

5TH RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY VOL. 01

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*"Pursuit of Leisure and
Reunification amidst
Disaster"*

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SYNOPSIS

This 5th Colloquium on Tourism and Hospitality proceeding book gathers students' works for Research Methodology in Tourism course from Semester 1 2021/2022. The compiled abstracts with COVID-19 as the primary theme could be a reference source for other researchers. The abstracts were from the research proposal report presented to external panels with the three expected learning outcomes. The learning outcomes are: (1) to learn research knowledge and be able to implement each stage of a research proposal, (2) to use appropriate research methods, develop research instruments, and test their validity and reliability; and (3) to elaborate information gained in all chapters to strengthen the proposed research.

Various aspects of tourism affected by the COVID-19 are presented in this 5th Colloquium proceeding book. We hope the outputs of the abstract would be beneficial as they are relevant to the current situation. We think the students' research idea would be proud!

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CHAPTER 1

TRAVEL INTENTIONS AND PREFERENCES

A photograph taken from an airplane window, looking out over a landscape. The wing and engine of the plane are visible in the foreground, framing the view. Below, there is a large body of water (a lake or reservoir) surrounded by dry, hilly terrain. In the distance, there are mountains under a sky with soft, wispy clouds. The overall tone is warm and scenic.

The Difference in Tourist Travel Preference Between Before and After COVID-19 Pandemic

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ABSTRACT

Travel preferences are complicated phenomena which are difficult to deal with in their whole diagnostic and strategic planning procedures. Travel motivation is a person's inner condition or specific requirements and desires of visitors, and it is one of the most important psychological impacts on tourist behavior. Because of the COVID-19 pandemic, there are issues going around the tourism industry that might affect tourist preference. Therefore, this research compares tourist travel preferences before and during the epidemic of COVID-19 to discover tourist travel motivation. The quantitative design was applied by distributing questionnaires and surveys via internet channels (e.g. Instagram, WhatsApp Messenger, and Facebook) Targeted Malaysian tourists using simple random sampling. In this study, the travel motivation aspects include Recreational activity, Rest and relaxation, Social encounters, and Enrichment and learning. Data was collected from 192 Malaysian tourists. This research is important in understanding what motivates travelers and their travel preferences, which may help businesses improve their services or goods to please and attract tourists. The result indicates that travel motivations have an influence on tourist travel preferences as for the changing between pre and post-COVID-19 pandemic the findings showed that there are only slight changes in tourist preferences. Future study is suggested to widen the study on international tourists and use mixed-method study.

Keywords: COVID-19, tourist, travel motivations, travel preference

The Changes of Tourists' Travel Preferences and Travel Motivation for Pre and Post COVID-19 Pandemic.

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ABSTRACT

Each tourist has their own travel preferences and travel motivation that may affect the way they travel such as their activities during traveling, their accommodations choices etc. This study was made purposely to acknowledge the changes in travel preferences and travel motivation before and after COVID-19 pandemic. COVID-19 has been the main issue for the tourism industry for the past two years. Tourism industry and tourism businesses have been facing a lot of difficulties due to the COVID-19 pandemic. Therefore, the objectives of this study are to discover the main motivation for Malaysian tourists to travel before and after the COVID-19 pandemic and to acknowledge the changes in tourists' travel preferences before and after the COVID-19 pandemic. The quantitative study has been used for this study. A Google Forms survey was developed regarding tourists' travel preferences and travel motivation and then has been distributed through social media platforms. This study chose to use simple random sampling. There were 192 participants who were Malaysian tourists. The data has been compiled in Microsoft Excel and then analyzed through SPSS. The result shows there is no significant correlation between travel preferences and travel motivation. However, there are differences between the pre and post COVID-19 of tourists' travel preferences and motivation.

Keyword: COVID-19, tourism, tourists, travel motivation, travel preferences

Travel Risk, Services Expectation and Preferences to Travel to Johor Bahru Among Youth During COVID-19 Pandemic

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ABSTRACT

Tourists' perceptions of travel risk and management can influence their psychological behaviour when planning trips to new places. Tourists' travel risk and management are linked to tourism destinations, which are multifaceted and have unclear results due to COVID-19's impact. As a result, identifying common risk and management dimensions for establishing a theoretical basis based on tourist risk and management perceptions and incorporating their conclusions is difficult. Travel and tourism is among the most affected sectors with a massive fall of international demand amid global travel restrictions including many borders fully closed, to contain the virus. This study focuses on three objectives which are; 1) To investigate the travel risk of youth to travel to Johor Bahru during COVID-19 pandemic, 2) To investigate the services expectation by the tourists in tourism industry during COVID-19 pandemic, and 3) To determine the connection between travel risk, service expectation and preferences to travel to Johor Bahru during COVID-19. Travel risk and services expectation are the independent variables of this study, meanwhile preferences to travel to Johor Bahru is the dependent variable. This study uses a quantitative research design. A total of 30 Johor communities were chosen as the respondents. Non-probability sampling, namely snowball sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platforms, such as WhatsApp, Instagram, and Email. The data obtained were analyzed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis and Multiple Linear Regression analysis. The current research revealed that there is a considerable link between travel risk and services expectation, with both of the variables being the most influential factor influencing the preferences to travel to Johor Bahru among tourists during COVID-19 pandemic. This research has a lot of room for improvement and expansion. Overall, the research objectives were met, and the issues raised in this study can be resolved to the best of our ability.

Keywords: COVID-19, preferences, services expectation, travel risk, youth

Tourist Behavior, Travel Anxiety and Intention to Travel Among Malaysian During COVID-19 Endemic

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ABSTRACT

Since the outbreak of the Coronavirus disease (COVID-19), the tourism industry has suffered greatly as a result of the crisis. Hence, this study aims to clarify the tourist behavior, travel anxiety and intention to travel among Malaysian during COVID-19 endemic and followed by three objectives, which are to measure the level of tourist behavior, travel anxiety and intention to travel among Malaysian during COVID-19 endemic. This research applies the quantitative method whereby the questionnaire was conducted in online survey using Google Forms as a platform. This is because due to COVID-19, the implementation of movement control order has limited this research to be conducted. The sample that have been used for this study is 31 respondents. Through this research, it can be found that Malaysian shows a positive feedback on tourist behavior, travel anxiety and intention to travel among Malaysian during COVID-19 endemic. This paper suggests other researchers to initiate an effort to make a further research on discovering more about this topic.

Keywords: COVID-19 endemic, intention to travel, tourist behavior, travel anxiety

The Tourists' Readiness in Three Regions of Malaysia to Travel After COVID-19 Pandemic

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ABSTRACT

COVID-19 has been spread all over the globe by the end of 2019. Due to the dangerous viruses, all sectors including the tourism industry have been stopped from running. All Malaysians are obstructed from travelling. This is to avoid close contact with others and stop the virus from being spread widely. After several years finally people are allowed to travel again but with the adherence to government Standard Operating Procedure (SOP). However, even though the travel purpose is allowed, the virus of COVID-19 is still there. Due to that, this research wants to identify the readiness of tourists to travel after the COVID-19 pandemic and want to know if there are any factors that would lead their travel intention. It may help the tourism industry in managing their business and preparing to welcome the customers again. There is Google Form that has been spread to Malaysians in three regions which are East Malaysia, East Coast Region and Central Region. Data of 119 respondents were successfully collected for this study. This research was using three independent variables which are hygiene risk, safety risk and psychological risk. Also, there is one dependent variable which is travel intention. Most of the respondents show they are aware of the viruses and the independent variables influence the tourist's intention to travel. In conclusion, tourists are aware of the virus and cleanliness. The tourism sector may take action about the cleanliness of the tourism places.

Keywords: COVID-19, cleanliness, readiness, tourists, travel purpose

Tourists' Readiness to Travel After COVID-19 Pandemic in Malaysia's Southern Region

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ABSTRACT

Due to Coronavirus diseases (COVID-19) which have infected millions of people globally, a lot of economic sectors are directly affected which face a deceleration in economic growth. It is undeniable that the tourism sector is the most affected by the restricted movement in order to minimize the spreading of the virus. This study aims to identify the tourists' readiness to travel after the COVID-19 pandemic and the factors that will affect their travel intention. By identifying those factors, it can help the tourism industry to provide a better service that complies with the tourists' concerns. In this study, this study uses a quantitative approach in which an online survey has been spread to Malaysians staying in the Southern Region, the state of Johor. A number of 170 respondents were successfully collected from this study. This study was focusing on three independent variables which are hygiene risk, safety risk, and psychological risk. To analyze the data, SPSS software version 28 has been used to convert the data. As a result, the respondents are well-aware of traveling after COVID-19 and they prioritize a safe tourism destination. Respondents are also psychologically affected upon deciding to travel because they were worried of the exposure to the virus. To conclude, this study shall be further conducted by other researchers as this topic can illustrate the suggestions that can be taken by the tourism industry to evolve the economic growth.

Keywords: COVID-19, COVID-19 travel, hygiene risk, psychological risk, safety risk, travel intention

Perception, Knowledge of Health Risk Influence and Intention to Travel During COVID-19 Endemic among Youth in Malaysia

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ABSTRACT

During COVID-19 situation, the intention to travel of a youth could be changed according to their perception of health risk. The present study has discovered that there has been a scarcity of previous studies addressing the relationship between perception of infectious disease and travellers intention. However, studies on the knowledge of health risk are limited. Hence, this study aims to explore the perception of health risk on knowledge of health risk towards intention to travel. There are four objectives of this research which are to investigate the level of perception of health risk among youth, while the second objective is to determine the level of knowledge of health risk among youth. Next, the third objective is to identify the level of travellers intention among youth, and the last objective is to investigate the relationship between perception of health risk and intention to travel among youth during COVID-19 endemic. This study is based on quantitative research by distributing questionnaires consisting of 30 questions that were categorized into four sections. The questionnaire is distributed to 43 respondents by using purposive sampling technique. The data was collected by distributing an online questionnaire on online platforms such as WhatsApp, Instagram and Telegram. The data obtained were analyzed by using IBM Statistical Package for the Social Science (SPSS) 26 through several analyses, which are descriptive analysis and Pearson Correlation analysis. The study found that there is a positive significant relationship between perception of health risk and intention to travel during COVID-19. Thus, the level of knowledge of health risk also is at a high level on the COVID-19 health risk. This study has a high potential to be further improvised and it is recommended to explore on the other target respondents so that the study will show various kinds of results of the study.

