




Diversity to Sells: The Success and Sustainable Destination as Unity Malaysian

No Syuhada Zulkefli^{1,*}, Nur Aliah Mansor², Muhammad Nasyat Muhammad Nasir³, and Zaimatul Awang⁴

¹ Faculty of Hospitality, Tourism and Wellness; syuhada.z@umk.edu.my;  ORCID ID (<https://orcid.org/0000-0002-2865-3017>)

² Faculty of Hospitality, Tourism and Wellness; aliah.m@umk.edu.my;  ORCID ID (<https://orcid.org/0000-0001-7485-594X>)

³ Faculty of Hospitality, Tourism and Wellness; nasyat.mn@umk.edu.my;  ORCID ID (<https://orcid.org/0000-0003-0151-0726>)

⁴ Faculty of Hospitality, Tourism and Wellness; zaimatul@umk.edu.my;  ORCID ID (<https://orcid.org/0000-0003-1384-0968>)

* Correspondence: syuhada.z@umk.edu.my; +6010-3730486.

Abstract: Malaysia is a unique blend of cultures brought together by the many ethnic groups that make up the nation. Its stationery collection features beloved symbols of Malaysian cultural identity, ranging from popular street food to the country's diverse wildlife. Besides, Malaysia's multicultural society enables it to have many celebrations to showcase the uniqueness of the different customs and traditions. Related to this situation, this innovation application is selling and built to help and meet the needs of tourists in searching and getting information about all detail that have in Malaysia. This innovation also aims to support the campaign "Malaysia, Truly Asia" which sells multiculturalism and resources in Malaysia. This development has allowed many platforms to be created to make it easier for all tourists from local and international to access the services provided. Thus, using mobile technology, the innovative Unity as Malaysian.com website and app has been developed as the best tool to the services provided to offer the services to customers, as a result of which many increased country and tourism company's revenues. Since there is a lack of a platform that provides one-stop centre information, and travellers need to browse many websites for assembling the necessary information, thus Unity as a Malaysian website and apps exists to share and disseminate all information to the travellers. It is beneficial for a country like Malaysia to have marvelous cultural tourism resources that are readily available to be explored by tourists.

Keywords: Unity, Culture, Malaysian, tourists, website/apps



Copyright: © 2022 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. INTRODUCTION

Today Malaysia is inhabited by over 27 million people and is made up of ethnic groups of Malays, Chinese, Indians, indigenous, and other minority races who live together in relative peace and harmony. Besides, Malaysia has a lot of destinations to travel to in every state of Malaysia to experience the culture, heritage, local community, and environment. Thus, Malaysia is very fortunate as it is blessed with a diverse range of cultures, religions, and languages. This uniqueness, richness, and diversity have become the cornerstone for the success of the country in managing ethnic relations, by placing importance on tolerance, positive virtues, and cooperation. Therefore, one innovation was created to

compile everything in Malaysia using technology applications. One concept, which is Unity as Malaysian was introduced and is imbued with the message to enhance the spirit of harmonious unity in daily living. According to the former prime minister, Tan Sri Najib Tun Razak emphasizes that:

“What has made Malaysia unique is the diversity of our citizens. The objective of 1Malaysia is to preserve and enhance the unity in this diversity that has until now been our strength and will continue to remain our best asset for the future society, including the minority communities”

(Najib Tun Razak, 2009 extracted from www.1Malaysia.com.my)

Domestic tourism is indicated as local travel inside its own country with the purpose of visiting blood relations and friends or for the purpose of traveling for relaxation (Ndlovu, Nyakunu, & Heath, 2010). The fact that Malaysia is a country that has high potential in advertising local attractions such as local foods and events could attract more budget travellers. Domestic tourism was able to sustain economic growth in the country by supporting local attractions when able to attract international or budget travellers to travel in Malaysia.

