 14, 000 pax capacity. However, this is still not enough if Malaysia wants to become a preferred destination among eSports investors to host eSports events. Venue facilities such as enclosed studio, multi-purpose event space (for meet and greet session with eSports professional team), and a high resolution of big-screen are important attributes that must be considered in an eSports arena venue. The results of the study highlight tourist facilities and venue facilities, which may increase sponsorship related to eSports. Therefore, showing practitioners some aspects of eSports may be worthy of emphasis in further developing of an eSports event or tournament. However, it should be noted that the nature of the eSports industry may change, making it very different from the current concept of eSports events. Meaning that today's eSports still does not have its own set of unique issues and problems, especially from the perspective of the eSports event management and facilities.



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**Tourism/Eng/ID: 111**

## **GASTRONOMY TOURISM: TOURIST SATISFACTION TOWARDS GASTRONOMY EXPERIENCE OFFERED IN MELAKA**

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### **ABSTRACT**

This research aims to study tourist satisfaction, considering the factor consists of price fairness, food quality and services quality as part of tourist experiences during their visit in Melaka. Melaka is well known as a tourism heritage and gastronomy destination. However, research on gastronomy tourism is very limited in Melaka as many studies have not discovered the gastronomy areas that are supporting one of the main source economies for local people. Due to this, tourists from outside of Melaka did not recognize these states as one of the food destinations. This study focused on three objectives; 1) to study tourist experience towards gastronomy tourism in Melaka, 2) to determine tourist satisfaction towards gastronomy tourism in Melaka and 3) to investigate the relationship between tourist experience and tourist satisfaction on Gastronomy Tourism in Melaka. This research employs quantitative methods with a total of 212 respondents who have visited Melaka through questionnaires via Google Form. A positive significant relationship was found between the independent variable (Food quality, Price fairness & Service quality) and dependent variable (tourist satisfaction). These findings contribute as a reference towards food operators of having the ability to improve revenue and getting better returns.

**Keywords:** gastronomy, food quality, service quality, price fairness



## 1. INTRODUCTION

Gastronomic tourism (Chaney et al., 2012) is a relatively new form of tourism that goes by several names, including culinary tourism, sampling tourism, gastronomy tourism, and food tourism (Hall et al., 2003). According to the United Nations World Tourism Organization (UNWTO, 2012), Gourmet tourism is a growing sector in the tourism industry and can be a dynamic force contributing to a destination's competitiveness and attractiveness. Most tourists, whenever they visit one country, will be worried about their food and drinks. Tourists, especially the younger generation, are more likely to try weird food trends that went viral and will visit that place as their motivation to travel. In Malaysia, after lodging and shopping, gastronomy is the third highest cost for foreign tourists; in 2014, foreign tourist spending on food and beverages amounted to RM 10.4 billion (Dzaenis, 2015). Melaka and Penang are two popular states in Malaysia that have hosted approximately 20 percent of Malaysia's annual international tourist arrivals since 2008 (Tourism Malaysia, 2016). Pestek et al. (2014), tourists were drawn to the picture, uniqueness, quality, and price of the food, and it was positively linked to their overall satisfaction. The good services will influence the maximum satisfaction towards the tourist and if the negative experience that the tourist gets, it will lead to the bad image of the place, and they will not return to the place. More importantly, the gastronomic experience will make tourists feel happy and satisfied in their travel destinations (Yuksel, 2002), and will influence their plans to return to the area (Sparks et al., 2003).

Melaka is well-known as a heritage destination in Malaysia. Melaka has been announced as a world heritage site in which it has the unique value of history and buildings during British colonization (UNESCO, 2017). However, many studies have not discovered the gastronomy areas that are supporting one of the main source economies for local people. Nevertheless, research on gastronomy tourism is very limited, especially in countries where people do not recognize these countries as food destinations. There is so much research about Melaka that only mentions the heritage attractions rather than their food. Furthermore, as mentioned by Artinah et al. (2010) the states of Melaka, could be highlighted as "the states for gastronomy routes" and should be hailed as the home of Nyonya cuisine that blends Indonesian influence, and the home of Portuguese and Eurasian cuisine that combines Eastern and Western cuisine, because many of them are in quaint cafes in historic shops which provided. In addition, Melaka can be seen as a model for cultural assimilation as the State served the Malays, Chinese people, Baba and Nyonya, Chitty people, Portuguese people, and Eurasians as a 'salad bowl' (Lee, 2009). 'Salad bowl' in Melaka refers to a metaphor for the way a multicultural four society can integrate different cultures while maintaining their separate identities, contrasting with a melting pot, which emphasizes the combination of the parts into a single whole. Melaka is also known to be a gastronomic destination as it is considered by tourists to enjoy the cuisine in "interesting products in a suitable environment" (Fink, 1989). Due to lack of research on Melaka gastronomy, a study regarding gastronomy tourism in Melaka needs to be considered.

## 2. LITERATURE REVIEW

Tourist satisfaction is the degree to which the perceived output of a commodity meets the expectations of the consumer, according to Kotler et al. (2010). Referring to Al-Msallam, (2015) reported that price has an important relationship with the satisfaction of tourists. Apart



from service efficiency, according to Shujaat et al. (2015), promotions and other services in Pakistan, price fairness have a greater effect on consumer behaviour among young people. Moreover, prices can affect the value perceptions of a restaurant's customers. Customers are not only influenced by the actual price of a good or service specified on the price tag, but also by the comparative and subjective forming of their own expectations (Jani et al., 2011). If the product or service does not meet their requirements, consumers may be disappointed, thereby reducing their tendency to purchase products or services from the same supplier again. Furthermore, Konuk (2019) also discovered the beneficial effect of price and satisfaction and confidence in customer purchases. According to Thakur et al. (2018), the results in the Indian price Fast-Moving Consumer Goods (FMCG) sector also have a big effect on tourist satisfaction. The fairness of the price can lead to the tourist satisfaction towards the product and services offered no matter where the country is located.

High standard of food quality in a destination has influenced travellers to be interested to try as mentioned by Rousta et al. (2020). This can be concluded that food quality will give a good image to the travellers. The authors agreed that the delicious taste, good quality and menu variety made the travellers more satisfied and had more intention to revisit and recommend to others. Cabuk et al. (2014) reported that the more positive attitude that travellers hold towards the food, the higher the possibility of a person would revisit and recommend the destination for gastronomy tourism when the quality of the food satisfied their taste. When people start to spread the experience through word of mouth, it would help to create the demand for visiting that destination. This eventually will attract more travellers to visit gastronomy destinations.

Besides that, there are some destinations who have street food around their places. Not only the cleanliness and hygiene of food restaurants but also street food need to be checked. According to Alimi et al. (2016), research about safety and hygiene of street food practices remains a famous study to understand that it also drives travellers to visit as well as revisit a street food destination to experience the gastronomy offered there. This also includes the health value of food where nowadays travellers are alert with the various diseases that occur. Thus, they tend to search for healthy and safe food. The street food that offers safe and healthy food with a clean environment will gain more customers and enhance their positive behaviour (Pestek et al., 2014). The result shows health value has a positive influence on tourist satisfaction towards gastronomy tourism.

### **3. METHODOLOGY**

This study employs quantitative research design which will assess the research variables via questionnaires and distribute them to the people who have visited Melaka. Quantitative study is the research that emphasizes numbers and figures in the data collection and data analysis. The data will be collected from the respondent and analysed using statistics. In addition, in terms of approach in collecting the data, researchers used a cross-sectional study. Cross sectional study or known as a cross-sectional analysis, transverse study is a type of observational study that analyses data from a population, or a representative subset, at a specific point in time—that is, cross-sectional data (Schmidt et al., 2008). One advantage of cross-sectional research is that researchers can get data much faster and help researchers in getting a contemporary snapshot of behaviour (Lim, 2013).



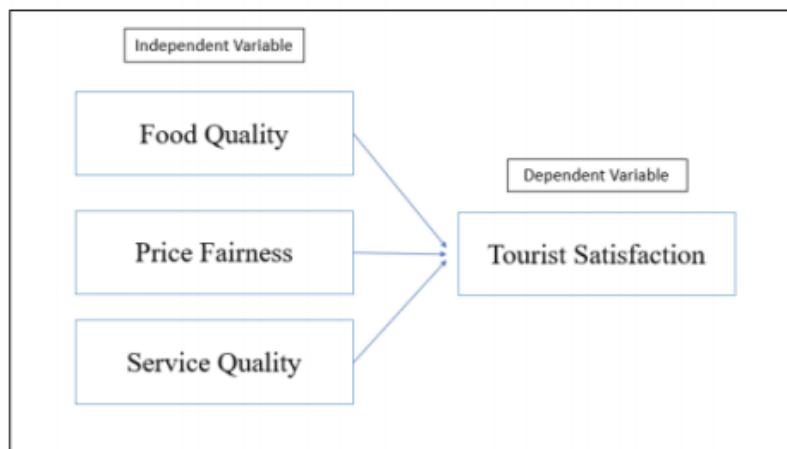
Besides, the target population for this study are primarily the people who have been traveling to Melaka for special interest in food. The reason for choosing this type of respondents is because Melaka is ranked among the 17 best places to visit in 2017 and as one of the best street foods in Asia. This place provides a blend of contemporary Malay, Chinese and Indian cuisines along with fusion dishes such as Baba Nyonya or Peranakan, combining regional ingredients and Chinese and Malay food preparation (CNN Travel, 2017). In terms of the sampling, the number of respondents will be chosen from the latest population of Malaysian travel to Melaka. It shows that according to the research of Krejci et al. (1970), it takes at least 384 sample sizes from a given population to obtain a fair research quality and obtain a stable analytical solution.

Table 1: Statistics on Malaysian and International tourists travel to Melaka in 2019

Tourist	Total
Malaysian	11,330,000
International	5,600,000
Total	16,930,000

Data collected using primary data. In the meantime, the instrument to construct the questionnaire is by using the secondary data where the researcher took various questions from the various resources such as journal and article. This study used a 5-point Likert question in which respondents must answer the following question by ticking the preferred one. The questionnaire was distributed online to the respondents via Google Forms. There are five sections of questionnaire constructed; Section A represents the demographic profiles, Section B represents tourist satisfaction towards gastronomy experience offered in Melaka, Section C represents satisfaction on price fairness towards gastronomy offered in Melaka, and Section D represents satisfaction on food quality provided in Melaka. Lastly, Section E represents satisfaction on service quality towards gastronomy offered in Melaka.