Keywords: COVID-19, health risk, knowledge, perception, travel, travellers intention

Youth Tourism as A Pathway in Revitalise Tourism Industry During Post COVID-19 Pandemic

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ABSTRACT

There has been a recent surge in the popularity of youth tourism as a major component of the tourism industry. As more and more young people have the means and desire to travel both domestically and internationally, this tendency is becoming more prevalent. In the wake of the global COVID-19 pandemic, the human mobility-based tourist industry has been drastically disrupted. There were challenges and limits experienced by youth tourism before to the pandemic, thus, this study is to identify the role of social media and motivation of youth to travel and to examine the relationship between role of social media, motivation, and travel intention among Malaysian youth in during post COVID-19 pandemic. This study focuses on three objectives which are: 1) To identify the motivation of Malaysian youth to travel during post COVID-19 pandemic, 2) To measure the role of social media to determine the level of motivation, and 3) To investigate the strongest predictor between social media, motivation, and travel intention. Motivation and The Role of social media are the independent variables of this study, meanwhile Travel Intention is the dependent variable. This study uses a quantitative research design. A total of 50 Malaysians were chosen as the respondents. Non-probability sampling, namely convenience sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platforms, such as WhatsApp and Instagram. The data obtained were analyzed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis, Pearson's Correlation analysis and Multiple Linear Regression analysis. The current research revealed that the role of social media has a positive correlation with the motivation of Malaysian youth to travel. This research has a lot of room for improvement and growth. Overall, the study's objectives have been achieved, and the problems faced may be addressed in the most effective way.

Keywords: COVID-19, motivation, social media, travel intention, youth tourism



Risk Tolerance, Financial Situation, And Willingness to Travel Among Malaysian Youth During COVID-19 Endemic

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ABSTRACT

Since the end of 2019, the Coronavirus disease 2019 (COVID-19) has resulted in travel restrictions. With the rising number of new COVID-19 diagnoses, policies, and people's behavior are steadily altering. Tourists are more likely to get COVID-19 especially youth travelers as a result of tourism, and they will surely be affected by the disease. Also, the youth are most concerned about the financial situation among other factors. This is because of the youth situation itself, likewise, some of the youth are still students, and they always have little to no disposable income. Tourists' willingness to travel during the COVID-19 is greatly reduced due to the personal negative impacts of tourism and the bad impact of COVID-19. Thus, tourists' willingness to travel during the COVID-19 is decreasing. This study focuses on four objectives which are; 1) to determine the risk tolerance among Youth in Malaysia during COVID-19 endemic , 2) to measure the level of the financial situation among youth in Malaysia during COVID-19 endemic , 3) to investigate the significant relationship between risk tolerance and willingness to travel among youth in Malaysia during COVID-19 endemic , 4) to investigate the relationship between financial situation and willingness to travel among youth in Malaysia during COVID-19 endemic. Risk tolerance and financial situation are the independent variables of this study, meanwhile willingness to travel among Malaysian youth during the COVID-19 endemic is the dependent variable. This study uses a quantitative research design. A total of 30 Malaysian Youth were chosen as the respondents. Probability sampling, namely simple random sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platforms, such as WhatsApp and Instagram. The data obtained were analyzed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis. The current research revealed that there is a positive relationship between risk tolerance and willingness to travel among Malaysian youth during COVID-19 endemic and there is a positive relationship between financial situation and willingness to travel among Malaysian youth during COVID-19 endemic. This research has a lot of potential and development. Overall, the research objectives were met, and the issues raised in this study may be resolved in the best way.

Keywords: COVID-19, financial situation, risk tolerance, willingness to travel, youth

Knowledge, Attitude, Practices Regarding COVID-19 And Decisions to Travel Among Higher Education Students

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ABSTRACT

People began to utilize electronic word-of-mouth communication channels such as social media as we live in the current day with the growth of technology. Coronavirus is a worldwide epidemic that impacts the whole world tourist sector, including domestic tourism. COVID-19 pandemic caused international borders to be closed, and the tourism sector was directly affected. People began to utilize electronic word-of-mouth communication channels such as social media as we live in the current day with the growth of technology. Coronavirus is a worldwide epidemic that impacts the world's tourist sector, including domestic tourism. As a result, the point of the study is to examine affecting the students' knowledge, attitude, and practices concerning COVID-19, as well as their decision to travel. The same goals of this study are as follows: 1) To investigate the knowledge of higher education students regarding COVID-19 in the decision to travel. 2) To determine the attitude of higher education students regarding COVID-19 in the decision to travel. 3) To explore the practices of higher education students regarding COVID-19 in the decision to travel. A quantitative method was used to collect the data. An online survey conducted with 30 respondents' higher education students answered the questionnaire related to COVID-19 and the decision to travel. The information was gathered by circulating an online questionnaire using sites such as WhatsApp and Instagram. The analyses are descriptive. As a result, higher education students have a higher level of knowledge regarding COVID-19 in the decision to travel, and they want to stay safe with their circle, which are family and relatives. They also traveled within Malaysia to prevent the crowded area since Malaysia still has not fully recovered from the COVID-19 pandemic. This research will be of considerable assistance to higher education students in developing strategies to make a better decision to travel in the tourism industry. Overall, the research objectives are met, and the challenges described in this study can solve to the best of our ability.

Keywords: attitude, COVID-19, higher education students, knowledge, practices, travel decision making

TOURISTS BEHAVIOUR, AND MOTIVATION



Effect of COVID-19 Pandemic on Tourist Travel Behaviour and Consumptions

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ABSTRACT

COVID-19 has generated novel travel behaviour and consumptions, likely due to the reason for the danger of COVID-19 around the world. This study explores the tourists preferences and expectations to travel again. Furthermore, this study seeks to investigate the main influences of tourists preference in selecting the destination for their travel. In this study, the potential travelers from Perak region are chosen as respondents using convenience sampling. Cross-sectional study is implemented including Google Form questionnaires with quantitative approach. To evaluate the results, SPSS software version 28 has been used to evaluate the result of this study. Moreover, a sample of 107 potential travellers (18 years and above) from Perak region has been gathered and completed the questionnaires. The results indicate the tourists' travel preferences and expectations during this epidemic condition. The result also shows the impact of COVID-19 in deciding the destination and the influence for the tourists to select a destination for their travel. This study also discovered that high maintenance of hygiene and health and also social distancing during the travel can be the influences for the tourists to travel again. The study's findings assists the tourism management to manage their travel destination to be comparable during this epidemic. Thus, this study will be useful for the tourism destination management and other tourism and travel industries to fulfill the tourists' needs.

Keywords: COVID-19, COVID-19 travel, selection of destination, travel preferences and expectations

Tourists' Behaviour and Willingness to Travel Post COVID-19 Towards the Demand of Homestay Tourism in Malaysia

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ABSTRACT

The tourism and hospitality industry requires participation from all parties, especially stakeholders and the local communities. As a result, community-based tourism and rural tourism have emerged, and among its branches is homestay tourism. COVID-19 pandemic caused international borders to be closed and the tourism sector was directly affected by it. Homestay tourism faced some issues and constraints before the pandemic occurred, thus, this study aims to investigate the demand of tourists for homestay tourism in Malaysia. This study focuses on three objectives which are; 1) To measure the behaviour of tourists while travelling post COVID-19, 2) To investigate the willingness of tourists to travel during the COVID-19 endemic, and 3) To investigate the relationship between behaviour, willingness and demand. Tourists' Behaviour and Willingness to travel post COVID-19 is the independent variables of this study, meanwhile Demand of Homestay Tourism in Malaysia is the dependent variable. This study uses a quantitative research design. A total of 100 Malaysians were chosen as the respondents. Non-probability sampling, namely snowball sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platforms, such as WhatsApp, Instagram and Email. The data obtained were analyzed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis and multiple linear regression analysis. The current research revealed that tourists' willingness has a positive correlation with the dependent variable and it is the most influential factor for tourists to choose homestay tourism as their destination. This study has a high potential to be further improvised and flourished. Overall, the research objectives formulated were answered and the problems discussed in this study can be solved in the best possible way.

Keywords: behaviour, COVID-19, demand, homestay tourism, willingness

The Safety Perception And Relationship On Youth Traveller's Motivation To Travel During COVID-19

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ABSTRACT

In late 2019, the world was shocked by an anonymous and mysterious pneumonia in the city of Wuhan, China. Lots of videos and photos have been spread about the concerning and emergency conditions in China. All countries around the world are not ready to face the situation but the situation keeps worsening. Lockdown and border-closing has been implemented including Malaysia. Tourists from China are not allowed to enter the country. Ever since the pandemic hit and shaken the world, The tourism and hospitality industry has been severely affected. As a result, uncertainty in safety while travelling is a bit concerning since the virus is getting harsher day by day. Since youth are enthusiastic and energetic, youth's safety perception and relationship on motivation to travel during COVID-19 endemic appeared. The research objectives are to measure the safety perception among youth tourists to travel, to identify youth's tourist motivation and to investigate the relation between safety perception and youth tourist motivation. This study highlights two variables which are independent variables and dependent variables. There two variables in this study are safety perception as independent variable and tourist's motivation to travel as dependent variable. A total of 35 respondents answered the online survey on Google Form that has been spread via social media platforms such as WhatsApp, Twitter and Instagram. The data collected will be analyzed through IBM Statistical Package for the Social Sciences (SPSS). In this study, there is a reliability test, correlation test and descriptive analysis that will be utilized through the software. There is a significant relation between dependent variable and independent variable as the result is lower than 0.05. Hence, null hypothesis is needed to be rejected. This study may help youth to understand safety perception and youth traveller's motivation to travel in this COVID-19 endemic. From the survey, youth are aware of the safety and most of the respondents prioritise safety and health. Future research is proposed to enrich the research model, expand the sample size, and enhance the representativeness of the research samples required to be improved.

