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# Insights



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## RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah

## FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha  
FBM Insights Advisor

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# DARK TOURISM IN MALAYSIA: A GROWING SECTOR?

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Tourism is a vital engine for socioeconomic development, contributing significantly to the host country's value-added and employment. The expansion of the tourism industry will have a favorable impact on closely associated service industries, such as entertainment, food and beverage accommodation, transportation, shopping, and small and medium-sized companies (SMEs). The labor-intensive nature of the tourism industry will produce job opportunities and cash for the local communities. The expansion of the tourism industry in Malaysia would not only provide numerous economic advantages – through its direct, indirect, and induced effects – in the form of money, production, and job possibilities, but it would also enhance the country's long-standing cultural variety (Mohd Rosli, 2014).

The innovation of tourism products and services is crucial for increasing the amount of spending by both domestic and international visitors, the duration of stay in the host country, as well as the number of tourists in Malaysia. Therefore, under the Shared Prosperity Vision (SPV) 2030, the tourism sector is listed under the Key Economic Growth Area (KEGA) under the themes of ASEAN Hub, Coastal and Maritime Economies, and Malaysia Truly Asia, respectively (Ministry of Economic Affairs, 2019). Almost all states in Malaysia are tasked with pushing the tourism development agenda further in the next decade, namely: Perlis (Ecotourism); Penang (Health and heritage tourism); Perak (Ecotourism and heritage tourism); Kuala Lumpur (ASIA gateway); Malacca (Ecotourism and heritage tourism); Negeri Sembilan (Ecotourism and heritage tourism); Kedah (Ecotourism and heritage tourism); Johor (Ecotourism and heritage tourism); Pahang (Ecotourism); Sarawak (Ecotourism); Sabah (Ecotourism); Kelantan (Heritage tourism, ecotourism, and agrotourism); and Terengganu (Island and coastal tourism). Furthermore, new specialty products have been created and marketed. Culture-based tourism, community-based tourism, ecotourism, agrotourism, natural attractions (wildlife sanctuaries, national parks, highlands, and islands), heritage tourism, and dark tourism are examples of emerging niche products that continue to draw large tourism demand (Mohd Zahari et al., 2016; Mohd Rosli, 2014; Hanafiah & Hemdi, 2014).

Dark tourism, also known as thanatourism, is traveling to locations linked with death, sorrow, and suffering, such as war monuments, disaster zones, and concentration camps (Rojek, 2003). In recent years, there has been a rising interest in dark tourism as a sort of cultural and historical tourism, and a number of nations are establishing these types of places as destination brands (Stone, 2006). Malaysia is not an exception, and the country's development of dark tourism as a destination brand has the potential to contribute to the preservation of significant cultural and historical landmarks and provide tourists with a meaningful and informative experience. The Malaysian government has promoted Malaysia's dark tourism as one of the country's possible sources of revenue (Dorcheh & Mohamed, 2013). The preservation of these places in Malaysia could attract international as well as domestic tourists to come to Malaysia (Economic Planning Unit, 2006; Bhuiyan et al., 2013).

Some of the potential dark tourism products in Malaysia are Jerejak Island in Penang, the Penang War Museum, Pulau Bidong in Terengganu, The Second World War Sandakan – Ranau Death March, Mahsuri in Langkawi, Taiping Prison, Pudu Jail at the city center of Kuala Lumpur, and the magnificent Kellie's Castle in Perak (Mohd Zahari et al., 2016; Masanti, 2016; Tan & Lim, 2018). These dark tourism attractions can draw a substantial number of people, both international and domestic, and therefore can increase tourism revenue. In addition, the reasons that contribute to the acceptability of dark tourism in Malaysia, such as its historical and cultural value, educational

possibilities, and economic impact on local communities by creating employment and increasing tourism earnings.

Several studies have indicated an upward trend in the number of tourists interested in dark tourism destinations in the country. For instance, Ahmat et al. (2021) reported that Mahsuri in Langkawi, a famous location for dark tourism in Malaysia, has experienced an increase in both domestic and international tourists. Jamin et al. (2020) stated that international and domestic tourists are constantly looking for new trends and fascinating ways to travel, and dark tourism is one of several instances of tourist goods that can achieve these goals. Additionally, a survey conducted by Tourism Malaysia in 2019 found that heritage and cultural tourism, which may include dark tourism sites, were the top 3 most popular activities of tourism among international tourists visiting Malaysia after shopping and sightseeing in the cities (MOTAC, 2019).

In conclusion, dark tourism in Malaysia could be one of the key sub-tourism industries, with the potential to attract large numbers of tourists. However, its influence on Malaysia's tourism sector remains undetermined and raises ethical considerations regarding the economic exploitation of tragedy and suffering (Mohd Zahari et al., 2016). Nevertheless, the context of the site could provide a lesson for the tourists to remember and reflect upon. To completely comprehend the impact of dark tourism in Malaysia, further study is required, which may offer policymakers and tourism stakeholders with significant information.

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