#### 4. MAIN RESULTS





**Figure 1.0: Conceptual Framework of Tourist Satisfaction Towards Gastronomy Experience**

The framework is adapted from the article by Abdullah et al. (2018), which is also supported by the stimulus-organism-response (S-O-R) theory. Stimulus suggests factors that may affect the internal state of the organism. Organs are characterized by internal processes and structures, which mediate between stimuli and the final behaviour, reaction, or reaction of the person. The response reflects the results of a person, including deliberate and real behaviour (Abdullah et al., 2016; Abdullah et al., 2017 year). According to the literature, it is expected that external variables (food quality, service quality, and price fairness) will have a positive impact on customer satisfaction. Therefore, by referring to this theory, it will be easier for researchers to study the satisfaction of tourists with the gourmet experience provided by Melaka.

**Table 2:** Total Mean score of Price Fairness

<b>Variables</b>	<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
PF1	The price reflects the quality of the dishes.	3.82	1.047
PF2	The price charged by the food operator in Melaka is reasonable.	3.92	0.948
PF3	The price paid fully meets the service provided.	3.86	0.918
PF4	The price of food I paid is according to the price displayed on the board.	4.17	0.883
PF5	I am very satisfied with the price fairness for Melaka food.	4.00	0.887

The result shows that price fairness is one of the factors that give satisfaction for the tourist. The result reveals that the Malaysian tourists' most primary concern on price fairness is the price of food I paid according to the price displayed on the board with the mean value of 4.17 and standard deviation value of 0.883. The second concern for Malaysian tourists on gastronomic tourism in Melaka on price fairness is that they are very satisfied with the price fairness for Melaka food with the mean value of 4.00 and standard deviation value of 0.887. Next, the third concern is the price charged by the food operator in Melaka is reasonable with the mean value of 3.92 and standard deviation value of 0.948. The second last item for price fairness is the price paid fully meets the service provided with the score of mean value of 3.86 and standard deviation value of 0.918. And, as can be seen that the last item for price fairness is the price reflects the quality of the dishes with the mean value of 3.82 and standard deviation value of 1.047.



**Table 3:** Total Mean score of Food Quality

Variables	Items	Mean	Std. Deviation
FQ1	Melaka cuisine tastes good and has a pleasant texture.	4.17	0.772
FQ2	The food is served fresh.	4.05	0.830
FQ3	The food presentation is visually attractive.	4.01	0.857
FQ4	The food provider offers a variety of menu items.	4.20	0.848
FQ5	The food was served at the appropriate temperature.	4.10	0.859
FQ6	Melaka foods are various.	4.33	0.839
FQ7	I am very satisfied with the food quality provided in Melaka.	4.20	0.761

Apart from price fairness, food quality is also one of the factors that give satisfaction towards the visit to Melaka for gastronomy tourism. The highest mean for food quality items is the Melaka foods are various with the mean value of 4.33 and standard deviation value of 0.839. Then, followed by the second highest mean with the same value of 4.20 for the I am very satisfied with food quality provided in Melaka with the standard deviation value of 0.61 and the food provider offers a variety of menu with the standard deviation value of 0.848. Next, the other items for food quality factor with the mean value of 4.17 and standard deviation value of 0.772 are for the items Melaka cuisine tastes good and has a pleasant texture followed by the food was served at the appropriate temperature with the mean value of 4.10 and standard deviation value of 0.859. Second last item with the mean value of 4.05 and standard deviation value of 0.830 is for the items of the food served fresh. However, the least valued mean for food quality factor is the food presentation is visually attractive with the mean value of 4.01 and standard deviation value of 0.857.



**Table 4:** Total Mean score of Service Quality

<b>Variables</b>	<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
SQ1	The food provider served my food exactly as I ordered it.	4.22	0.793
SQ2	The food provider employees are always willing to help me.	4.03	0.867
SQ3	The food provider employees were neat and well dressed.	4.12	0.854
SQ4	Attractive employees of food providers make me feel good.	4.16	0.814
SQ5	Employees of food providers provided prompt and quick service.	4.03	0.889
SQ6	The cleanliness of the food premises is kept clean and tidy.	4.08	0.828
SQ7	I am very satisfied with the service quality provided in Melaka restaurants.	4.17	0.762

Lastly, service quality is also the factor that leads to satisfaction towards the tourists' visit in Melaka for gastronomy tourism. The most valued item of service quality at Melaka is the food provider who served my food exactly as I ordered it. This can be proven by the highest mean value of 4.22 and standard deviation value of 0.793. With the mean value of 4.17 and standard deviation value of 0.762, I am very satisfied with the service quality provided in Melaka restaurants it is the second highest mean for service quality when visiting Melaka, followed by the attractive employees of food providers that make me feel good with the mean value of 4.16 and standard deviation value of 0.814. On the other hand, the items of the food provider employees were neat and well-dressed scored the mean value of 4.12 with the standard deviation value of 0.854 followed by the cleanliness of the food premises is kept clean and tidy with the mean value of 4.08 and the standard deviation value of 0.828. Then, the employees of food providers provided prompt and quick service and the food provider employees are always willing to help me have the same mean value which is 4.03 and 46 with the standard deviation value of 0.889 and 0.867, respectively. In a nutshell, the food provider served my food exactly as I ordered it to become a valuable item of service quality for Malaysian tourists when visiting Melaka for gastronomy tourism.



**Table 5:** Total Mean score of Tourist Satisfaction

<b>Variables</b>	<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
TS1	Melaka's local food contributes to the quality of my visiting experience.	4.23	0.835
TS2	Melaka's local food contributes to my eating pleasure.	4.19	0.818
TS3	Eating Melaka's local food add to my visiting enjoyment.	4.33	0.782
TS4	The food experience in Melaka met my expectations.	4.17	0.818
TS5	I experienced the culture of Melaka through the local food.	4.01	0.990
TS6	I will recommend Melaka's local food to my friends and family.	4.30	0.811
TS7	I have a good impression of Melaka's local food.	4.30	0.810
TS8	Melaka is a good gastronomy tourism destination.	4.33	0.901

The result shows the total mean score of tourist satisfaction towards gastronomy in Melaka. Two of the most valuable items for tourist satisfaction are eating Melaka's local food to add to my visiting enjoyment and Melaka is a good gastronomy tourism destination with the same mean value of 4.33 and standard deviation value of 0.782 and 0.901, respectively. In addition, the item I will recommend Melaka's local food to my friends and family, and I have a good impression of Melaka's local food also has the same mean value which is 4.30 and the standard deviation value of 0.811 and 0.810, respectively. With the mean value of 4.23 and standard deviation value of 0.835, Melaka's local food contributes to the quality of my visiting experience and is the third highest mean for tourist satisfaction towards gastronomy in Melaka. Next, Melaka's local food contributes to my eating pleasure with a mean value of 4.19 and standard deviation value of 0.818. Then, for the variables of TS4 which is, the food experience in Melaka met my expectations with the mean value of 4.17 and the standard deviation value of 0.818. In conclusion, the least valued variable is that I experienced the culture of Melaka through the local food was the last ranking for mean score of tourist satisfaction with the mean value of 4.01 and standard deviation value of 0.990.



Table 6: Results of Correlation Analysis

Variable	Item	Price Fairness	Food Quality	Services Quality
Tourist Satisfaction	Pearson Correlation	.661 **	.764**	.644**
	Sig. (2 tailed)	.000	.000	.000
	N	212	212	212

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

Based on Table 6 above, there is indeed a correlation among all variables, as the Pearson Correlation (r value) is close to 0. There was a strong positive correlation between three factors which are food quality, services quality, and price fairness with tourist satisfaction. Firstly, the first factor is food quality which has a strong positive correlation with the data of 0.764, ( $r = 0.764$ ,  $N=212$ ,  $p < .001$ ), which signifies a significant linear relationship between the independent variable and dependent variable. This shows that food quality is one of the factors that influence tourist satisfaction among Malaysian tourists to Melaka for gastronomy tourism. Then, for price fairness, there was also a strong positive correlation with tourist satisfaction which is 0.661, ( $r = 0.661$ ,  $N=212$ ,  $p < .001$ ), which signifies a significant linear relationship between the independent variable and dependent variable. This shows that all the factors impacted towards the tourist satisfaction of Malaysian tourists to Melaka.

## 5. CONCLUSION

The result reveals that all the three factors which are the Food quality, Price fairness and Service quality are the key factors in this study. Some of the items mentioned for food quality which is food tastes good and have pleasant texture and food is authentic has influenced Malaysian tourists to visit for gastronomy tourism is in line with studies from Choe et al. (2018); Kim et al. (2012), whereby they concluded the quality of food is important to create positive perceptions and attitudes among travellers specifically in terms of food services, food taste and food sensory aspects. Implication of this makes the quality of the food the most important factor in ensuring that returning customers to restaurants or repurchasing food to give them a good experience about the place. Price fairness is another variable in this study which was found to be another factor that was experienced by Malaysian tourists for gastronomy tourism. Some of the items such as the price reflects the quality of the dishes is in line with a study by Al-Msallam (2015), which highlighted that price plays an important role, as consumers often assess the value of a service by its price.