Keywords: COVID-19, motivation to travel, safety perception, travel motivation, youth

Content Analysis: Analysing Tourists Behaviour During COVID-19

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ABSTRACT

The simple model of COVID-19, which leads to the virus's transmission and spread through tourist behavior, has done an outstanding job of contributing to a critical aspect, namely the daily death rates recorded in several countries. COVID-19 has a significant impact on the health-care system even in the most developed countries. It is a new pandemic that emerged in December 2019 in China and is rapidly spreading around the world via human-to-human transmission. To control the transmission of the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) that causes COVID-19, two Asian countries (China and South Korea) have widely suggested wearing a mask. In other nations, this technique has been hotly disputed. Not to mention, social distancing and hand hygiene also started to be among the techniques to reduce the spread of COVID-19 virus. There are also some people who ignore the SOP as they feel like their rights are being taken away. This study focuses on two objectives which are; 1) To identify the behavior of tourists during COVID-19, 2) To understand the reason why tourists behave differently when travelling in another country. Behavior during COVID-19 is the dependent variable of this study. This study is a qualitative research study. 15 journal articles from 2020 and 2021 are used in this research. The data was collected by using deductive approach; 1) finding evidence in the data, 2) divide text into segments of information, 3) further break down the codes list, 4) clear picture of codes, 5) identify initial themes, 6) report the findings. There are three themes that are related to behavior during COVID-19. These findings show that when people travel, they are wary of the risk of COVID-19. This research has a lot of room for improvement. Overall, the research objectives were met, and the issues raised in this study can be handled in the most effective way possible.

Keywords: behaviour, COVID-19, hand hygiene, mask-wearing, risk of COVID-19, social distancing

Domestic Travel Behaviour, Risk Perception And Willingness To Travel During COVID-19

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ABSTRACT

Coronavirus disease or widely known as COVID-19 is an infectious disease caused by a newly discovered coronavirus. As a result, COVID-19 has the potential to create devastating political effects and cause an unprecedented socio-economic crisis that will leave deep and long-standing scars in every continent around the world especially to the industries that depend on movement as it has become more sensitive and at risk. Tourism industry has become one of the industries that has been affected heavily from the pandemic of COVID-19. However, domestic tourism is one of the methods to revive the tourism industry in every country globally. Thus, this study aims to investigate the domestic tourists' travel behaviour, tourists' risk perceived and also willingness to travel during the pandemic. This study focuses on three objectives which are; 1) To measure the domestic tourists' travel behaviour during COVID-19, 2) To measure the level of risk perception among youth, and 3) To examine the significant relationship between risk perception and willingness to travel among youth. Domestic Travel Behaviour and Risk Perception are the independent variables of this study, meanwhile Willingness to Travel is the dependent variable. This research uses a quantitative research design as well as adopted and adapted quantitative data collection comprising online survey questionnaires. This research managed to collect a total of 38 respondents. The online survey questionnaire was distributed via social media such as WhatsApp and Telegram. The sampling technique used in this study is convenience sampling techniques which is the non-probability sampling. The descriptive analysis and inferential analysis were analysed by using IBM Statistical Package for the Social Sciences (SPSS). The current research shows that there is no significant relationship between risk perception and willingness to travel among youth during COVID-19 endemic. This research can be improved for future study. All the research objectives in this study were answered and the problems that were explored can be solved with the most excellent method.

Keywords: COVID-19, domestic tourism, domestic travel behaviour, risk perception, willingness to travel

Impacts Of COVID-19 On Household Financial Management and Health Risk Towards Tourist Behaviour Among Gombak Residents

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ABSTRACT

The goal of this study is to see how the COVID-19 outbreak has affected travelers' perceptions of travel risk and management. We study visitors' perceptions of travel risk and management, as well as the impact of the epidemic on society. This study is based on quantitative research by distributing questionnaire consists of 39 questions that were categorized into six sections. The questionnaire is distributed to 62 respondents by using purposive sampling technique. According to the data, the COVID-19 epidemic has had a significant impact on travel risk and management views. The perception of travel risk and management was linked to risk management, service delivery, transportation patterns, distribution channels, avoiding overcrowded places, and hygiene and safety. The findings also revealed that travel risk and management attitudes have a moderating influence. This study's findings contribute to tourism crises and provide future research insights in the travel and tourism sector, as well as responses to improve visitors' views of travel risk and management in the post COVID-19 recovery period.

Keywords: behaviour, COVID-19, financial management, health risk

Effect Of COVID-19 On Tourist Behaviour And Consumption

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ABSTRACT

The aim of this research is to examine the impact of the Coronavirus pandemic (COVID-19) on tourist behaviour and to identify change in tourist behaviour as a result of the pandemic. The current COVID-19 pandemic has had a substantial impact on a number of industries including the tourism industry. People's perceptions of safety, as well as a new, more cautious attitude toward non-essential purchases have caused the tourism industry to lag behind the rest of the world in terms of recovery. Based on tourists' preferences for destination selection, three factors are compared: avoidance of crowded destinations, affordability, and health and safety compliance. This research is conducted in quantitative study. The respondents in this study were 116 tourists who were picked using non-probability sampling. To attain this aim, an online self-administered survey was used. A total of 116 surveys were collected from tourists in Sabah who planned to visit after the COVID-19. The current COVID-19 pandemic, according to the findings, will have an impact on visitor behaviour in terms of avoiding crowded destinations, affordability and health and safety compliance. The data demonstrated that avoiding crowded destinations, affordability, as well as health and safety compliance, have strong and favourable effects. As a conclusion, identifying the changes in tourist behaviour will benefit the expansion of tourism in Malaysia, particularly in the post COVID-19 era. Furthermore, this research may provide direction and vital information to tourism practitioners and planners in the public and private sectors in order to build their products and services.

Keywords: affordability, crowded destination, health and safety compliance, selection of destination

Perceived Risks And Tourist's Motivation To Travel During COVID-19 Among Youth In Malaysia

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ABSTRACT

During COVID-19 situation, tourist's motivation to travel among youth could be changed according to the perceived risks. There has been few prior research examining the association between perceived risks and tourists' motivation to travel during COVID-19 among youth, according to the findings of this study. There are two objectives of this research which are to investigate the level of perceived risks among youth, while the second objective is to investigate the relationship between perceived risks and tourist's motivation to travel during COVID-19 among youth. This research is based on quantitative data collected by the distribution of a questionnaire with 25 questions divided into three sections. The questionnaire is distributed to 32 respondents by using snowball sampling technique. The data was gathered via circulating an online survey on networks like WhatsApp and Telegram. The data was analyzed using IBM Statistical Package for the Social Sciences (SPSS) 26 and many analyses, including descriptive and Pearson Correlation analysis. The study found that there is a positive significant relationship between perceived risks and tourist's motivation to travel during COVID-19. This study has a lot of room for improvement, and it's a good idea to look at additional target responders so that the study can offer a variety of different sorts of outcomes.

Keywords: COVID-19, perceived risks, tourist's motivation, travel, youth

CHAPTER 3

ECOTOURISM



The Effects of Tourist Attitudes on Sustainability of Ecotourism Destinations in Malaysia During the COVID-19 Post-Pandemic

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ABSTRACT

This paper aims to study the effects of tourist attitudes on sustainability of ecotourism destinations in Malaysia during the COVID-19 post-pandemic. As nowadays, when the interstate and region has been allowed by the government. It is a great opportunity for the tourist who has planned for so long to travel and the tourism industries can recover after the Movement Control Order (MCO). In addition, ecotourism is one of the main targets for tourists to visit. Ecotourism is very synonymous with the natural environment. In fact, nature exposure can help people to release their stress and can improve their mental health as the citizens have been locked down for so long. However, the issues arises when tourists who travel to ecotourism destinations behave unpleasantly such as creating noise pollution and damaging the nature that could be unsustainable for the development. But, one of the positive impacts that can be seen is the growth in the economic benefits that derive from tourist arrival. By using questionnaires Google Form and distributed to respondents to gain the research information. There were 24 respondents who answered the questionnaire even though the sample size should be 30 people. The data collections were analyzed by using SPSS software version 26. As a result, it shows that the tourists are still concerned about the environment and the sustainability of ecotourism. In conclusion, this study can be further researched by other researchers as this topic can expose the importance of ecotourism sustainability to other people.