The rise of mobile technologies drove both manufacturers and solution developers to create new and talented apps employing mobile technologies, allowing them to compete with current corporations. Furthermore, using mobile technology and mobile devices in the tourism industry has proven to be useful (Kim and Kim, 2017). In addition, the goal of constructing this Unity as Malaysian.com website is to make it easier for all tourists from international and local to get information about Malaysian culture, resources, location, competition, and others. Therefore, Cultural heritage tourism is one of the tourism branches that has long contributed to the appeal of the tourist destination and functions as a significant marketing tool to attract tourists with special interests in heritage and arts. Cultural heritage tourism has grown as a viable form of alternative tourism among both foreign and domestic tourists in Malaysia. Malaysia's ethnic diversity has resulted in a variety of indigenous knowledge disciplines, including architecture, handicrafts, traditional costume, music, and dance, all of which show a colorful background and a mingled culture. (Ismail, Masron, & Ahmad, 2014). Realizing the important of this market segmentation thus, this paper intends to sell Malaysian multiculturalism, cultural diversity, and natural resources.

2. METHOD & MATERIAL

The variables of interest in this study were secondary data that were collected in each state of Malaysia. Each state has its own travel destinations and themes of tourism development to acknowledge and expose to the public or tourists, either local tourists or international tourists. The process of developing this project innovation to develop the application or website is divided into 5 main phases as follows:

a) Phase 1: Discovery (Information search and data gathering)

For phase 1, the researcher is required to gather information about the project. Both methods primary and secondary data have been used for collecting information. Among the method used for primary data is observation the researcher needs to find the specific content. This phase also looked at issues and problems faced by tourists or travellers to travel.

b) Phase 2: Planning and Design (Selection Theme and Content)

This phase was conducted to ensure the product going through all the processes involved. This step involved on product development involves idea generation and screening of the product among the innovators to seek the relevance and the need of the product to be introduced to the market. The themes of this project were created and there were six themes.

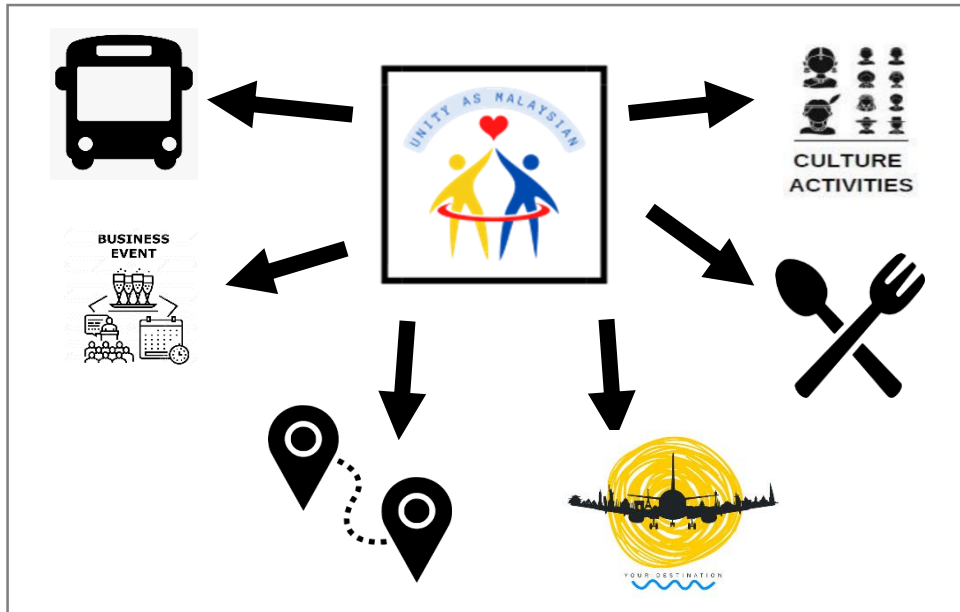


Figure 1. Six themes in Unity as Malaysian website and Apps.

c) Phase 3: Production (Product Development)

The main website and application were created to support the data collection for each state.