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## **TOURISM INTERPRETATION: AN OVERVIEW OF ITS INFLUENCE AND RESEARCH TREND**

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### **ABSTRACT**

Tourist's understanding and interest towards destination, especially urban tourism cities, is highly subjected to its interpretation that concern about tourist information acquisition. Tourism interpretation reveals significance of destination, instils emotional value, and consequently creates meanings to tourist. Existing literatures indicates that interpretation would significantly deepened tourist's destination insight, and improves travel experience. From the psychological perspective, personal connection with destination can be established when there is a good match between tourist expectation and interpretation provided. As tourist experience is highly psychological and cognitive in nature, quality interpretation is crucial in manipulating experience development. Specifically in urban destination, complexity of urban environment complicates tourist spatial cognition process. With technological engagement, it does give positive influence to the quality of interpretation, which may psychologically manipulate the way tourist perceives the destination. Witnessing the evolution in interpretation system, there is a need to relook on the impact of interpretation and understand its current research trend to apprehend the future direction of interpretation system development. Thus this review paper is intended to firstly unveil the importance of effective interpretation system in enhancing tourist travel experience and secondly to review the research trend in tourism interpretation within the research literature in the recent ten years.

**Keywords:** Interpretation, tourist experience, technological engagement, research trend



## 1. INTRODUCTION

The importance of tourism interpretation in delivering the insight of a particular destination is indisputable, especially to instil tourist's interest towards the new environment. As tourism destination is commonly foreign to the visitor, the availability of interpretation through provision of information is crucial, either for navigation to basic tourism facilities or for complex explanation of tourism point of interest (Huang, Weiler, and Assaker 2015; Moscardo 1998). Tourist information acquisition, which seen as the determinant for successful destination interpretation, is not only significant to develop spatial knowledge but at the same time capable in nurturing visitor's excitement in exploring the destination. Since travelling is associated with time limitation, effective interpretation is vital throughout tourist travel consumption to assure the experience formed salient enough to give emotional meanings.

While the formation of travel experience is highly psychological in nature, the extensiveness of interpretation in delivering the essential insight to tourist is seen as capable in initiating emotional attachment with the destination. As tourism interpretation may come in various form, the sensual stimulation and the information content within it can be regarded as the mediator to gain meaningful experience (Md Noor et al. 2015). In the other words, effective interpretation at a certain point seen as able to psychologically influence the way tourist perceive the destination, as it relates with "the engagement of the tourist in making sense of the tourism" (Crouch 2005, p. 18). With the current technological advancement, it is perceived that its engagement in tourism industry able to aid tourist in their process of destination consumption. Other than retrieve geographical information, tourist used of technologies is seen to affect social interaction and sensory experience (Pierdicca, Paolanti, and Frontoni 2019; Tussyadiah and Zach 2011), to which it enhances the way interpretation being delivered.

Understanding the impact of interpretation on tourist and the evolution in tourism interpretation system, this paper thus presents the overview on the influence of effective interpretation on tourist travel experience, as well as the technological engagement in existing interpretation system. Concurrently, the trend in existing research related to tourism interpretation reviewed to better understand the current and future direction of interpretation development. This paper therefore covers two research objectives as follows:

1. The overview of tourism interpretation, its influence on tourist experience, and the current interpretation enhancement through technological engagement.
2. The research trend of scholarly literature related to tourism interpretation from the past 10 years and the main topics covered.

## 2. TOURISM INTERPRETATION IN TRAVEL DESTINATION

Interpretation at tourism destination is aim to provide insight to visitors on the knowledge related to the place in triggering interest and excitement. For the presenter or interpreter, either for human (such as tour guide) or digital guide (such as mobile apps), the principal for meaningful interpretation is to 'share' every aspect of the local knowledge to the visitor. Through this sharing process, it is expected that visitors able to establish personal connection, be empathy and thus have emotional attachment with the place. Sharing of



knowledge of the place is one of the way for the destination to communicate and connect with visitors and it need to be done in a way which able to get others excited about it (Benton 2009; Huang et al. 2015). Through this, visitors is expected to develop meaningful experience, which leads to their satisfaction of the interaction and interpretive experience made (Huang et al. 2015; Moscardo 1998).

## **2.1 Defining Tourism Interpretation**

In tourism industry, interpretation play a crucial role in instilling knowledge and understanding of destination to tourist. The availability of interpretation is seen as medium to inform public on various aspects and it is important particularly to nature and culture tourism destination to educate tourist on the environmental significance as well as heritage conservation (Moscardo 1998; Tilden 1977; Uzzell 1998; Wolf, Stricker, and Hagenloh 2013). Although it is commonly correlate with sustainable tourism, interpretation actually encompasses a larger perspective.

"An educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information." (Tilden 1977, p. 8).

"A mission-based communication process that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the resource." (National Association for Interpretation 2007).

From both of these definitions, interpretation is clearly described in the context of psychological connection and relationship through education. In the other words, interpretation does not only focus on deliverance of information, but also highlight on the emotional excitement and experience development. Interpretation is a special kind of communication in destination that made available to instil fun and excitement of a place that capable of influencing the visitor behaviour and simultaneously resulting to place attachment to a certain extent (Benton 2009; Morgan 2009; Moscardo 1998). This means the availability of effective interpretation is perceived able to satisfy visitors psychological need of dynamic human-environment interaction hence making them treasuring the destination as the place of their own.

The discussion on interpretation commonly equated with sustainable tourism, such as tourism activities in historical sites and protected areas, to better instil the educating elements regarding the need to protect these areas into visitors mind (Knapp and Benton 2004; Md Noor et al. 2015). It is known that these areas are more fragile, and damage inflicted by tourism activities are often concealed from visitors knowledge for the sake of economic development (Ham and Weiler 2002; Krippendorf 1987). Availability of effective interpretation in these resource-sensitive destination is important not only to instil environmental message but at the same time function as strategy to manage visitor. Injection of creative elements within the planning of interpretation would better inculcate the sense of responsibility within visitors and being a part of the strategic action in sustainably managing a tourism destination (Malik 2020). By providing alternatives, interpretation act as filter in managing the movement of visitors, which vital in reducing ecological impact of fragile area



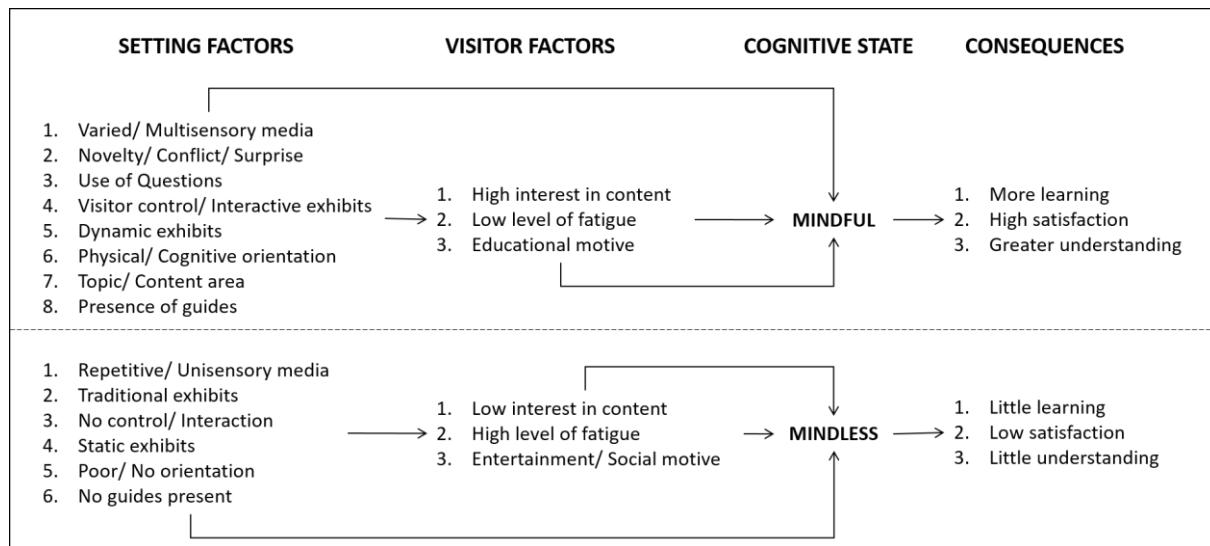
(Bramwell and Lane 1993; Coghlan and Carter 2020; Kuo 2002). Hence, interpretation play significant role to enlighten them on these consequences and encouraging towards sustainable behaviour in a more effective and enjoyable manner (Moscardo 1996; Wolf et al. 2013).

While for urban tourism, the need for interpretation was minimally discussed in this context since tourism activities there are less critical and more towards entertainment. However, the fact that urban setting is the place for most tourism activities and facilities, interpretation there is demanded to be contrastive from those in protected environment, to hold visitors interest towards the host area. With the complex nature of urban setting, interpretation is not only expected to facilitate visitor's movement and wayfinding, but at the same time shade light on the hectic information-rich cities environment (Klippel, Hirtle, and Davies 2010; Pica et al. 2018; Rasinger et al. 2009; Yovcheva, Buhalis, and Gatzidis 2012). In a certain extent, interpretation also be perceived as a part of tool for destination and resource management through which it is significant in daily operation of tourism related activities (Benton 2009; Huang et al. 2015; Knapp and Benton 2004).

## **2.2 Tourist Mindfulness through Tourism Interpretation**

Interpretation involves visitor's interaction with surrounding environment; in which it perform communication function and act as means for information transfer. From the perspective of communication, interpretation is referred as information transmission between two entity, from the 'presenter' (the interpreter) to the 'viewer' (the visitors), with educational purpose (Kuo 2002; Md Noor et al. 2015; Poria, Biran, and Reichel 2009). Looking into the flow of information transmission, the process of interpretation involves several components, which are two of the above said: the 'presenter' and the 'viewer', as well as the interpretive medium and its content (Burgoon, Hunsaker, and Dawson 1994). Each of these components must be carefully planned and implemented in order for the interpretation to function effectively and have a favourable effect on the visitor's mind.

Visitors' continuousness interest towards exploration of host area can be seen as a part of the determinant for successfullness of interpretation. In having continued interest, visitors should be able to regard the interpretation as an enjoyment, most importantly ability to make it under user's control and personalised it according to individual preferences (Md Noor et al. 2015; Reisinger and Steiner 2006; Roy et al. 2019). Interpretation is seen as effective by successfully drawing visitor interest, hence the viewers' cognitive experience would lead towards the state of mindfulness. Mindful visitor would have continued curiosity and enthusiasm towards destination. This state of mind is critical in psychologically boosting towards a better visitor's engagement with the surrounding and being emotionally bonded with the destination (Moscardo 1996; Reisinger and Steiner 2006). Conversely, mindlessness is when the interpretation presents unable to trigger viewer excitement towards exhibit, the situation when visitors could not connect with the exhibit and being mindless with the environment. In this situation visitors tend to disregard the interpretation, especially when it is not well presented and distant from their anticipation. Figure 1 shows mindfulness model of visitor behaviour, which illustrate factors influencing mindfulness and mindlessness as well as their consequences.