Keywords: COVID-19, ecotourism, sustainability, tourist attitude

Eco-Tourism Practises in Malaysian Eco Resorts: An Analysis of Satisfaction and Behavioural Intention of Eco-Tourists Post-Pandemic

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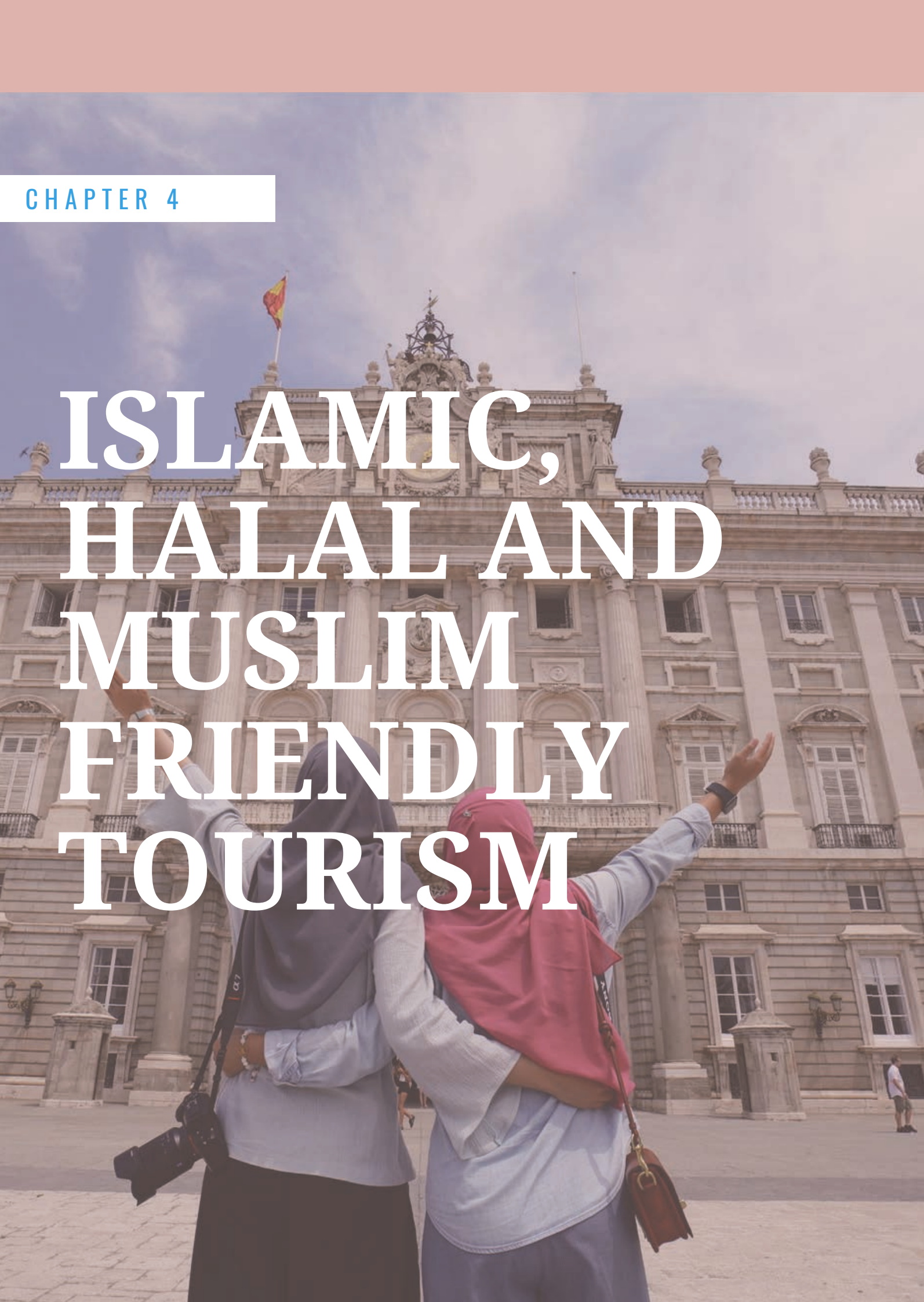
ABSTRACT

Ecotourism is potentially the best growing segment in the international market. Many hoteliers in Malaysia promote the sustainable use of this concept as a new market oriented concept. However, arrivals of eco tourists to Malaysia have been less than 1% over the last decade. The study used the quantitative research approach using questionnaire surveys to conduct this research. Here the researcher focuses on the satisfaction level of ecotourists on eco-tourism components practices in the eco resorts and how it affects the behavioural intention. Analysis of a questionnaire survey showed that some major components are not practising properly in eco resorts, it has caused the dissatisfaction of eco tourists and their behavioural intentions. As a result, Malaysia is experiencing less number of eco-tourists. Eco resort hoteliers' poor practice of the concept is one of the major reasons for it.

Key words: behavioural intention, eco resort, eco resort components, eco tourism, eco tourists, satisfaction

CHAPTER 4

ISLAMIC, HALAL AND MUSLIM FRIENDLY TOURISM



Tourist Perception on Memorable Tourism Experiences Towards Their Revisit Intention to Islamic Tourism Destination

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ABSTRACT

Tourism based on Islamic principles is popular among tourists, and Malaysia has a lot of room to explore this area of the world in the tourism industry. Islamic travellers have a tendency to adhere to Islamic teachings, which can have an impact on their decisions regarding leisure and travel planning, either directly or indirectly. In the tourism industry, the intention of returning to a destination is regarded as an important research topic to be investigated. Due to the fact that intentions frequently change over time, it is critical to consider the tourist's revisit intention to return in terms of time. This study examines the relationship between tourists' perceptions of and memorable tourism experiences (MTE) and their revisit intention to return to Islamic tourism destinations in order to better understand the emergence of travel intent that changes over time to revisit destinations. I used the convenience sampling method to distribute a total of 30 questionnaires to respondents who had travelled to Islamic tourist destinations, and I then used the data from these questionnaires to conduct data analysis. The specific finding is that tourists' perceptions of memorable tourism experience (MTE) have a direct impact on their intention to revisit to Islamic tourism destinations. Consequently, the findings revealed that there was a statistically significant relationship between tourists' perceptions of MTE and their intention to return. Specific research on MTE for Islamic destinations in Malaysia, on the other hand, is still in its early stages. Increasing the population, such as being able to increase the research sample and being able to examine other variables in the same field, is recommended for futurists.

Keywords: Islamic tourism destination, memorable tourism experience, perception, revisit intention, travel

Destination Image, Halal Literacy and Intention to Travel on Halal Tourism During Endemic COVID-19

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ABSTRACT

Halal tourism is one of the new trends that emerged from the growth of Halal industry. As halal topics advancing tourism industry, many Muslim and non-Muslim countries are preparing to grab the Muslim tourist market by providing tourism products, amenities, and infrastructures to serve their needs. Because of the COVID-19, all sector especially tourism sector needs to stop operating. There is no exception in the Halal industry. As a result, all Muslims who planned to engage in any Halal tourism products and activities before the outbreak of COVID-19 had to cancel or change their vacation plans to comply with their religion and safety regulations. As there are many tourist restrictions for domestic and international tourism to travel such as some countries will tighten health monitoring measures for people entering the country, require quarantine for 14 days, need to undergo COVID-19 PR tests, and many other procedures. Therefore, this study aims to investigate the destination image, Halal literacy and intention to travel on Halal tourism during COVID-19. This study focuses on three objectives which are to identify the destination image of Halal tourism among the Muslim tourists, to identify Halal literacy that affects in selecting tourism destination, and to investigate the relationship between destination image and Halal literacy towards intention to travel on Halal tourism. Destination image and Halal literacy are the independent variables of this study, meanwhile intention to travel on Halal tourism is the dependent variable. This study uses a quantitative research design. A total of 30 Muslim tourists aged 20-65 in Selangor were chosen as the respondents. Non-probability sampling, namely purposive sampling, is the sampling technique of this study. The data obtained were analyzed by using IBM Statistical Package for the Social Science (SPSS) through several analysis, which were descriptive analysis and Pearson Correlation Analysis. The results of this study revealed that there is moderate significant relationship between destination image and Halal literacy towards intention to travel on Halal tourism. This study has highly chances to improvised in line it can help Muslim and non-Muslim countries to understand better, particularly destination marketers, travel agents, and policymakers, to serve Muslim travelers better. Thus, these researched objectives formulated and have been answered and discussed in this study.

Keywords: COVID-19, destination image, halal literacy, intention to travel

Muslim Preferences on Muslim Friendly Hotel Attributes

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ABSTRACT

The rise of Muslim Friendly Tourism (MFT) in the business and research has turned into regional phenomenon, as a Muslim's awareness of the benefits of MFT travel has grown over time. As a result, understanding Muslim needs is important to satisfy them in Muslim Friendly Hotels. To take advantage of the Muslim market, hoteliers must be proactive in attracting Muslim visitors, which necessitates a greater understanding of Muslim tourist's needs, interests, preferences, and distinctive behaviour before adopting the finest products or services. This study focuses on two objective which are to determine the Muslim preferences on the Muslim Friendly Hotel, to investigate the essential attributes on Muslim Friendly Hotel. Muslim preferences is the independent variable and Muslim Friendly Hotel attributes is the dependent variables. This study uses a quantitative research design. A total of 32 respondent was chosen for this study. Non-probability sampling, namely snowball sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platform which is WhatsApp. The data obtained were analyzed by using IBM Statistical Package for the Social Science (SPSS) 22. The current research reveal there is significant preferences should exist in Muslim Friendly Hotels and good existing attribute in the hotels.

Keywords: attributes, Muslim friendly hotels,
Muslim preferences

Tourist Perception on Memorable Tourism Experienced Towards Their Revisit Intention to Islamic Tourism Destination

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ABSTRACT

In the COVID-19 endemic, the activity of travelling has not reached its peak yet as people want to avoid from getting infected with the virus. As a result, from the spread of the COVID-19, people's risk perception and travel preferences have become major determinants in travelling to a destination. The COVID-19 pandemic has caused the shift in the risk perception and travel preferences. This has caused the changes to youth tourism market. Tourism operators are facing problems as they need to act fast in adapting to the changes of the youth Tourism market. This study aims to investigate the relationship between risk perception and travel preferences of youths during COVID-19 epidemic in Malaysia. Two objectives were formulated for the study which are to determine the risk perception of youths during COVID-19 epidemic in Malaysia and to investigate the relationship between risk perception towards travel preferences of youths during COVID-19 epidemic in Malaysia. The dependent variable of the research is travel preferences. The risk perception is the independent variable. The quantitative research design is used for this study. A total of 31 Malaysian youths were the respondents in this study. A non-probability sampling technique which is snowball sampling is used for this study. The collected data was gathered from the distribution of questionnaires on online platforms WhatsApp. The SPSS Software was used for analysing the data collected from the study with the usage of several analyses which are Cronbach alpha reliability analysis, descriptive analysis and Pearson Correlation. The research showed that risk perception has a positive and significant impact on travel preferences. This research has a lot of room for improvement and expansion. Overall, the research objectives were met, and the issues raised in this study may be resolved to the best of our ability.