d) Phase 4: Evaluation and Improvement (Testing and Feedback)

As for this project, an online survey has been used using a platform called Google Form. This method is used to figure out the perceptions regarding the Unity Malaysian website and app. Google Form is a free online tool that allows you to collect information easily and efficiently. The forms are integrated with Google spreadsheets therefore we can access a spreadsheet view of the collected data. Google forms stores the feedback received so we can analyze it in detail.

e) Phase 5: Launch and Project Completion

All aspects have been considered and changed to meet the objectives of the study to be achieved. each product has been improved according to the feedback and desires of the users.



Figure 2. Unity as Malaysian website.

3. FINDINGS

The result found that most respondents agreed that this website and app were created. Based on the open-ended questions distributed to the respondents, 83% of the respondents claimed that Unity as a Malaysian website and app is very useful (refer to Figure 3) in the traveling and planning process. Another 58% of the respondents are satisfied with the Apps and the user-friendly interface of the Apps. This is shown in Figure 4 below.

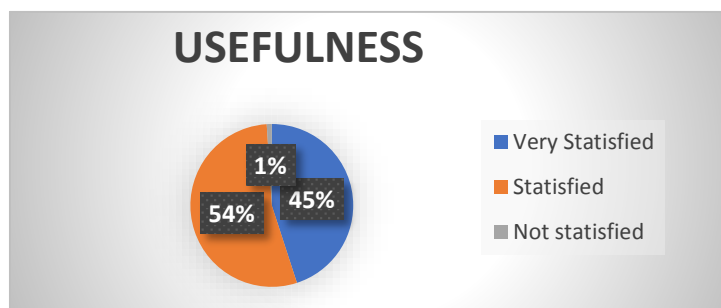


Figure 3. Usefulness of Unity as a Malaysian website and app.

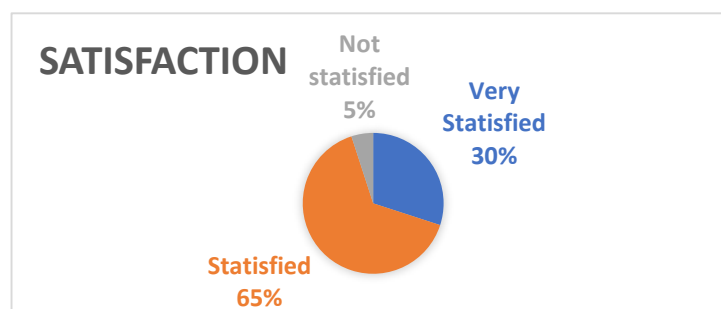


Figure 4. Satisfaction of Unity as a Malaysian website and app.

Travel is among the fastest growing industries today, growing faster than the global economy. Within it, the online travel app market is rapidly reaching the incredible size of one Trillion USD, chipping away at the offline and travel agent market shares along the way. The high smartphone

penetration rate introduced a new era in online travel, in which apps are gradually taking the lead in online booking. For online travel services, this new era introduces a number of opportunities and quite a few serious challenges. The advantage of Unity as a Malaysian website and app is that tourists can explore more places at a lower cost. The application provides all the information about the famous attractions and restaurants in each state of Malaysia. With just one click on the app, visitors can enjoy more attractions and restaurants. In addition, the app introduces the culture and events of each state, which can save a lot of time for them without searching the information on Google.

4. DISCUSSION

On our website, we divided it into 7 buttons, are Home, General Cultures in Malaysia, Culture for every Zone State in Malaysia, Services, Competition, Application and Contact Us. When visitors, click the button home, they will find out about us and why we want to build the website. That's where we make them interested by letting them view the homepage and services provided there. Second, for the general cultures button, we serve information about Malay, Chinese, and Indian cultures in Malaysia. Furthermore, we divided into 4 zones for every culture in Malaysia which is North Zones, South Zones, Eastern, and Borneo Zones. For services, we divided the section into 4, which are culture classes, cultures, shops that sell authentic cultural items, and cultural employees. The application button is for the locals who are interested to join us for every cultural activity. Not to forget about the Contact Us button where visitors can ask anything if they have any inquiries or questions. For every culture in states of Malaysia, visitors get to know more about the races or tribes that existed, traditional food, language that they spoke, traditional dance, traditional clothes, traditional games, celebrations, cultural places for tourist to go in that state and famous shops for traditional items in Malaysia states.