**Figure 1.** Mindful and mindless model of visitor (Moscardo 1996).

In reference to the process of interpretation by Burgoon et al. (1994), visitor mindfulness is subjected to the state of 'viewer', interpretive content and medium, which referred as visitor factors and setting factors in Figure 1. For interpretive content and medium to be dynamic, interactive and fun as described in the 'setting factors' of Figure 1, thorough consideration of visitor behaviour is required. The mindfulness model clearly demonstrates that the planning, designing and development of interpretation system is important to assure its significant influence on visitors' emotion. The state of elements in interpretation process not only affects directly on viewers mindfulness, but also concurrently determine visitors' satisfaction towards the destination. Mindless visitors signify the failure of interpretation to be planned in the manners that meeting their needs and expectation of travel experience. It is detrimental to tourist travel satisfaction and reducing the possibilities of repeating visitation to the attraction.

### 2.3 Impact of Effective Interpretation on Tourists Behaviour

Visitors behaviour and consumption at destination is corresponds to their information acquisition, in which the way they behave is subjected to their pre-travel expectation and on-site sensory stimulation (Larsen 2007). To assure visitor's satisfaction towards travel experience, it is critical for interpretation to be delivered in the manner that tackling their expectation and at the same time capturing their emotional desire. In the other words, the process of visitors perceiving the destination environment is highly cognitive that requires the design of interpretation to be in consideration of social cognition, that is the psychological process of human thinking and learning (Malik 2020; Moscardo 1996).

Focusing on the visitor's cognitive experience, the design of interpretation should take into consideration the aspects that affecting the way they think and behave. Not only that it facilitate tourist information processing, interpretation that being design in effective manner would significantly provoke visitors learning and engagement (Wyatt, Leask, and Barron 2021). As for Moscardo (1996), 'principles of visitors behaviour' by Patterson and Bitgood (1988) is seen as the one that in line with social cognition. In this principles (Table 2), the relationship between the way visitors behaved and characteristics of exhibit are categorised into three major area: exhibit design factors, visitor factors and



architectural factors; which can be related with the 'process of interpretation' explained in the previous subtopic (Table 1).

**Table 1.** Aspect of interpretation design (Burgoon et al., 1994; Patterson and Bitgood, 1988)

No.	Process of interpretation (Burgoon et al., 1994)	Principles of visitor behaviour (Patterson and Bitgood, 1988)
1	Information sender (presenter)	Exhibit design factor
2	The medium	
3	Information content	Architectural factor
4	Receiver (viewer)	Visitor factor

**Table 2.** Principles of visitor behaviour (Patterson and Bitgood, 1988 and Moscardo, 1996)

Categories	Principles of visitor behaviour	Description
Exhibit design factors	Size	Large sizes results in increased viewing times and better recall.
	Motion	Moving features in an exhibit lead to better visitor's attention.
	Aesthetic factors	Shapes, colours and patterns of exhibit objects have a role in capturing the visitor's attention.
	Novelty/ Rarity	Novel/rare objects have an inherent appeal.
	Sensory factors	Multisensory exhibits result in increased viewer time.
	Interactive	Interactive exhibits offer viewers some control over their experiences, result in increased level of attentiveness.
	Triangulation	Presence of other person or object that promote interaction between viewer and exhibit.
Visitor factors	Visitor participation	Participation of visitors is related with increased attention and better memory recall.
	Object satiation and fatigue	Repeated material or exhibit style is associated with diminished attention.
	Special interests	Visitors are more inclined to choose exhibitions that are of interest to them.
	Demographic factors	Visitor behaviour is related to factors such as age, educational level, and group composition.
	Other psychological factors	Perception of visitors towards subject of exhibits may influence their use of the exhibits
Architectural factors	Visibility of exhibit	Visibility barriers shorten viewing times.
	Proximity of exhibit	Visitors stay longer when they can get closer to exhibits.
	Realism	Naturalism exhibits create more memorable experience.
	Sensory competition	Exhibit stimuli contend for viewers attention.

Referring to the principles of visitor behaviour in Table 2, interpretation is to be design in the manners that considering not only the physical, but also the social and psychological needs of its viewer, only then interpretation would effectively establish meaning of the destination and at the same time produce mindful visitors. By the criteria



indicated under these three categories, exhibit design factors, visitor factors and architectural factors, the effectiveness of interpretation is expected to be upgraded. To develop and sustain significant attraction, the presence of effective tourism interpretation is vital to triggers visitors' interest and improves enjoyment (Malik 2020). This may psychologically manipulate the way tourists consume their journey, which thus enhance the positive formation of experience.

### **3. Tourist Travel Experience Development**

Tourists are frequently subjected to different dimension of experience desired during their trip, as it is commonly related to the motivation and the psychographical influence of the tourists themselves, such as emotion, character and value system. The experience of a tourist is make up of sensory experience, which involved the stimulation of tourist senses from various different way, including psychological experience, as well as the social experience (Larsen 2007; Tussyadiah and Zach 2011). This thus involved with the positive and negative experience that tourist encounter in obtaining the required information and interpretation related to the destination. The dynamic engagement with spatial environment and ability to have social interaction with friends and families during travel are among the significant aspects in satisfying tourist expectation in relation to their experience (Kounavis, Kasimati, and Zamani 2012; Linaza et al. 2012). Due to that reason, the extensive demand by tourist regarding this matter requires the presence of effective interpretation to develop attachment with destination as well as enhance travel experience and satisfaction.

#### **3.1 Tourist Experience Formation**

Tourist experience referred to the knowledge and understanding of a destination and the entirety of vacation made through interactions using various medium. Technically, the process of experience formation entailed the accumulation of psychological reflections of the tourist's interactions with his surroundings. In enabling this interaction to take place, the presence of interpretation is required in delivering understanding and meanings. Crouch (2005) stated that tourist encounters upon travel "is essentially the process of making meaning of spaces and cultures". The social and physical interaction of tourist at a place are contextualised by the sensory quality and geographical aspects of the destination, and these stimulations have an effect on the various levels of experience that build within the tourists' minds (Sugathan and Ranjan 2019; Tussyadiah and Zach 2011). Contrary to the common perception of experience satisfaction that achievable through luxurious hospitality and mesmerizing vistas, the "interaction" between tourist and the surrounding during travel is actually the key and the fundamental element in tourist experience development (Larsen, 2007).

More than the tangible encounters of a trip, tourism experience is more on individual tourist psychological perception, involving preferences, emotion, cognitive, personality etc. Not like a templet, tourism experience formation may be co-created, differ between individuals due to the psychological phenomenon (Larsen 2007; Zhang et al. 2018). The way visitor behave at destination is a part of the entire process of experience formation, starting



with pre-travel consumption and on-destination stimulation, which justify visitor behaviour, then resulted in the formation of experience and finally determine their travel satisfaction. Theoretically, tourism experience can be categorised into several different stages of encounter, involving performance quality, experience quality, overall satisfaction, and revisit intention (Cole and Scott 2004). Similarly, Larsen (2007) suggested the flow of tourist experience to be started from the initial expectation, follow by on-site travel perception and post-travel memory.

As engagement and interaction is the key to tourist experience, it signify the important role of senses in the whole process and involved the accumulation of various different stimulation, such as sensory, cognition and perception, social, and emotion (Sugathan and Ranjan 2019; Tussyadiah and Zach 2011), as highlighted earlier. The whole stimulation process in experience development affected by internal factor, such as cognitive mind and emotion, as well as external factors that is the tourist surrounding interaction and the facilitation of interpretive medium. By understanding the psychological phenomenon of tourist experience, it is important to note that the main highlight is not on the complexity of its nature, yet on defining how the experience changes base on the different characteristics of individuals (Volo 2009). The difficulty of understanding the changeability of tourist experience can only be overcome through experience personalisation and customisation. In this case, personalisation can only be embedded in the planning and design of tourism interpretation.

### **3.2 Influence of Interpretation on Experience Development**

Human-environment interaction is seen as the key to the tourist experience development. The term 'interaction' signifies the connection between tourists and the surrounding that continues beyond their interaction, it is expanded to include the tourists' feelings and emotions towards the destination. In the other words, the physical stimuli in the setting, mainly the interpretation, facilitate in understanding the environment, which in the end triggering the interaction to take place and developing emotional bond (Md Noor et al. 2015; Williams and Vaske 2003). Upon engagement with the surrounding, tourists' moment of consciousness as well as their immediate response and participation is what matter the most in the stimulation for experience formation (Larsen 2007). With the responses given, tourist are actually in the process of co-creating their experience, and it is a good start in establishing positive expectation and moulding a satisfactory travel experience (Sugathan and Ranjan 2019). At this stage, tourism interpretation play a crucial role as tourist continuous encounter of interpretation, regardless of its state and form, slowly drawing tourist interest and connect them with the environment. The fact that tourists collect experiences throughout their excursion, which entails a steady flow of thought during their state of consciousness (Mossberg 2007) visualised how important an effective interpretation is in constructing a satisfactory experience.

Indeed, the psychological nature of experience development make it hardly understandable. Yet from another perspective, it is a potential by itself and a golden opportunity to the destination management organisation and related stakeholders. The psychological process of inner mind is easily changeable and manipulatable, hence the experience formation process can be impacted in a variety of ways to ensure the establishment of an emotional bond with the destination. This thus signify the important role of effective destination interpretation, not just merely educating, but also dominating the



experience development process. In addition, the design of interpretation should be in the manner that able to connect tourist with the subject physically and emotionally. In this regard, the dynamic and interactive nature of technology the creation of a novel type of stimulation, enabling the personalisation desired by tourist, and holding their interest towards destination in a more fun and exciting way.