Keywords: COVID-19, risk perception, travel preferences, youths, youth tourism

Muslim Travellers Experience Toward Muslim Friendly Tourism in Non-Muslim Countries

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ABSTRACT

Muslim-friendly tourism is becoming more and more of an industry and research phenomenon as more Muslims become aware of the benefits of MFT travel. Non-Muslim countries have attracted Muslim travellers with the establishment of Muslim Friendly Tourism in the tourism industry in their country. As a result, Muslim travellers are increasingly travelling to non-Muslim countries over time. The attribute of Muslim-friendly tourism implemented has provided pleasure and comfort to Muslim travellers. Hence, the purpose of this study is to examine the Muslim travellers experience towards Muslim-Friendly Tourism attributes in terms of halal food services, facilities, and social environment in non-Muslim countries that lead to revisiting intention in non-Muslim countries (Thailand, Singapore, and South Korea) around 2016-2021. This study was conducted by using a quantitative method by using an online questionnaire and focusing on domestic tourists that visited non-Muslim countries (Thailand, Singapore, and Korea) around 2016-2021. The google form was spread through social media and received 50 respondents in two weeks. The findings of the study found that the availability of Muslim-friendly halal food services is a major factor that makes Muslim travellers revisit non-Muslim countries. Furthermore, the significances of this study may be useful to prospective Muslim researchers and travellers who want to travel to non-Muslim countries in the future as a guide to ensure convenience and comfort when visiting non-Muslim countries again.

Keywords: facilities, Muslim friendly, revisit intention, services, social environment

Muslim Tourists Intention to Revisit Non-Muslim Countries Regarding Muslim Friendly Tourism

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ABSTRACT

This study aims to investigate perception regarding Muslim Friendly Tourism in non-Muslim countries that impact Muslim tourists intention to revisit as well as how these Muslim Friendly Tourism elements motivate Muslim tourists to explore non-Muslim destinations. Furthermore, this study seek to investigate the most essential attributes that inspire tourists to revisit their vacation time in non-Muslim countries. In this study, only Malaysian Muslim tourists who have visited non-Muslim countries such as Thailand, Singapore, and Japan were chosen as respondents using purposive sampling. A cross-sectional study is implemented, including a self-reported and self-administered questionnaire form. The study employed a quantitative approach, employing a self-directed online questionnaire created with Google Forms and evaluated with SPSS software version 28. A total of 50 Malaysian Muslim tourist adults (18 years and above) who had visited non-Muslim countries were able to be gathered. The results indicate that Muslim tourists have their own aspects that they consider to be significant for Muslim Friendly Tourism attributes, such as halal food services, facilities, and social environment. However, the study discovered that the availability of Muslim Friendly Tourism Social Environment is what motivates Muslim tourists to visit non-Muslim countries which is Thailand, Singapore, and Japan. As a result, this study will be extremely useful towards the tourism industry in establishing marketing strategies to deliver a better tourism experience and bring more people to the destination.

Keywords: Muslim tourists, non-Muslim countries, revisit intention

CHAPTER 5

DIGITAL TOURISM



The Effectiveness Of Virtual Tourism In The Time Of Pandemic COVID-19 Based On People's Reviews In Tripadvisor.Com

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ABSTRACT

Since the corona virus disease 2019 (COVID-19) outbreak hit Malaysia in early March 2020, many activities have been rescheduled, flights have been cancelled, and tourist attractions have been closed. As a result, tourism businesses must adapt to new conditions and rethink their marketing strategies to thrive in the new normal. One of these approaches is to present virtual tourism in a variety of ways to strengthen the brand and promote tourism such as virtual reality. In this COVID-19 pandemic period, virtual tourism has become the most relevant marketing strategy in promoting the tourism sector, thus this study aims to explore more about the effectiveness of virtual tourism. This study focuses on three objectives which are; 1) To explore the effectiveness of virtual tourism based on tourists' review in TripAdvisor.com, 2) To understand the role of tourists on the effectiveness of virtual tourism, and 3) To determine the experience satisfaction of virtual tours to the tourists based on reviews on the TripAdvisor.com. This study research focus is the effectiveness of virtual tourism based on tourists' reviews in TripAdvisor.com. This study uses a qualitative research design and this study research instrument is content analysis. A total of 15 reviews were extracted from TripAdvisor website as the data for content analysis. The sampling technique used for this study is non-probability, purposive sampling. The data were collected and analyzed manually using Microsoft Word. The current research revealed that review factors are one the important elements in showing the effectiveness of virtual tourism based on tourists' reviews. Overall, the research objectives formulated were answered and the problem discussed in this study can be solved in the best possible way.

Keywords: COVID-19, tourist's reviews, tripadvisor.com, virtual tour, virtual tourism

Tourist's Decision Making and Social Media Influence in Visiting Cafes in Penang

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ABSTRACT

This research intends to educate readers on how and why tourists are interested in gastronomy tourism, specifically a café in Penang, and what can be done to assist them recover from the COVID-19 outbreak. According to reports, the COVID-19 pandemic, which has been sweeping the globe since 2019, has forced practically every sector in this nation to cut back on operations and impose a quarantine during which no one is permitted to leave their homes. This issue has impacted not just the tourism industry, but also the SME sector, whose profit is derived mostly from company operations. This research began with the use of a proposed methodology that included three study variables: tourist decision making, social media influence, and phases from pre to post-trip, with 55 people taking the time to complete the questionnaire. This research takes a quantitative research approach by carrying out a survey with people who have visited or live in Penang. The study aim and question lead to the goal of generating insights and a deeper knowledge of solutions and opportunities to address issues. The findings demonstrate what social media and interests people share, so small café owners may use this information to help them grow and resuscitate their business. Moreover, future research should include cooperation and coordination with a few café owners to promote the effectiveness of materials that capture people's attention, particularly with the help of social media, as this will undoubtedly aid this study and identify suitable targets for future small café businesses.

Keywords: cafes, COVID-19, decision making, social media influence, small business

Travel Influencers As a Source Of Travel Information in Malaysia

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ABSTRACT

COVID-19 pandemic has been paralyzing the tourism industry due to lockdowns and standard operating procedures set by the government. Malaysians are obligated to stay at home to reduce the number of cases. They have to continue their work and education online while using the Internet to entertain themselves during isolation. Majority of the population own social media accounts to connect with people, discover strangers with shared interests, and follow specific individuals or influencers. Influencers can influence their followers greatly. This research aims to discover the possibility of travel influencers being a source of travel information for Malaysians. The objectives are to identify the attitudes towards influencers, to examine the aspects that the influencers present, to understand the levels of trustworthiness towards influencers, and to discover if travel influencers could be a source of travel information. This research will be beneficial for marketers to utilize influencers and social media as new approaches in the tourism industry. The sampling methods used are cross-sectional and purposive sampling. The respondents required are Malaysians who actively use Instagram and follow at least one travel influencer. An online survey was conducted using Google Form and 123 respondents took part. The respondents were asked based on attitudes, aspects, and trustworthiness towards travel influencers. The results show positive responses toward the influencers overall but the possibility as a source of travel information is split with minimal differences. In conclusion, Malaysians can rely on travel influencers for travel information according to their suitability based on attitudes, aspects, and trustworthiness.

Keywords: COVID-19, Instagram, social media, travel influencers, travel information

Content Analysis On The Tripadvisor Reviews On Muslim-Friendly Hotels In Malaysia

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ABSTRACT

Acknowledging guest preferences in decision making to choose their ideal accommodations is very important for service providers to cater and fulfil their needs so that guest satisfaction can be obtained. The COVID-19 pandemic has moved most industries to online platforms so that physical contact between each other can be avoided and reduce its transmission. As a result, guests choose to book hotels through online booking platforms. Reviews from previous guests are available for them to read and help in their decision-making. Since Malaysia is famous for Muslim-friendly tourism, it is crucial for hoteliers and service providers to cater this segment of tourist. This study aims to achieve two objectives which are: 1) To explore the guests satisfaction on the service quality provided during their stay at the MFH in Malaysia and 2) To determine the most essential services that satisfy the guests during their stay at the MFH in Malaysia. Reviews from TripAdvisor was collected as the source of data from three Muslim-Friendly hotels; RAIA Hotel & Convention Centre, Mardhiyyah Hotel & Suites and Perdana KLCC using non-probability purposive sampling technique. The SERVQUAL model was applied to identify the dimensions of service quality that relate with guest satisfaction. Data was analyzed in Microsoft Word manually by the researcher. Several themes have been derived from the content analysis process. The result found that guests are highly satisfied with the service quality and tangible services like room condition are the most essential services that satisfy the guest. The study has achieved its objectives and successfully executed with lots of improvement in some areas especially bigger sample size produce more exciting and informative results.

