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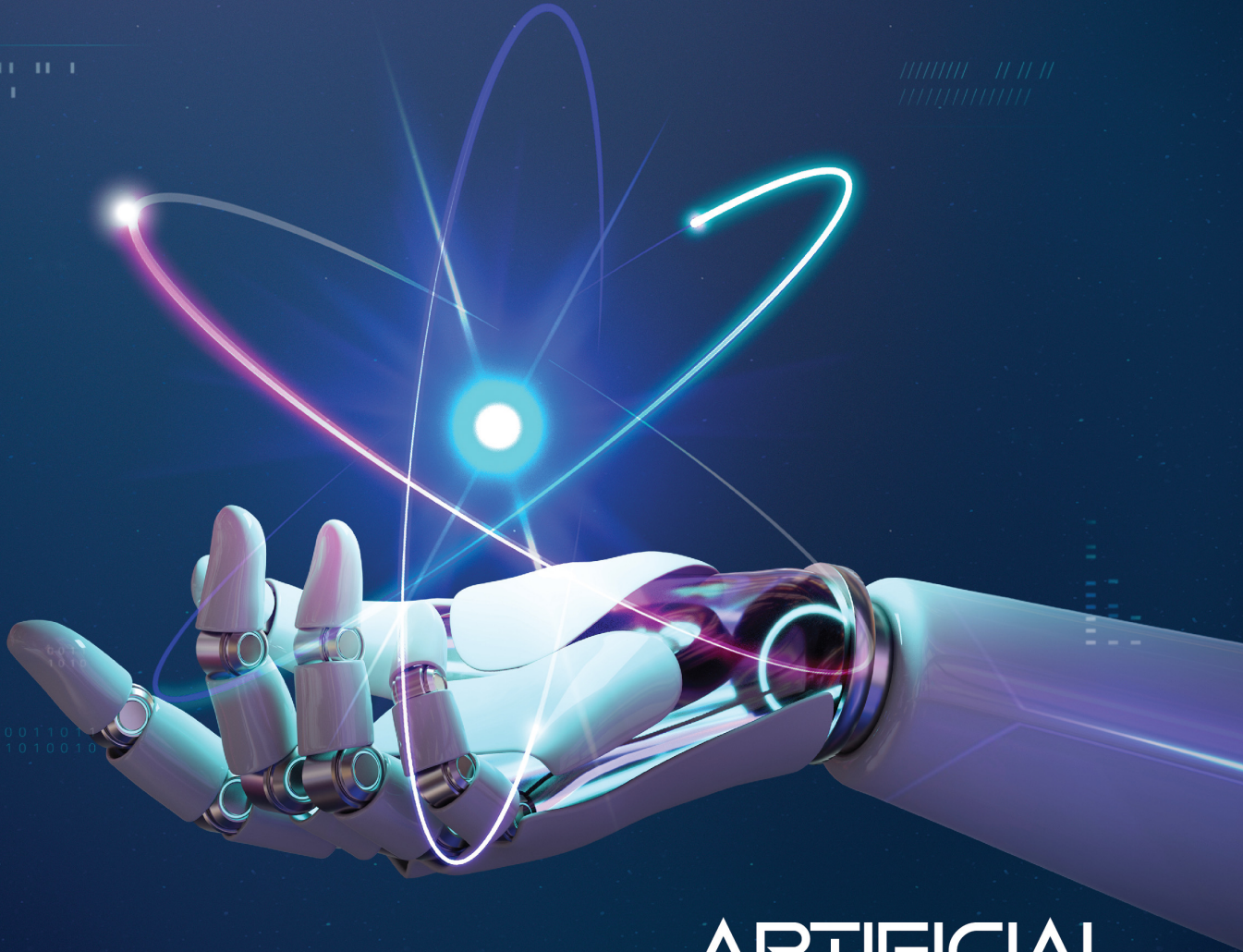
ARTIFICIAL INTELLIGENCE (AI):
Embracing the Future

RISE

UNIVERSITI TEKNOLOGI MARA

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ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI *(Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi))* serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals.The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025

Embracing Hospitality Innovation

in the

Faculty of Hotel and Tourism Management Universiti Teknologi MARA Pulau Pinang

INTRODUCTION

The hospitality industry in Malaysia is a significant contributor to the country's economy, with an increasing number of tourists visiting the country each year. However, the industry is facing many challenges in the current era of rapid technological advancement and changing consumer behavior. As a result, innovation has become a crucial factor for the survival and growth of hotels and resorts in Malaysia.

Innovation in the hospitality industry is not just about developing new products or services but also about improving operational efficiency, enhancing guests' experience, and adapting to changing market trends. The hospitality industry in Malaysia has been keeping pace with the latest innovations, and many hotels and resorts are embracing new technologies to meet the demands of modern travellers.

This analytical write-up will focus on the current issues in innovation in the hospitality industry in Malaysia. The article will discuss the trends and challenges facing hotels and resorts in the country and explore how they are adapting to stay competitive in the market.

In particular, the article will discuss the following trends:

1. Digital transformation
including the implementation of online booking systems, mobile apps, and digital payments.

2. Sustainability
including efforts to reduce waste, use renewable energy, and promote eco-tourism.

By analyzing these trends, the article sought to provide insights into the current state of innovation in the hospitality industry in Malaysia and its implications for the future in the **Faculty of Hotel and Tourism Management, Pulau Pinang.**

Better data management: Digital technology can help hotels and resorts collect and analyze guest data, allowing them to personalize their services and improve their marketing efforts.

Increased revenue: By improving operational efficiency and enhancing the guest experience, digital transformation can lead to increased revenue for hotels and resorts.