#### **4. TECHNOLOGICAL ENGAGEMENT IN TOURISM INTERPRETATION**

With the ‘on-the-go’ nature, the use of mobile device become more significant in human daily activities, including travelling, and seen as an efficient instrument for tourism service delivery and product purchasing (Condratov 2013; Lamsfus et al. 2013, 2015). Especially for Y generation, mobile devices, mainly smart phone, is seen as the mean for interaction with tourism destination, due to their strong attachment with the gadget (Femenia-Serra, Perles-Ribes, and Ivars-Baidal 2019). By having vast information at the fingertips, mobile devices capable to facilitate in exploring the destination and concurrently enhance tourist travel excitement by having the gadget as the intermediary to psychologically connect them with the site.

##### **4.1 Adoption of Technology in Tourism Destination**

The world currently witnessing the progression of the mobile phone into one of the most fundamental human necessities, in conjunction with the constant push towards stable and high speed internet to keep up with the on-the-go lifestyle. The evolution of the mobile phone's functionality has altered how this technology is used socially. The function was extensively expended, enabling limitless communication and hence re-outline the institutional operation et cetera (Fortunati 2002; Xiang 2018). Tourism industry had encountered a similar impact with the growing pressure among consumer on effective m-commerce adoption. With the proven business potential of m-commerce, particularly in terms of expanding market prospects, service providers in the tourism industry have embraced the usage of mobile information systems (Kim, Park, and Morrison 2008; Pierdicca et al. 2019).

Through the technological empowerment, the current tourist market had evolved to be more independent and sophisticated. With the information on the destination and the travel journey at the fingertips, travel preparation has been made easy and tourist are more prepared mentally on what to expect during the trip. While some travellers continue to rely on printed travel guides, particularly Asian travellers (Asia Travel Leaders Summit 2014; Chen, Sato, and Zheng 2019), it cannot be denied that in the current digital era, the use of mobile devices to acquire travel information has rapidly displaced this traditional information retrieval technique. (Buhalis, Leung, and Law 2011).

In terms of the technology's ability to boost interaction with the destination, the employment of this mobile technology not only enhances the interpretation of the physical surroundings, but also the interaction between users (Bohlin and Brandt 2014; Coghlan and Carter 2020; Wagner et al. 2005). This incident exemplified the users' excitement about the capabilities of the technology they were using, which was expressed through the sharing of information and understanding. On the other hand, the adoption of advance technology such as mobile augmented reality (AR) also capable to arouse the interest of its user on the destination through the dynamic information content (Linaza et al. 2012). Information and knowledge provided in the interpretation that supported with this advance technology enable



users to perceive the physical surrounding to be more attractive through the digital augmentation of various media, including audio and video. The ability of this digital innovation on the current destination interpretation in enhancing users' interest and excitement are important in the sense of manipulating tourist psychology and make information more interactive only via the use of virtual information. The proper application of technology is capable of increasing tourists' interest in the places visited and convincing them to continue exploring, since it enables them to experience the places from a completely new perspective (Fritz, Susperregui, and Linaza 2005; Kourouthanassis et al. 2015; Pierdicca et al. 2019). In other words, tourist interpretive experience can be psychologically boosted with the interactive information content from innovative use of technology.

Other than the adoption of advanced technology such as AR, creativity and innovation injection in the current conventional interpretation may as well be found in the current era. In light of mobility and accessibility restrictions due to diverse unavoidable circumstances, online guiding of tourism sites and products has started to emerge in the industry and become a unique platform for destination marketing, especially for a quick tour and destination overview (Matthews, See, and Day 2021). With the aim to establish emotional and social connection and tasting the unique feeling of being physically present through virtual medium, online synchronous tourism guiding and storytelling provoking the sense of excitement as well as offering an inimitable experience (Pisoni et al. 2019; Viñals et al. 2021), particularly when people are longing for travel and vacation. Given the speed and coverage of ICT development worldwide, technological innovation in interpretation system would undoubtedly evolving 'travel' to be done in a much simple yet authentic manner.

#### **4.2 Mobile Phone as Medium for Urban Tourism Interpretation**

Cities are frequently regarded as must-see destinations for travellers, due to their functions and the breadth of their services and infrastructure. Unlike the other destination, urban tourism can be both either destination itself or only as a staging point (Ismail and Baum, 2006). Visitation to cities are associated to complexity of spatial setting and various options of tourism attractions. This complex nature of urban tourism destination requires extensive interpretation to support spatial awareness and thus to effectively interact with the surrounding. Apart from the hectic environment, the size of the urban area, its history, function, surroundings, and image are all aspects that contribute to the city's complexity. (Caldeira and Kastenholz 2018; Ismail and Baum 2006), which at the same time becoming the main reason for it to be a perfect tourism destination.

The significance of effective interpretation in urban tourism destination is justified by its purpose to enlighten tourist fuzziness of the site through information management. In light of this, the employment of mobile technology for interpretation, particularly advanced technology such as augmented reality, should be prioritised in urban areas over other geographical settings. Rationally, its' use to facilitate the understanding of complex environment are more significant, either for the matters related to wayfinding, interpretation, or information retrieval (Tokusho and Feiner 2009; Yovcheva et al. 2012), and may as well be an effective medium for both visitors management and destination information management (Pierdicca et al. 2019). Linaza et al. (2012) in their research revealed that this technology had significantly assist visitors and tourists' execution of tourism activities by manoeuvring their movement within urban areas. Consequently, such technological engagement in tourism



interpretation is seen as one of the possible solution for effective development of tourism interpretation system. Other than being effective in facilitating tourist travel planning and movement, it is vital in bringing alternatives to the traditional interpretation process, as mean to better enhance the depth of tourist experience.

## 5. METHODOLOGY

In achieving the second research objectives, trend study of scholarly research from the past 10 years was executed to better understand the existing research trend in the area of tourism interpretation and better forecast the future development and progress of interpretation system in tourism destination. Being the most commonly known database for scholarly literature search, Google Scholar database has been used in this study to extract the relevant articles for the trend study. The main filtering steps taken in the research trend review in this study are as listed:

1. Identification of keywords
2. Using identified keywords to gather articles
3. Apply overview analysis to analyse the research trend

### 5.1 Identification of Keywords

The selection of keywords was based on previous literature related to tourism interpretation. Interpretation related keywords were compiled from various literature from the year 2002 to 2021. 14 related keywords were identified from 55 past literature, obtained from diverse sources, mainly Google Scholar. Based on the keywords, the final list of keywords was identified and used in the search of relevant articles for trend study. The keywords used in searching and filtering of relevant articles were as in Table 3.



**Table 3.** Keyword combination used for sources extraction

<b>Interpretation related keywords from past researches</b>	<b>Year of publication</b>	<b>Keywords combination selected</b>
interpretation; tourism interpretation; heritage interpretation; environmental interpretation; interpretive planning; interpretation service quality; interpretive media; authentic heritage interpretation; effectiveness of interpretation; environmental interpretation; aesthetic interpretation; interpretive guiding; interpretive conversation; interpretation design	2002 - 2021	Tourism + interpretation Tourism + interpretive guiding Tourism + interpretation planning

## 5.2 Gathering Articles in Database

Articles were retrieved from Google Scholar databased. The selected keywords as in Table 3 were entered in Google Scholar search bar. The search was further filter based on publication from the last 10 years, 2011 until 2021. Based on the search results appeared, only research articles were selected, and the other category of scholarly literature such as conference paper and book chapter were excluded. A total of 37 articles obtained and were used for the trend study.

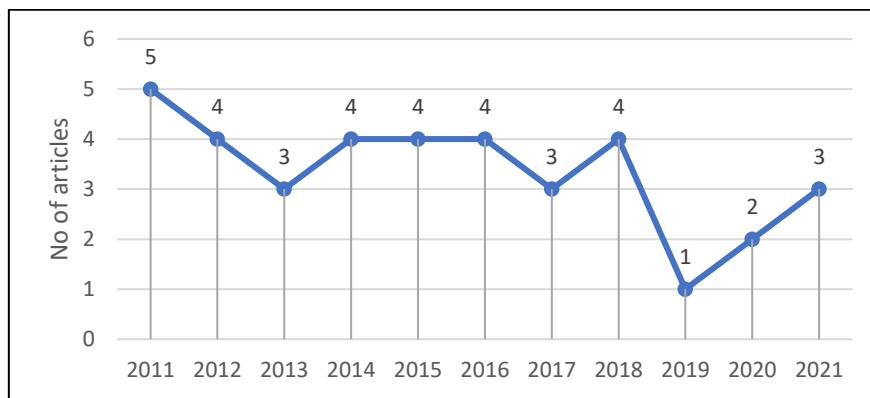
## 5.3 Overview Analysis

Overview analysis was performed to identify the research trend from the interpretation related articles gathered. It is an analysis used to identify the general trend represented by selected articles (Yuan, Tseng, and Ho 2019). Basic frequency counts such as distribution of publication by years and publication sources were done to get the overview of the trend. Thematic study was also done to identify the main research topics from the past 10 years.

## 6. FINDINGS

### 6.1 Overall Research Trends related to Tourism Interpretation

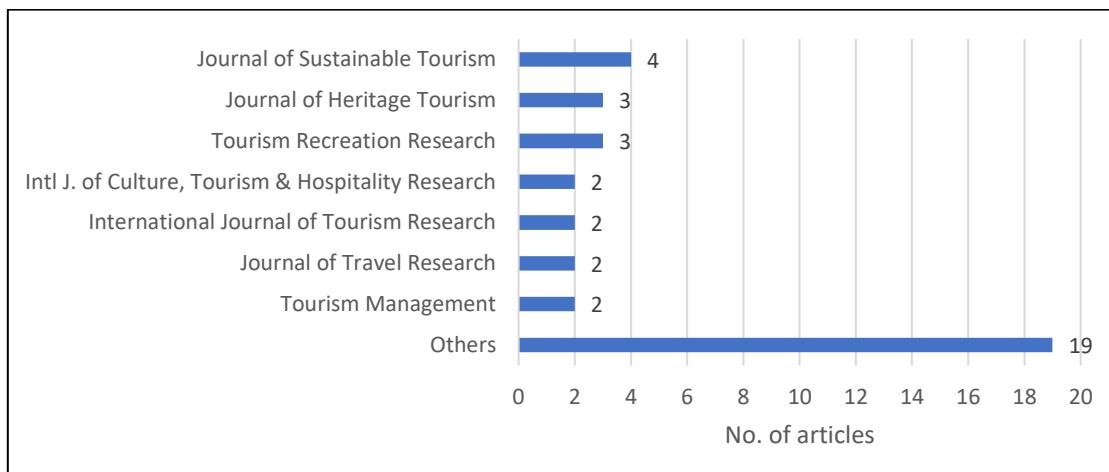
Figure 2 illustrated the distribution of scholarly articles on tourism interpretation from 2011 until 2021, as extracted from Google Scholar database. The number of publication in this area is slightly decreasing by years from the past 10 years. The average annual article publication related to this area was around four publications.