Keywords: guest satisfaction, Muslim-friend, service quality, SERVQUAL

SMALL AND MEDIUM ENTERPRISE (SMEs) & TOURISM BUSINESS



Malaysian SME Operators' readiness to reestablish their businesses during COVID-19 Pandemic

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ABSTRACT

The Small and Medium-sized Enterprises (SME) sector is one of the most essential industries in Malaysia that become the source of employment and income production for the people. However, due to the COVID-19 pandemic, this sector had received a major blow in the business cancellation and closure. This study aims to investigate the motivations for SMEs owners in reviving their business during COVID-19 pandemic and examine the crisis management practices (CMP) used by SMEs operators in reviving their business. This study utilizes a qualitative approach by conducting phone interviews with chosen informants based on recommendation and online websites in order to gain insights on the financial resources, customers' health concern, and business survival approach. Four informants that are SME operators from the Food and Beverages (F&B) industry were interviewed. The collection of data is analyzed by employing thematic and descriptive data analysis. The results show that SME operators are prepared in reviving their businesses depending entirely on the business savings. They are able to overcome the challenges by pursuing new alternatives in backing up their business and are also deeply motivated in giving their best services in providing better care on the health concern with application of health-related measures in their cafes. Thus, it shows that business savings will help in the survival approach of the SME businesses due to the need to cover the loss during emergency situations as of the COVID-19 pandemic and a way to keep the determination in saving the business from bankruptcy and closure.

Keywords: financial resources, health concern, SME, survival approach

Malaysian SME operators' readiness to reviving their businesses during post COVID-19

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ABSTRACT

This study aims to provide insight of the impact of post COVID-19 towards SMEs owner business and how their readiness can revive the business. SMEs owners play an important role in reviving their business operations. However, because of the COVID-19 pandemic they need to survive and find a way to revive their business. Therefore, the research aims to identify the challenges that are being faced by the SMEs owners during the COVID-19 pandemic and how they survive after the COVID-19 pandemic happens. This research employs a qualitative approach by conducting structured phone interviews with the selected informant which is café owners. There are a total of four informants that are interviewed to gain more about financial resources, customers' health concerns and business survival approach. The answer from each informant will be utilized for data analysis. On the other hand, the results of this research show that the SMEs owners are ready to overcome the COVID-19 pandemic. They also can close their business operators if they engage with health. The business operators also are well prepared if the government issues an order to close the café due to Movement Control Order (MCO) or even if the COVID-19 case continues to rise. The implications of this study could be beneficial to the researcher in this field on the information that is obtained to further their knowledge about this.

Keywords: business approach, COVID-19, financial resources, health concern, SMEs

Readiness of SME Operators in Reviving the Business Post COVID-19

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ABSTRACT

This study aims to provide readers about the readiness of Small & Medium sized Enterprises (SME) in Malaysia to revive their business COVID-19 post pandemic. Apparently, the occurrence of COVID-19 pandemic that hit the world since 2019 had made almost every industry in this country stop operating and undergo a period of quarantine where no one was allowed to leave their own house. This whole situation has affected not only the travel industry, but also the SME industry where the main source of their profit is gained through the operation of the business. This study started by utilizing a proposed framework that contains three study variables which are financial resources, customers' health concern and business survival approach that were used to provide the answers on their readiness to revive their business post COVID-19. This study employs a qualitative approach by conducting online interviews with selected SMEs operators in the Food & Beverage industry in Malaysia. A total of four SMEs operators from different states were interviewed for the purpose of gaining insights and in- depth understanding about how they react to this pandemic and their strategies to overcome the challenges. The results reveal that most of them are ready to revive their business again by having their own savings and enough financial resources. It also shows that they are more concerned about their own health but still trying their best to provide the best health measure for their customers as one of the approaches on fully reviving their business.

Keywords: COVID-19, financial resources, health concern, small business, survival approach

Adaptation Strategies and Perspectives of Tourism Small and Medium Enterprise (SME) Business Owners on COVID-19 Endemic At Kuala Lumpur, Malaysia

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ABSTRACT

The COVID-19 situation is a sudden threat, as it appeared out of nowhere and has impacted not only the organization but also entire sectors of the economy, particularly the fragile business model of SMEs. SMEs are critical to the growth of the tourism industry as well as the country's economic advancement. As a result, its existence has reaped several benefits in the tourism industry, and this research will aid affected businesses in developing possible strategies in the face of the COVID-19 wave. International borders that welcome international tourists to Malaysia are blocked as a result of the COVID-19 pandemic, which had a direct impact on the tourism business industry as a whole. This research has two goals: 1) to look into the adaption methods of tourism small and medium enterprise (SME) business owners in Kuala Lumpur, Malaysia, and 2) to look into the perspectives of tourism small and medium enterprise (SME) business owners in Kuala Lumpur, Malaysia. A qualitative research design is used in this study. Three tourism small and medium business owners that specialize in the handicraft industry were selected as respondents. The sampling technique used in this study is non-probability sampling or purposive sampling. The information was gathered by interviewing the respondents in Kuala Lumpur's Central Market. The results of the data collection were analyzed using thematic analyses. According to the findings of the current study, business owners' adaptable strategies have a positive association with the dependent variable that is how they perceive the sudden threat, and it is the most influential element in business owners' decision to use the strategy for their business continuity. This research has a lot of room for improvement and expansion. Overall, the research objectives were met, and the business continuity plan outlined in this paper can be used by business owners to its full potential.

Keywords: adaptive strategy, COVID-19, perceptions, Small and Medium Enterprise (SME)

The Spirituality Intelligence of Tourism Business Employee

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ABSTRACT

This study aims to identify the effect on the employees during COVID-19 pandemic and how they tackle their issues for their job. Spirituality is an important element for individuals whether in the workplace or in their life. However, tourism employees facing difficulty during COVID-19 phases such as employees' income was being cut off and some of them also were fired from their workplace. Therefore, this research purposely analyzes whether spirituality of employees was decreased during COVID-19 pandemic and how employees tackle their issues during COVID-19 pandemic. This research using Quantitative method collecting data through surveys on tourism business employees. As many 30 respondents participated in the survey questionnaire in which. Non probability sampling which is Quota sampling is used to focus on certain groups which fulfill the requirement in this research. Transcendental, meaning of work and Self-conscious are Spirituality Intelligence (SI) while job performance is the result from SI employees. Data collection from Google Forms was changed into Excel and inserted into SPSS version 28 to analyze the data. In the result, transcendental and meaningful work significantly positively influences job performance of the employees.

Keywords: employee, research, respondent, spirituality intelligence, tourism

The Spiritual Intelligence Workers Tourism Businesses during Pandemic in Malaysia

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ABSTRACT

Tourism that is well-managed benefits everyone. This industry can be especially significant in regional locations since it diversifies the economic base and increases employment. There are three research objectives in this study to determine the influence of COVID-19 on job status, to determine the influence of COVID-19 on the spiritual intelligence of employees, and to examine how employees deal with COVID-19 concerns on the job. The quantitative design has been used through the distribution of questionnaires surveyed on online platforms. A Google Forms was used to distribute to respondents to answer the survey. There were only 30 respondents who were employees in tourism businesses. The data were compiled and analyzed using SPSS. The data shows there is no significant correlation among the variables. From the finding, Spiritual Intelligence has an impact on employees during the pandemic. Hence, tourism workers have survived during these tough times despite many obstacles.

Keywords: COVID-19, spiritual intelligence, tourism, tourism businesses

SAFETY & RISK PERCEPTION

A photograph of two individuals in full-body protective suits and masks walking through an airport terminal. The person on the left is wearing a white protective suit and is pulling a blue suitcase with a black bag on top. The person on the right is wearing a dark protective suit and is pulling a yellow suitcase. In the background, there are airport signs, including a large 'D' sign, and other people are visible. The overall scene suggests a high-risk environment, possibly during a pandemic.

Risk Perception, Financial Risk And Travel Intention Among Youth During COVID-19

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ABSTRACT

Tourism Industry was very affected during COVID-19 either in the world and Malaysia. As a result, the tourism activity has an impact such as the travel activity is being held and the economy of the tourism industry is also decreased. COVID-19 influences the tourist intention for travel either inside the country or overseas. There are many risks such as risk perceptions and financial risks that tourists must be aware of before going to travel during COVID-19 and the youth is not excluded. Youth plays an important role because youth is the one that the most percentage of tourists that travel. Objective of this study which are; 1) To identify the risk perception among youth during COVID-19, 2) To identify the financial risk among youth during COVID-19, and 3) To investigate the relationship between risk perception and travel intention among youth to travel during COVID-19. Risk perception and financial risk are the independent variables of this study, meanwhile travel intention is the dependent variable. This study uses a quantitative research design. A total of 35 youth were chosen as the respondents. Non-probability sampling, namely convenience sampling, is the sampling technique of this study. The data was collected by distributing an online questionnaire on online platforms, such as WhatsApp and Telegram. The data obtained were analysed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis and Pearson's Correlation Coefficient Test. This study shows that there is no significant relationship between risk perception and travel intention among youth during COVID-19. This study is needed for future research to improve and expand the study for the better data that has been collected. Overall, the research objectives were met, and were described and explained along with the previous study.

Keywords: COVID-19, financial risk, risk perception, tourist behavior, travel intention

Risk Perception and Purchasing Behaviour of Tourists from Klang Valley During COVID-19 Pandemic

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ABSTRACT

Tourists' risk perceptions have been described as one of the major factors of decision making and behavioural intentions. Although the COVID-19 pandemic significantly changed the tourism and hospitality industry through travel restrictions in different countries and regions worldwide, tourists' behaviour after reopening depends on their perceptions of safety and risks associated with various travel activities. It is important to take into account of the tourist risk perception because it will give assurance for their safety and health especially during this pandemic era. The level of risk perception also will be portrayed by their purchasing behaviour. This study focuses on two objectives which are; 1) To investigate the risk perception of tourists from Klang Valley during COVID-19 pandemic, and 2) To investigate purchasing behaviour of tourists from Klang Valley during COVID-19 pandemic. Risk Perception is the independent variables of this study, meanwhile Purchasing Behaviour is the dependent variable. This study uses a quantitative research design. A total of 30 tourists from Klang Valley were chosen as the respondents. Simple random sampling is the sampling technique of this study. The data was collected by distributing an online survey questionnaire on online platforms, such as WhatsApp, Instagram and Email. The data obtained were analysed by using IBM Statistical Package for the Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis, correlation coefficient and multiple linear regression analysis. The current research revealed there is significant relationship between psychological risk and purchasing behaviour and psychological risk is found to be the most influential item that give impact towards purchasing behaviour of tourists from Klang Valley during COVID-19 pandemic. The current study has a wide potential to be further developed and improvised. The results of the hypothesis are being proved and all objectives for this research has been achieved and would be useful for future study.