Unity as a Malaysian.com website was created with a lot of importance in mind, especially for tourists. This is stated because it greatly simplifies and saves time for all users when using our website. Users do not need to open google or any websites; instead, they can use Unity as a Malaysian website to view all travel activities/ food/ culture/ resources/ place/ competition/ location in Malaysia. The following point to note is that our website is solely dedicated to everything in Malaysia. This is due to the fact that we discovered that tourists/users are unable to identify any travel location/place that exists in Malaysia. As a result, our innovations in the tourism industry will aid in the resolution of consumer issues. In addition, we provide jobs opportunities for the locals who have more experience with the local traditional culture. Their knowledge is not wasted but they can share and teach the visitors about the specialty of culture and also, they can gain profits from it. Lastly, the traditional culture would not fade because everyone can learn from the classes provided in the website. There are many variations of classes such as, traditional dance classes, traditional games, learn traditional languages and many more that would lead to visitors wanting to know more about Malaysian culture.

5. CONCLUSION

It is beneficial for a country like Malaysia to have marvellous cultural tourism resources that are readily available to be explored by tourists. Travel is among the fastest growing industries today, growing faster than the global economy. Within it, the online travel app market is rapidly reaching the incredible size of one Trillion USD, chipping away at the offline and travel agent market shares along the way. High smartphone penetration rate introduced a new era in online travel, in which apps are gradually taking the lead in online booking. The most significant increase in online travel belongs to the Online Travel Agent (OTA) category. In this Unity Malaysian website and app, we have provided travel agents with more travel facilities information for tourists. OTA is leading the way in mobile apps, with almost half of all OTA bookings done via mobile devices today. Travel apps, however, are not

only used for making reservations. 80% of travellers search for trips using their apps, even when the actual booking is made elsewhere. In addition, mobile apps provide a variety of other services – check-in, price drop alerts, boarding passes, booking vouchers, reservation updates, and many more.

Acknowledgments: Special thanks to all members who have supported and contributed throughout the journey of this project. Much appreciation also goes to the Faculty of Hospitality, Tourism & Wellness (FHPK), Universiti Malaysia Kelantan.

References

- Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural Heritage Tourism in Malaysia: Issues and Challenges. *SHS Web of Conferences*, 12, 01059. <https://doi.org/10.1051/shsconf/20141201059>
- Jamaludin, M., Aziz, A., & Mariapan, M. (2018). Millennial travelers decision making influenced through user-generated contents and psychological attributes on destination loyalty to a tropical island. *Journal of Tourism, Hospitality and Environment Management*, 3(8), 44–55. <http://www.myjournal.my/public/article-view.php?id=127303>
- Kim, D., & Kim, S. (2017). The Role of Mobile Technology in Tourism: Patents, Articles, News, and Mobile Tour App Reviews. *Sustainability Journal*, 9(11), 2082.
- Ndlovu, J., Nyakunu, E., & Heath, E. T. (2010). Strategies for developing domestic tourism: A Survey of key stakeholders in Namibia. *International Journal of Management Cases*, 82- 91.
- Pinto, I., & Castro, C. (2019). Online travel agencies: factors influencing tourist purchase decision. *Tourism & Management Studies*, 15(2), 7–20. <https://doi.org/10.18089/tms.2019.150201>
- Travel agents of the future. (2021, October 19). Retrieved from www.thesundaily.my. <https://www.thesundaily.my/opinion/travel-agents-of-the-future-DI847937>