**Figure 2.** Distribution of interpretation related articles by years from 2011 until 2021

## 6.2 Publication Sources

Figure 3 shows the distribution of articles based on journal published. Out of 37 articles analysed, the tourism interpretation related researches were seen repeatedly published in several journals, namely Journal of Sustainable Tourism, Journal of Heritage Tourism, Tourism Recreation Research, International Journal of Culture, Tourism and Hospitality Research, International Journal of Tourism Research, Journal of Travel Research, and Tourism Management. The remaining articles were published in diverse different journals, including Tourism Management Perspective, International Journal of Tourism Cities, Journal of Outdoor Recreation and Tourism, and others.



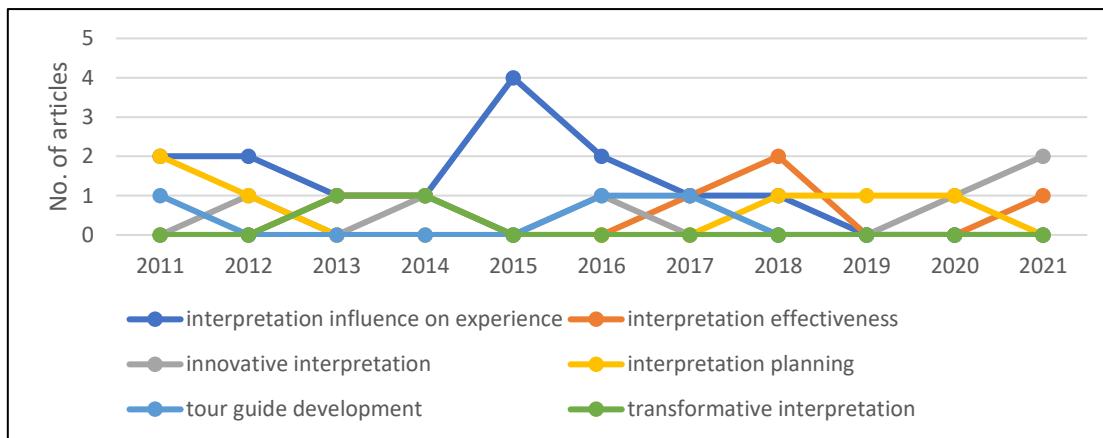
**Figure 3.** Distribution of articles by publication sources

## 6.3 Main Research Topics

Figure 4 illustrated the frequency studies based on main research topics for articles related to tourism interpretation. The existing research trend shown researches related to innovative interpretation and interpretation effectiveness as among the topics that available in the field and increasing in numbers since 2019 and 2016 respectively. The topic related to the influence of interpretation on experience is almost equally distributed

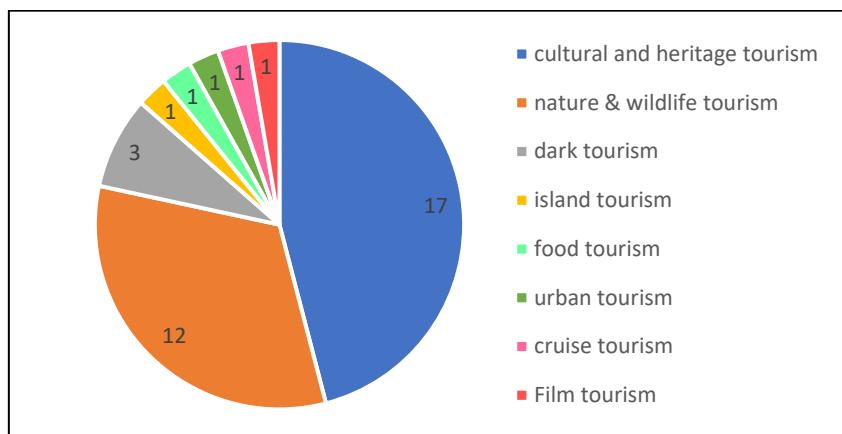


throughout the years, with the highest number of articles in 2015. Similarly, articles on interpretation planning are almost consistently available throughout the years. While the topic on tour guide development in relation to tourism interpretation is seen as among the least, with no related articles found since 2018.



**Figure 4.** Distribution of articles based on main research topics

Figure 5 illustrated the numbers of articles analysed based on research scope. Most of the current studies on tourism interpretation focused on the context of sustainable tourism which included nature and culture heritage. 17 articles looked into interpretation in the context of cultural and heritage tourism, and 12 articles in nature and wildlife tourism. The remaining articles were in diverse different scope, including dark tourism, food tourism, film tourism, urban tourism and cruise tourism.



**Figure 5.** Articles based on research scope

## 7. DISCUSSION

Travelling is commonly associated with new foreign spatial environment, and the presence of interpretation is crucial, either to gain local knowledge through provision of information or to consume tourism related activities. The provision of interpretation at tourism point of interest is meant to provide significant insight regarding the place and draw tourist's interest towards the new environment. From another perspective, interpretation aim to develop psychological



connection and relationship between visitor and the host area through education. Other than deliverance of information, it also concentrated on visitor emotional attachment with host area and experience development.

As the development of experience is psychological in nature, the availability of interpretation at tourism attraction do gives significant impact to the execution of tourism related activities at the area. Not only to present the interpretation, but proper planning and design of interpretation do facilitate visitors' management at the destination and strengthening visitors' connection between the visitors and the exhibit. In a certain extent, tourism interpretation is seen as resource management tool due to its capability in influencing tourist behaviour based on the meaning given and relationship established (Benton, 2009). Strong personal connection between the visitors and the place not only triggering their interest, but at the same time developing sense of ownership of the place, making the visitors to be care about the host area, be attached emotionally, and successful in creating mindful tourist. With the continued interest towards the site, the quality of interpretation is seen as among the determinant that influence cognitive experience development of tourist.

The dimension of experience during tourist travel is subjected to the stimulation of tourist senses by the physical environment (including the interpretation) as well as the psychographical influences, such as their own inner emotion, character and value system. The complexity of tourist experience formation making it to be hardly predicted but yet easily manipulated, especially through psychological perspective. As tourism is highly experiential-demanding, ability of interpretation to be design in the manner that encourage dynamic interaction between the tourist and the attractions through whichever method would significantly influence the formation of experience and their behaviour towards the destination. Findings from the research trend study supported the significant role of interpretation on tourist, which shown from the high number of researches that looked into the effectiveness of interpretation system and assessing its influence on tourist psychology and experience. This area consistently being the focus of researches related to tourism interpretation despite the technological evolution that take place in the system. Due to the significant role of tourism interpretation, technological integration in the design of interpretation, especially through the use of mobile technology, is perceived as one of the possible solution to enhance traditional interpretation system through a more dynamic and interactive interpretive medium development.

The complex nature of urban tourism destination and the fuzziness of new environment, making the presence of interpretation in the urban setting to be more significant compare to the other tourism site. Past researches on tourism interpretation focused on sustainable tourism destination as interpretation was an effective measure to encourage tourists' awareness on conservation and preservation efforts. Yet, the emergence of researches that covering other areas such as dark tourism, urban tourism, and food tourism signifies the importance of interpretation in other tourism products and destinations development. Integration of mobile technology in interpretation of urban tourism is seen as a method to facilitate tourist in managing new information at destination. Research shows that the adoption of technology such as mobile AR had significantly improve the interpretation of destination through the dynamic information management, as well as the capacity of its platform to meet with the mobile situations of travelling. This technological transition can be clearly seen in the current research trend with the increasing numbers of researches that focusing on the topic related to innovative interpretation, including digital interpretive guiding



and innovative transformation of conventional interpretation. By adopting all of innovative and transformative improvement, the quality of interpretation system at destination is perceived to be improved and expected to uplift the performance of local tourism industry.

## **8. RECOMMENDATION AND CONCLUSION**

For future research, it is important to note that the existing discussion on tourism interpretation was concentrated on sustainable tourism destination compared to the others. The need for effective interpretation in destination such as urban cities is also critical due to the complex nature of its setting and the hectic information-rich environment. For urban tourism destination, interpretation is also a part of tool for destination management, which significant for the daily operation of tourism activities. Hence future research should look into the importance of effective interpretation system in urban area as a part of destination management strategy.

In addition, literature discussion above had indicated that planning and design of interpretation need to consider the psychological process of human thinking and learning. Visitors frequently overlook interpretations, particularly when it is presented in a dull manner and falls short of their expectations. Technological engagement in interpretation may psychologically manipulate the way tourists consume their journey, which thus enhance the positive formation of experience. Tourist interpretive experience can be psychologically boosted with the interactive information content adopted in the technology. Therefore, future research could look specifically on how the whole technological stimulation can actually influence the psychological process of tourist experience development.

The research trend study in this paper had only covered Google Scholar database as the source of articles extraction. Despite the breadth of scholarly literature available in the Google Scholar platform, some reliable index articles and publication might not be available due to copyright and technical issues. The access to reliable indexed articles is crucial to have a more holistic and inclusive research trend study of scholarly literature. Hence, it is recommended for future research to include other database such as Web of Science and Scopus in the search to have a more comprehensive look on the research trend related to tourism interpretation.