Keywords: behaviour, COVID-19, health, perception, safety

Safety Readiness of Local Hotels in Johor Pre and Post COVID-19

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ABSTRACT

Ever since the COVID-19 pandemic has affected many tourism and hospitality businesses, the discovery of the vaccines has once again allowed travelers to travel. As the travel bans are lifted, inter-state travel is allowed in Malaysia from 10th October 2021. Therefore, the hospitality sector is reopening to receive guests. This study intended to explore hotels' safety implementation and compare the procedures before and after the pandemic happened. The methodology used to collect qualitative data is through interviews and questionnaire surveys. Respondents are reached through snowball sampling techniques while using thematic descriptive analysis to discuss the results. It is found that the sanitation and hygiene measures are more enhanced compared to before the COVID-19 pandemic. However, the participating hotels have a minimum implementation of AI and technology. The training of the employees in the hotels also has significantly changed and emphasized more on the safety and hygiene practices. To sum up, the hotels in Johor are ready to execute business after the pandemic, however, the hotels should plan the future implementation of AI and technology because of the evolving digitalization of the economy.

Keywords: AI and Technology, COVID-19, employees training, safety readiness, sanitation and hygiene

Safety Readiness of Local Hotels in Johor Pre and Post COVID-19

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ABSTRACT

The threats we confront are increasing as the world grows more linked. Regardless of their level of education or money, everyone has been impacted by the pandemic. The COVID-19 pandemic also deeply affected the tourism and hospitality industry including the accommodation business all around the globe. Tourists and visitors are choosing accommodation more cautiously due to the pandemic in order to reduce the risk of spreading the virus during their travel. Therefore, hotels should have a clear plan in terms of safety readiness to lessen the spread and to make sure guests are comfortable staying there. Thus, this study focuses on three objectives which are; 1) To investigate the safety implementation of local hotels in Johor, 2) To compare the safety implementation in hotels before and after the COVID-19 pandemic, and 3) To find out the readiness of hotels in Johor to operate post-COVID-19 pandemic. This research will use qualitative methods for data collection. A semi-structured interview was conducted with three people that have years of experience in hotel management in Johor using purposeful sampling. The interview was conducted in the span of 2 weeks according to the availability of the participants using nominal and ordinal data. The interview was done through a Zoom Meeting call and was recorded for reference purposes. All the questions are based on the independent variables of the study which are; 1) Sanitation and hygiene practices, 2) AI and technology, and 3) Employee training. The current research revealed that local hotels in Johor have taken the safety readiness in their establishment more seriously and thoroughly after the COVID-19 pandemic by adding more needed procedures and have a stricter set of rules. To add, more money is invested in safety procedures. This research has a lot of room for improvement and enhancement. Overall, the research objectives were met, and the issues raised in this study may be resolved in the most effective way feasible.

Keywords: Muslim tourists, non-Muslim countries, revisit
intention

Risk Perception And Tourists' willingness To Travel To The Rural Tourism Destination After COVID-19 Pandemic

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ABSTRACT

In general, either directly or indirectly, the tourism industry could contribute to all the goals in the sustainable development goals (SDG). Therefore, following the pandemic's outbreak, rural areas have emerged as the most appealing option to revive this industry. Since the COVID-19 pandemic hit the world at the end of 2019, the tourism industry has been the most affected. A slump in the worldwide tourism business because of the COVID-19 pandemic have clearly influenced tourists' willingness to travel. Besides, many tourists have a risk perception when it comes to travelling during the COVID-19 pandemic. As a result, they prefer a destination with fewer tourists, such as rural areas for their tourism. This study focuses on three objectives which are; 1) To identify the risk perception among youth on the rural tourism destination, 2) To identify the tourists' willingness to travel to the rural tourism destination, and 3) To investigate the relationship between risk perception and tourists' willingness to travel to rural tourism destinations. Risk Perception is the independent variable of this study, whereas Willingness to Travel is the dependent variable of this study. This study is quantitative research design. A total of 36 Malaysian youths were the respondents of this study. The sampling technique used in this study is non-probability sampling and convenience sampling is the chosen one. The data was collected by distributing questionnaires online to the respondents through social media such as WhatsApp, Instagram, and Twitter. Statistical Package for the Social Sciences (SPSS) was used to test the reliability of the questionnaire questions. This study revealed that there is no significant relationship between the risk perception and tourists' willingness to travel to the rural tourism destination. The fact that the current study may have the capability to be further expanded. All in all, the research questions formulated were answered.

Keywords: COVID-19, risk perception, rural tourism, willingness to travel

Perceived Risk And Revisit Intention In Hotel Industry During COVID-19 Pandemic

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ABSTRACT

Tourism and hospitality industry suffered a major catastrophe in which they were severely affected during the COVID-19 pandemic that began in late 2019. As a result, all forms of business and the economy of the country as well as the people are disrupted and suffer enormous losses. With the presence of COVID-19 virus, it affects the physical, mental and psychological well-being of humans. As such, it influences the decision-making of revisit intentions in the hospitality industry due to the various perceived risks among Malaysian travellers. There are two objectives in this research which are to investigate the perceived risk of the Malaysian traveller in the hotel industry and to investigate the relationship between perceived risk and revisit intention among Malaysian travellers. The independent variable is perceived risk while the dependent variable is revisit intention. This study use quantitative research design. A total of 35 respondents were answered the questionnaires. This study use the non-probability sample technique which is convenience sampling technique. The data was collected by distributing the questionnaires through online platform such as WhatsApp and telegram. The SPSS Software system was used to analyze the data that has been obtained. Cronbach's alpha, reliability test, descriptive analysis and Pearson correlation were used for the study. The study shows that there is a significant relationship between perceived risk and revisit intention in hotel industry during COVID-19 pandemic. The existence of perceived risk influence Malaysian traveler to revisit hotel industry during COVID-19 pandemic. This study contains limitation and recommendation for future research in order towards betterment of the research.

Keywords: COVID-19, hotel industry, perceived risk, revisit intention

Risk Perception, Travel Behaviour and Intention to Travel to Selangor

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ABSTRACT

COVID-19 has had an impact on many elements of global society, including how and where people spend their vacations. Changes in safety and health have a huge impact on tourism. In high-risk conditions, tourists change their vacation plans and destination behaviour. Travel was seen as a high-risk activity during the COVID-19 pandemic. Tourism travel intentions and behaviours are influenced by the presence of risks, whether direct or indirect. Thus, this study aims to investigate the relationship of independent variables and dependent variable. This study focuses on three objectives which are: 1) To measure the risk perception to travel to Selangor during COVID-19, 2) To measure the travel behaviour to travel to Selangor during COVID-19, and 3) To investigate the significant relationship between risk perception and travel behaviour. Risk perception and travel behaviour is the independent variables of this study, meanwhile intention to travel is the dependent variable. This study uses a quantitative research design. A total of 30 family were chosen as the respondents. The sampling technique that been used in this study is non-probability sampling which is snowball sampling. The data was collected by distributing an online questionnaire on social media, which is WhatsApp. The data obtained were analyzed by using IBM Statistical Package for Social Sciences (SPSS) 22 through several analyses, which are descriptive analysis and Pearson correlation analysis. The current research revealed that risk perception and travel behaviour have a significant relationship with the intention to travel. This research has a lot of potential for improvement and expansion. Generally, the research objectives were achieved, and the problems raise in this study can be resolved with the best.

Keywords: COVID-19, intention, risk perception, travel behaviour

Risk Perception And Tourist's Willingness To Travel To Recreational Hiking Tourism Destination During COVID-19

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ABSTRACT

COVID-19 pandemic has brought great loss towards the people all over the world not just from the loss of lives but also loss of income, loss of economy, etc. In this era, the risk perception could affect the tourists willingness to travel. Due to the COVID-19, there have been an issue where tourists' willingness to travel to recreational hiking tourism being affected by the risk perception. There are two objectives of this research which are to investigate the level of tourists risk perception and to investigate the relationship between risk perception and tourists willingness to travel to recreational hiking tourism during COVID-19 pandemic. This research are based on quantitative data which being gathered and collected by distributing questionnaire to target respondent. This questionnaire consists of three sections with total numbers of 23 questions. The questionnaire being distributed to 60 respondents using the snowball sampling technique. The respective data being distributed and collected via online survey through WhatsApp and Telegram. The data was analysed using the IBM Statistical Package for the Social Sciences (SPSS) 26 and several other analysis such as descriptive and Pearson Correlation analysis. Based on the results it has been found out that, there is a positive significant relationship between risk perception and tourist's willingness to travel to recreational hiking tourism destination during COVID-19 pandemic. This study has a high potential for further improvement in the future studies. In essence, the research objectives has been accomplished and the problems can be managed in the right way

Keywords: COVID-19, recreational hiking tourism, risk perception, willingness to travel

CHAPTER 11

SUSTAINABLE TOURISM



An Empirical Study of Agriculture and Agritourism Industry During the Pandemic of COVID-19

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ABSTRACT

The agriculture and agritourism industry is one of the most significant contributions to the country's economy and society. The COVID-19 pandemic has caused lots of deficits to various industries, especially to the agriculture and agritourism industries. Due to the restriction of movement to travel, the industry has limited travel to perform their work to the society. And due to that, lots of disruptions happen in the industry. Hence, a study was conducted to discover the effects of COVID-19 on the agriculture and agritourism industry. The study also investigates the strategies that have been utilized by the industry from previous studies in the field of agriculture, agritourism and the food supply chain. The main concern of this study is the obstacles that the industry has been through as the independent variables and as for dependent variables is the strategies that have been applied in surviving throughout the pandemic by conducting a survey questionnaire. Snowball techniques have been used in this study to connect with the respondents which 33 people who are involved in Agriculture and Agritourism industry in Pahang, Malaysia. The data obtained were analyzed by using IBM Statistical Package for Social Science (SPSS) and going through several analyses such as descriptive statistics. Disruption in Agricultural market chains has been the most common effect that has been through by the respondents. Plus, applying precautionary measures for the employees and customers is also being the highest strategy that has been applied by the respondents. This study can be a primary reference for future researchers in the related field to discover agriculture and agritourism industry during the COVID-19 pandemic. The study is also able to serve a key role to the people who are involved in the agriculture and agritourism industry in helping to develop their business.