### **Biography:**

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**Tourism/Eng/ID: 120**

## **COVID-19: YOUTH FINANCIAL LITERACY AND THEIR ACCEPTANCE OF THE NEW NORMS DURING PANDEMIC COVID 19**

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### **ABSTRACT**

Novel Coronavirus 2019, or COVID-19, was first reported in China in December 2019, and it has spread worldwide. The pandemic has had a massive effect on the tourism industry. A Standard Operating Procedure (SOP) was introduced to prevent the spread of the COVID-19 virus. All activities have been carried out in compliance with the current SOP. The Ministry of Health specified new guidelines that must be met by all, in particular, to the tourists. This paper aims to consist of two research objectives: (1) to identify the youth's acceptance of the new norms introduced by the Government and (2) to measure financial literacy among youth while travelling during the pandemic. The data was collected through an internet survey by Google Form, and in total, 203 survey responses were obtained. The quantitative research approach was used with a convenience sampling technique was chosen. This research focused on youth respondents who have travelled domestically under the new norm conditions. The data was analysed using IBM-SPSS for descriptive analysis. The study results show that there mean higher than 4.00, which means most of the respondents agreed with the SOP complied by the Government. For the financial literacy questions, the respondent's answer (Yes) to all the questions with the highest percentage (98.1%) on the item "I want to save money so that I am well prepared for unexpected expenditures". The pandemic inspires youth to save for emergency funds. Thus, this study also provides insight into tourism operators in Malaysia to understand the tourist's financial literacy and acceptance of the new norms during the pandemic.

**Keywords:** Covid-19, Tourism Products, Service Qualities, New Norm Conditions, Youth Acceptance.



## 1. INTRODUCTION

Nowadays, the coronavirus disease 2019 (COVID-19) pandemic has become a worldwide philanthropic challenge that impacted all individuals, associations, sectors, and countries, including tourism activity. The pandemic significantly affects the travel industry to transportation, hotels to financial and supply chain to retail, which has been tremendously dropping since the pandemic. Everyone needs to follow the given Standard Operating Procedure (SOP) to minimise the transmission of the pandemic. The SOP's are wearing the face mask all the time in the public areas, practising social distancing, washing hands frequently, and using hand sanitisers, according to the Ministry of Health (2020). One of this paper aims to identify the youth's acceptance of the new norms introduced by the Government. Since the Government changes the SOPs based on the current number of cases reported. The new norm or current situation, social custom, is entirely new or unusual compared to previous experiences or actions but is expected to become familiar or typical for the youth during pandemic COVID-19. Besides, closing all the economic and social sectors during Movement Control Order (MCO) raises a concern about financial difficulty from every sector in the economics. Businesses and households have to use their emergency funds to sustain their expenses. The households lack the necessary savings to deal with income loss, unexpected expenditures, and other financial emergencies (Despard, Friedline & Martin, 2020). It leads to another concern of this study on the financial literacy of youth during the pandemic.

As reported by Corporate News (2020), COVID-19 shows a need for financial literacy (2020). Deputy Finance Minister II Mohd Shahar Abdullah mentioned that nowadays, it is crucial to have knowledge about financial literacy among all in the lifestyle of the pandemic in the era of the COVID-19 outbreak. There are still numerous tourists who did not consider financial knowledge an essential aspect to consider while travelling. Financial literacy affects financial behaviour and thus might influence whether one has money to travel or not (Ringgitplus, 2020). Higher financial literacy contributes to financial security and thus provide a cushion during an emergency (Ahmad, 2017). Hence, this study also wants to investigate the financial literacy amongst youth during pandemic COVID-19

## SIGNIFICANT OF STUDY

This study might give help the tourism operator significantly to improve their product and services provided. Moreover, this study is essential to know the acceptance of youth regarding the product and service delivery in new norms condition where they have to wear the face mask in the public area, wash and sanitise hands most of the time and practice social distancing. They have to follow all the rules given while experiencing the activities handled by the tourism operators in Malaysia, and compound can be an issue if they do not follow the new guideline. Thus, this study is vital to know the youth acceptance while experiencing the product and services in domestic tourism destinations under the new norms condition. Based on this research conduct, the Government can produce new or specific guidelines to be used in Malaysia, specifically for the tourism industry. Besides, this study also can know the acceptance of youth regarding the financial literacy and the SOP's implemented by the Government.



## **2. LITERATURE REVIEW**

This research was purposely seeking youth acceptance of the new norms while travelling. Also, the independent variables such as products and services provided under the new normal conditions by the tourism operators are being investigated to know the relationship between the new norms condition and tourist satisfaction. Besides, financial literacy is also of the independent variables in this research.

### **TOURISM PRODUCTS UNDER THE NEW NORMAL CONDITIONS BY THE TOURISM OPERATORS.**

Tourism products are inseparable components of products that form travel experiences (Morrison & Alastair, 2010). Like the other products and services in general, some experts argued that some unique product offerings are related to tourism. (The Swarbrooke, 2002). The product marketing concept is developed to serve the needs of the target customer. However, the primary products of the major tourist attractions are typically challenging to adapt to changes in demand (Barnes, 2010; Hikmah, Otto Randa Payangan, Abdul Razak Munir, Jusni, (2018).

In the case of tourism, which is intangible, product picture distinction, quality of service, and efficiency are difficult to determine while buying unless it represents experience or offers direct input from friends who have witnessed the purchase of a tourism package. Since it can be challenging to assess the output of tourism products when buying them, the bundle of tourist destinations is highly dependent on the experience of image differentiation (Assaf, 2012; Hikmah et al. (, 2018). As an element of tourism products, tourist destinations can inspire and attract people to travel, especially in a possibly diverse and varied tourist attraction (Mill, 1990; Hikmah et al. I. (2018).

### **THE QUALITY SERVICES UNDER THE NEW NORMAL CONDITIONS BY THE TOURISM OPERATORS.**

Service quality is the compliance of customer expectations with the service provided (Chakrabarty, Whitten & Green, 2007; Kwok, Ahmad Jusoh, Zainab Khalifah, (2015). The quality of the service depends on the level of the actual performance of the service. Responding to consumer needs and wants (Presbury, Fitzgerald & Chapman, 2005; Asher, 1996; Grönroos, 1990; Kwok, Ahmad Jusoh, Zainab Khalifah, (2015). In this study, service quality is interpreted as a tourist judgement on services obtained during their visit to Malaysia. According to Parasuraman, Zeithaml and Berry (1985; Kwok, Ahmad Jusoh, Zainab Khalifah, (2015), the degree of satisfaction is determined by the discrepancy between service perception and expectations. For example, a better match between service expectations and service results would reduce the difference, leading to a higher quality of service and thus higher satisfaction (Asher, 1996; Ekinci, 2004; Parasuraman et al., 1985; Parasuraman, Zeithaml & Berry, 1994; Kwok, Ahmad Jusoh, Zainab Khalifah, (2015).

### **FINANCIAL LITERACY**

The COVID-19 (novel coronavirus disease 2019) has turned into a global catastrophe. This pandemic had an impact not only on the global economy but also on the family economy. Individuals with solid financial literacy would be able to escape financial problems, particularly



during the COVID-19 pandemic. Financially literate individuals can better handle their money, even under challenging circumstances based on Anik Yuesti, Ni Wayan Rustiarini, and Ni Nyoman Ayu Suryandari (2020).

Furthermore, financial literacy is either not meant to impede or limit people's freedom to enjoy life and spend their money. However, financial literacy enables individuals or families to enjoy life by leveraging their financial capital wisely to meet their financial objectives (Stolper and Walter, 2017). Low levels of financial literacy were attributed to risky financial activity with long-term implications.

### **3. METHODOLOGY**

This study used the quantitative research approach in this research. Quantitative data analysis is a crucial method to determine the analyses of the variables and the relationship between variables. The data was analysed using IBM-SPSS. IBM-SPSS, a program that facilitates quantitative researchers in compiling data through a range of measures, including a reliability test and descriptive analysis. Data were collected from a collection of online questionnaires adopted and adapted from previous studies. The sampling plan is a structured method that points out the sampling process, the sample size and the recruitment process for respondents. These are two significant types of sampling methods are non-probability sampling and probability sampling. For this analysis, the non-probability of sampling method is used, in particular, convenience sampling. Thus, by using convenience sampling, the researcher can quickly get the respondents as long as the respondent has followed the requirement, such as aged 15 to 40 years old and travelling domestically during the Recovery Movement Control Order (RMCO). Due to the reason that the study was conducted during a Conditional Movement Control Order (CMCO) and thus it would be challenging to distribute the questionnaire face to face. Thus, a sampling technique of non-probability and a convenience sampling technique was selected in this study.

According to the Institute for Youth Research Malaysia (IYRES), the total youth population reported was 15,101,000 in 2021. As for the sample size, a sum of 385 respondents was needed to fulfil the requirements. This study was conducted by spreading the questionnaires via Google form throughout social media platforms such as WhatsApp, Instagram and Facebook. The data was collected through an online platform, and in total, 203 survey responses were collected.

A pilot study was conducted before an actual data collection. The pilot project is critical for improving the consistency and reliability of the actual study. Thus, the pilot study has been conducted on 30 potential respondents consists of 25 females (83%) and five males (17%). To analyse the reliability result for the pilot test, the researcher used Cronbach Alpha reads. The result obtained from all variables is more than 0.8, which is an excellent internal consistency for the Cronbach Alpha reading. On the other hand, in the first table of the survey on the tourism product under the new normal condition by the tourism operators and the financial literacy question, the researcher used the descriptive analysis to explain the respondents' given question in detail finding section.

### **4. FINDINGS**



Due to the movement control order and travel restriction, as for the 335 respondents who answer the questionnaires, only 203 respondents are applicable to answer the survey, contributing to 53 % of the response rate. The other 132 respondents, representing 47% of the response rate, did not answer the study's objective, so the surveys are rejected. Thus, the answer to the questionnaires by the respondents will be discussed thoroughly in the descriptive analysis part.