Keywords: agriculture, agritourism, COVID-19 pandemic, food supply chain

An Overview of The Ecotourism Sustainable Potential in Malaysia

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ABSTRACT

Ecotourism is mindful travel to regular regions that preserve the climate, supports the prosperity of the nearby individuals, and includes understanding and instruction. Such travelling can be made on account of a global organization of people, foundations, and the travel industry where tourists and the travel industry experts are instructed on biological issues. It looks as an important industry that are the seconds big industries that contribute to the economic growth. This current study aims to find out the factors that leads to unsustainable ecotourism and followed by second objectives, to recognize the attributes that leads to unsustainable ecotourism. Potential of ecotourism activity and tourists' perception is the independent variable while ecotourism sustainable potential in Malaysia is the dependent variable This study uses a quantitative research design. The sample that has been used for this study is 30 respondents which is referring to the youth travelers. Through this research, it can be found that the youth are having the knowledge on the impacts that leads to unsustainably ecotourism. Besides, enhancing the individual's knowledge are the major problems that need to be take part form these studies. This paper suggests other researches should initiated an effort to make further research on discovering more about the traveler's discernment on the effects of unreasonable ecotourism and the leads on that to the nations.

Keywords: attributes, discernment, ecotourism, knowledge, Malaysia, potential, sustainable

Towards Green Tourism: COVID-19, A Miracle Or A Curse?

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ABSTRACT

Over time, the tourism and hospitality industry has developed various types of tourism to be offered to the whole global community. Green tourism is one of the tourism trends that should be focused to protect the environment. The tourism and hospitality industry are one of the very heavily affected industries during the COVID-19 pandemic. This is due to most of the borders being closed and people in most countries are not allowed to travel. However, this has significantly given positive impacts on the environment. The tourism industry is proven to cause a lot of environmental problems across the globe. Thus, this study is conducted to study the effects of COVID-19 towards the green tourism development. This study is conducted using a qualitative approach using the scholarly articles from the previous studies. The articles were obtained from academic search engines available online including Google Scholars and Research gate. The data collected are then analyzed using the thematic analysis deductive approach. The data collected were familiarized, open coded and then merged into codes and themes that is then further discussed in this paper. There are a total of 15 articles collected for the purpose of writing this paper. The articles were obtained from tourism and environmental journals available online. A total of seven themes were extracted from the data which are pollution, ocean recovery, fuel consumption, human behaviour, green tourism, wildlife conservation and protected areas. There is a lot of potential for this study to be further investigated to be improvised. All in all, the research objectives were achieved and the limitations in writing this paper can be solved in the future research.

Keywords: COVID-19, environment, green tourism

CHALLENGES OF TOURISM IN COVID-19 PANDEMIC



Challenges On COVID-19 Pandemic Among the Tourism Stakeholders in Klang Valley, Malaysia

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ABSTRACT

The chain of the Coronavirus Disease 2019 commonly known as COVID-19 has been started from late 2019 up until today. Like other Asian countries, Malaysia also has been affected by the COVID-19 pandemic. Due to the pandemic situation, it has caused a very serious alert on every industry aspect. It is no doubt that the tourism industries are among the sector that is being hit hardest than other sectors globally to face the various challenges. Eventually in the tourism industry challenges involve all stakeholders, planners, managers that all of them need to be aware of in this field. Thus, the challenges, difficulties, and opportunities will continue to develop in various tourism industries. Therefore, this study aims to analyze the challenges of COVID-19 pandemic among the tourism stakeholders in Klang Valley, Malaysia. Furthermore, this study has one objective which is to explore the challenges of COVID-19 pandemic among the tourism stakeholders in Klang Valley, Malaysia. The study adopted a qualitative design approach, with a thematic analysis theory that later has been identify several sub-theme and the major theme. The study draws on the interview's sessions with five tourism stakeholders. There are various challenges that have been encountered by tourism stakeholders such as financial crisis, closure of operations, encouragement and more. The way the respondents react to the challenges has been classified under the major theme of positive challenges elements and negative challenges elements. Limitations and scope of future research are also discussed in this study.

Keyword: challenges, COVID-19, tourism stakeholders

COVID-19 Standard Operating Procedure (Sop): The Effects On Visitors' (Patrons') Satisfaction To The Malaysia's Theme Parks

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ABSTRACT

Theme parks give a big contribution to Malaysia's tourism industry. Therefore, it is crucial to make sure the visitors are satisfied and revisit again. COVID-19 pandemic caused all economy driven sectors to be closed and theme park operations are included. Then, after months of quarantine phases, theme parks operation can be reopened while adhering to strict COVID-19 Standard Operating Procedures (SOP). Thus, it may be a limitation for visitors in enjoying the visit. As a result, this study aims to determine the impacts of SOPs implementation to visitors' satisfaction in Malaysia's theme park during COVID-19 pandemic. This study focuses on three objectives which are; 1) To determine the level of visitor satisfaction at Malaysia's theme park after SOPs been implemented, 2) To determine the significant relationship between the implementation of SOP to the visitors' satisfaction in Malaysia's theme park, and 3) To identify the effect of SOPs implementation to the visitor's satisfaction in Malaysia's theme park. The implementation of Standard Operating Procedures (SOP) in theme parks is the independent variable for this study, whereas the effects on visitors' satisfaction is the dependent variable. This study uses a quantitative research design. A total of 45 visitors of Malaysia's theme parks are the respondents for this study. Non-probability sampling, which is purposive sampling, is the sampling technique of this study. The data was collected by distributing questionnaires online through Google form via social media such as WhatsApp and Instagram. Statistical Package for the Social Sciences (SPSS) was used to test the reliability of the data collected. The study obtained results that there is a significant relationship between implementation of COVID-19 SOPs in theme parks and visitors' satisfaction. For theme park operators and researchers alike, this study will definitely provide further insight into visitor satisfaction while visiting Malaysia's theme parks under the new norms.

Keywords: COVID-19, SOPs, theme parks, visitors' satisfaction

Impacts Of COVID-19 On Educational Tourism And International Students In Malaysia

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ABSTRACT

As the world becomes more interconnected, so do the risks that we face. The pandemic has affected everyone regardless of their level of education or income. Since the COVID-19 pandemic reduced tourist visits and income for educational groups, it is critical to figure out the influences that affected educational tourism community during the pandemic for the management of COVID-19 post-pandemic educational tourism development. Adapting to living and learning in a new environment is one of the most difficult aspects of moving to a new nation. Individual adaptations may differ depending on origin, race, ethnicity, and English language competency, among other factors. Some of the difficulties arise during this time. This study aims to determine the; i. Impacts of COVID-19 on educational tourism, ii. Impacts of COVID-19 on international students in Malaysia. The experiences of 12 international graduate students from various nations and academic backgrounds were investigated in this study through a purposive sampling method which requires students who have had a journey from their origin country to Malaysia specifically for education purpose. They were approached and asked to answer an online survey that consists of a set of questionnaires through Google Form. A thematic analysis was done to extract the answers. The study resulted in impacts on international students' preconceived expectations of academic and socio-cultural experiences, as well as their changes in general quality of life, was proved through analysis of the data. This research also revealed that those international students are resilient and motivated to succeed despite the obstacles they face. Future researchers are recommended to study Malaysia's tourism perceptions as factors that lead international students to choose Malaysia as their educational tourism destination. However, because of the COVID-19, 2020 was unlike any previous year for overseas students. COVID-19 was a global pandemic that affected everyone's lives.

Keywords: adapting, adjusting, coping, COVID-19, education & tourism Malaysia, educational tourism, endemic, impacts, international students

The Impacts Of COVID-19 On Cruise Tourism In Malaysia

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ABSTRACT

Cruise tourism is one of the sectors that have been contributing to the tourism industry on a large scale. A lot of people think that the sector targets the upper-class groups of the society, but the truth is it receives a lot of demands from the people in the working-class too since the services are getting more affordable nowadays. The spread of COVID-19 has been worrying people from different walks of life because it does not only affect people's health but also the functions of every business sector including the ones that belong under the tourism industry. Unfortunately, the cruise tourism sector has also been proven to experience the negative impacts brought by the pandemic. This study focuses on three objectives which are; 1) To determine the impacts of COVID-19 on cruise tourism, 2) To understand the readiness of the cruise management pertaining to health and safety, and 3) To determine the adjustments made by the cruise management to adapt to COVID-19 endemic. This study uses a qualitative research design. A total of five employees of Genting Cruise Lines were chosen as the respondents. Non-probability sampling, namely snowball sampling, is the sampling technique of this study. The data was collected by distributing an open-ended survey using Google Forms. The data obtained were manually analyzed and broken down into codes and themes by the researcher. The research found out that the cruise management of Genting Cruise Lines had no preparations in handling a crisis before the pandemic happened, but they have learned their weaknesses during the tough times and managed to construct new applicable strategies for the future. This study has certain limitations that can be looked upon by the researchers who plan to conduct a similar study. All in all, the research questions of the study were answered while the research objectives have been achieved.

Keywords: COVID-19, cruise tourism, health and safety, impacts, Malaysia