## DESCRIPTIVE ANALYSIS

This study uses Likert scale 1-5 in the questionnaires to determine people's perceptions and opinions on a specific topic area, which is sometimes used synonymously with the rating scale. However, there are other forms of rating scales to assess points of view. Based on the result from the table, the researcher can describe the youth tourist's acceptance of the new norms provided at all places.

Based on Table 1, it can be seen that the highest mean is 4.24 from question TP 1 'I can learn about the local culture while maintaining the SOP'. Then it is followed by TP 9, 'I like to dine-in in the restaurants which comply with the SOP', which has a mean of 4.23. As TP 7 portray the mean of 4.17 with the question 'I am amazed by the diverse view of the building architecture at tourism attractions in Malaysia while following the SOPs'. Moreover, the rest of the questions received a mean higher than 4.00. Which mean most of the respondents agreed with the questions given for this section. The table shows that after the pandemic of the COVID-19 outbreak in Malaysia, youth still can accept the new norms and SOPs directed by the Government of Malaysia. In order to prevent more transmission of the pandemic but still can make people travel with safety precautions and strict guidelines of the SOPs. Many youths in this survey describe that they accept the tourism product under the new normal condition by the tour operators as the mean for each question stated is higher than 4.00. To conclude the table, the youth tourists accepting most of the items discussed in the table, such as learning about the local culture, visiting tourism spots, and experience the local lifestyle comfortably while maintaining the SOP.

**Table 6: Descriptive analysis**

<b>Variables</b>		<b>Mean</b>	<b>Std Deviation</b>
<b>Tourism product under the new normal conditions by the tourism operators. (IV 1)</b>			
<b>TP 1:</b>	I can learn about the local culture while maintaining the SOP.	4.24	.708
<b>TP 2:</b>	I can experience the local lifestyle comfortably adhering to the given SOP.	4.16	.763
<b>TP 3:</b>	I do enjoy the tourism activity provided at the tourist's attraction following the SOP.	4.07	.898
<b>TP 4:</b>	I love visiting public tourist attraction sites such as zoos, farms, aquariums, edutainment centres,	4.06	.797



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or recreational parks by complying with the given SOP.

<b>TP 5:</b>	I like to visit premises of art, culture and heritage such as museums, libraries, art galleries, cultural heritage art centres or cultural performance stages that follow the SOP.	4.03	.878
<b>TP 6:</b>	I do appreciate the diverse view of flora and fauna at the tourist attraction in Malaysia while wearing a face mask.	4.13	.829
<b>TP 7:</b>	I am amazed by the diverse view of the building architecture at tourism attractions in Malaysia while following the SOPs.	4.17	.719
<b>TP 8:</b>	I am interested to purchase a combo of tourism products such as accommodation with food & beverage.	4.05	.897
<b>TP 9:</b>	I like to dine-in in the restaurants which comply with the SOP.	4.23	.861
<b>TP 10:</b>	I love to spend time in Theme Parks and Family Entertainment Centers by complying with the SOP.	4.05	.924
<b>TP 11:</b>	I feel comfortable while using the private vehicles, rental cars, public transport, and tourism vehicles adhering to the given SOPs	4.15	.862

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Note: 1 "Strongly Disagree", 2 "Disagree", 3 "Neutral", 4 "Agree", 5 "Strongly Agree"

Table 2 show the data on financial literacy. Most of the respondents answered "Yes" to all the questions from the surveys. Based on the question 'I want to save money so that I'm prepared for unexpected expenditures, a sum of 98.1% of respondents answer Yes and followed by the question 'Saving gives me a sense of security with the 97.1% respondents answered yes. Based on the table, most respondents agree that financial literacy is critical in this era of the pandemic COVID-19. According to the given questions, they have more awareness of their finances. They have regularly checked the bank statement and saved more for future use and a sense of security. Despite some of the respondents' over spending the money, they still understand the financial terms and concepts and the inflation. During the pandemic, they were thinking more wisely about their finances. A higher number of respondents agree that they regularly check the bank statements for inconsistencies, and saving more money will make them feel better. When they saved monies with them, they



will manage properly to overcome the financial problem. Thus, in this financial literacy survey part, according to the question given, this will sum up that financial literacy is an essential factor to be measured for the tourist while travelling domestically during the RMCO in the new norms condition. More than 93% of respondents stated Yes on the importance of emergency savings. Hence it is imperative in this era when the pandemic of COVID-19 and recession.

**Table 7: Statistic of Financial Literacy Survey**

Questions	Yes (%)	No (%)
1) I check the accuracy of transactions then file them.	81.7	18.3
2) I do regularly check my bank statements for inconsistencies.	79.8	20.2
3) I understand financial terms and concepts.	91.8	8.2
4) Saving gives me a sense of security.	97.1	2.9
5) The rising prices of goods will reduce the purchasing power.	93.8	6.2
6) I have overspending when withdrawing saving money to buy other necessities.	74	26
7) I know my savings are the remaining income after deducting the expenses.	91.8	8.2
8) I think saving money makes me a better person.	95.7	4.3
9) I want to save money so that I'm prepared for unexpected expenditures.	98.1	1.9
10) Families are advised to have an emergency savings of at least 3 months of the family income.	93.3	6.7
11) In the past six months, I have frequently saved money.	77.9	22.1
12) Understanding the definition of inflation.	87	13

## 5. DISCUSSION

Pandemic COVID-19 indeed gives different experiences on the way people travel during the outbreak. The new rules and strictly SOPs required while travelling allow the youth to accept the new norms provided after being in the lockdown for several months, and they are keen to travel despite the pandemic. The Recovery Movement Control Order (RMCO) certainly gives all the chances to travel domestically but in the new norms condition. In the era of the pandemic, based on the data recorded from the survey, it shows how youth financial literacy



changes before and after COVID-19. Youths nowadays tend to be more alert on financial literacy as they started to think further on how to manage their finances wisely in this pandemic. Based on the findings, before the transmission of the pandemic, the youths rarely make a saving. However, after facing difficulty during the pandemic, such as getting no salary and unpaid leaves, they started to do so. It shows that they have an awareness of the importance of saving money for the future.

From the data, it can be seen that most of the respondents accepting the new norms introduce by the Government. All the SOPs have been implemented at all of the tourism spots located throughout Malaysia. Based on the Ministry of Health (2020) even new rules are setting at almost all the tourism destinations, the response shows are outstanding as most of the people not going out for quite a moment. Most of the tourists will follow the guideline and SOP which the Government has set. Moreover, according to the survey conducted by Tourism Malaysia regarding domestic travel in Malaysia (part II) several 7995 respondents had travelled since RMCO for leisure purposes. Thus, it shows that even there is an SOP that the tourist need to follow, they are willing to travel and following the SOP to experience the diversity of Malaysia.

Despite the pandemic COVID-19 resulting in the tourism destination need to follow the SOP requirement. The tour operators have updated their cleaning procedure but following the guideline and restraining staff according to Sigala, (2020). Moreover, the modern working environment introduced by COVID-19 includes companies to incorporate new technology and software to enhance the handling of crowds and the number of people gathering in public spaces, human disinfectors and hand sanitisers, applications to recognise and maintain human health identification and profiles based on Sigala, (2020). Based on this study finding, in sum most of the tourist is satisfied with the tourism product and quality services by the tourism operators in Malaysia domestic.

Most of the respondents agreed that financial literacy is essential while travelling domestically in a pandemic among youth tourists. Anik Yuesti, Ni Wayan Rustiarini can support this, and Ni Nyoman Ayu Suryandari (2020) mentioned that individuals with strong financial literacy would escape financial problems, particularly during the COVID19 pandemic. Moreover, Stolper and Walter, (2017) had described that low levels of financial literacy were attributed to risky financial activity with long-term implications. Lastly, financial literacy and understanding relate to an individual's orientation toward the desires and rewards of savings, retirement, and financial preparation, as well as their knowledge of different financial goods, basic numeracy abilities, and other money management activities, to make reasonable financial choices and preserve better financial performance (Widyastuti et al., 2016). Thus, the outbreak of the pandemic COVID-19 does surely make youth thinking more about financial literacy and planning wisely on their finances. Based on the result, youth nowadays are more alert on the finances and managing it prudently than before the pandemic COVID-19.

## 6. IMPLICATION AND CONCLUSION

This study makes sure will give some implications toward the tourism operators, policymakers, and travel agents. Most countries, along with Malaysia, closed their borders against recreational tourism, mainly to contain the spread of the Covid 19 outbreak, as companies in the country are struggling for the market, especially from the tourism sector. The tourism



operators rely heavily on the local business to enhance the survival of the companies without any inbound travellers.

As the implication toward the tourism operators, the tour operator can determine the new way to serve the visitors according to the SOP. Moreover, the policymaker can also create a new guideline suit with the new norms condition but can still visit various tourist destinations in Malaysia. Next, the travel agent needs to ensure that the customers follow the SOP provided as there will be booking of the large group, and more precautions must be taken.

Moreover, this study also will give the implication toward the awareness program regarding financial education. This study shows that financial literacy is one of the critical factors in this pandemic among youth. So, creating an awareness program about financial literacy and education among youth will surely give youth more insight into how important financial education is nowadays.

As for the conclusion, apart from the pandemic COVID-19 occurrence worldwide, Malaysia still can create chances for the people to travel domestically with the strict guidelines and SOPs standards. Most of the tourism spots in Malaysia opened and reoperation again after being closed or shut down for a while due to the rising cases every day. Moreover many tourists, especially youth for this study, have travelled at least once after the Government allowed the CMCO.

Most of the respondents give their opinion on the new norms condition where the tourist need to follow the SOP given by the Government. The knowledge about financial literacy must be encouraged so that the tourist can manage their money properly in this era of pandemics and recession. According to the findings, the researcher find out that most of the youth rarely make a saving and love to travel before the emerging of the pandemic, As for now, during this pandemic, most of the youth have the awareness on the important of the financial literacy and want to save money for future. This study surely will create more insights into the tourist's satisfaction while visiting Malaysia domestically under new norms condition for the policymaker, travel agency, as well as researchers. Thus, the tourist had experience different kind of travelling because they have to follow the given SOPs but still can enjoy the visit.



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