Digital transformation is essential for hotels and resorts to stay competitive in the modern era, where technology plays an increasingly important role in all aspects of life. The hospitality industry in Malaysia is undergoing a digital transformation, driven by the increasing use of technology in all aspects of life. Hotels and resorts are adopting digital technologies to streamline their operations and enhance guests' experience.

One of the key areas of digital transformation in the hospitality industry in Malaysia is online booking systems. Many hotels and resorts in Malaysia have implemented online booking systems that allow guests to book their stay directly on the hotel's website or through third-party booking platforms. This has made the booking process much easier and more convenient for guests. It also allowed hotels and resorts to streamline their reservation process, reducing the need for manual labour.

Another area of digital transformation in the hospitality industry in Malaysia is the use of mobile apps. Many hotels and resorts have developed mobile apps that allow guests to access hotel information, make reservations, and even order room service or other amenities from their mobile device. This has enhanced guests' experience by providing a more convenient and personalized way for guests to interact with the hotel.

1. DIGITAL TRANSFORMATION

Digital transformation is a process of integrating digital technology into all aspects of a business, resulting in significant changes to its operations and value delivery to customers (Westerman, Bonnet, & McAfee, 2014). In the hospitality industry, digital transformation involves the adoption of digital technologies, such as online booking systems, mobile apps, and digital payments, to streamline operations and improve the guest experience (Sigala, Christou, & Gretzel, 2012). According to Sigala, Christou, and Gretzel (2012), the adoption of digital technologies can enhance the guest experience by offering more personalized services, providing faster and more efficient operations, and enabling real-time communication between guests and staff. Furthermore, Westerman et al (2014) suggest that digital transformation can provide businesses with a competitive advantage by allowing them to create new business models, improve efficiency, and increase agility in responding to changing market demands.

Digital transformation can bring many benefits to the hospitality industry, including:

Increased efficiency: Digital technology can automate many tasks, reducing the need for manual labour and increasing operational efficiency.

Improved guest experience: Online booking systems, mobile apps, and digital payments can enhance guests' experience by making it easier and more convenient for them to book and pay for their stay.

Digital payments are also becoming increasingly popular in the hospitality industry in Malaysia. Many hotels and resorts have implemented digital payment systems that allow guests to pay for their stay using credit cards or mobile payment apps. This has reduced the need for guests to carry cash or visit the front desk to settle their bills, further enhancing guests' experience.

Finally, data analytics and artificial intelligence (AI) are also playing an important role in the digital transformation of the hospitality industry in Malaysia. Hotels and resorts are using data analytics and AI to analyse guests' data and personalize their services. For example, hotels can use guests' data to recommend personalized experiences or promotions based on their preferences.

The digital transformation trend in the hospitality industry in Malaysia is helping hotels and resorts to stay competitive by improving operational efficiency and enhancing guests' experience. It is likely that this trend will continue to evolve and become even more important in the coming years.

Implementing Digital Learning Platforms:
To enhance the learning experience, hospitality colleges can adopt digital learning platforms that allow students to access course materials and collaborate with peers and instructors online. This can help increase student and staff engagement and improve learning outcomes (D'Agostino, 2022).

Embracing Virtual and Augmented Reality: With the use of virtual and augmented reality, hospitality colleges can create immersive experiences for students, such as virtual hotel tours or simulated restaurant operations. This can help students develop hands-on skills and gain practical experience in a safe and controlled environment (Zhu et al. 2021b).

Utilizing Big Data Analytics:
Hospitality colleges can utilize big data analytics to gain insights into student performance and engagement. This can help instructors tailor their teaching methods and improve the overall learning experience (Dunlap, 2019).

Artificial Intelligence (AI): Some hotels in Malaysia are also implementing AI-powered chatbots to provide personalized recommendations and assistance to guests. This technology can help hotels improve guests' engagement, reduce response times, and enhance the overall guests' experience.

Overall, digital transformation is becoming increasingly important in the hospitality industry in Malaysia, and these examples demonstrate how hotels and resorts are adopting digital technologies to streamline operations and enhance the guests' experience.

The adoption of digital transformation in the hospitality industry has significantly impacted the way businesses operate and cater to customer needs (Zhu et al. 2021a). Hospitality colleges can also benefit from digital transformation, which can help enhance the learning experience for students and streamline operations. Here are some ways for the adoption of digital transformation:

Adopting Cloud-Based Technology:
Adopting cloud-based technology can help hospitality colleges streamline their operations and reduce costs associated with maintaining physical hardware. This can help increase efficiency and enable colleges to allocate resources more effectively (Miller, T. 2022).

By adopting digital transformation, hospitality colleges such as **Faculty of Hotel and Tourism Management UiTM Pulau Pinang** can provide their staffs and students with experiences that are more engaging and practical. They will also be of working and learning in character, with better streamlined operations and increased efficiency.

2. SUSTAINABILITY

The hospitality industry in Malaysia is increasingly recognizing the importance of sustainability, and digital transformation is emerging as a key approach to promote sustainable practices. Digital transformation has the potential to reduce paper usage, energy consumption, and waste production, thereby enhancing the environmental sustainability of hotels and resorts in Malaysia (Asadi et al., 2020).

One specific sustainability measure that hotels and resorts in Malaysia are implementing is the reduction of paper usage through the adoption of digital communication. Instead of providing printed materials such as brochures and room service menus, hotels and resorts are offering digital versions accessible via mobile apps or websites. This approach not only minimizes paper usage but also offers guests a more personalized and convenient experience (Asadiet al., 2020).

Furthermore, hotels and resorts in Malaysia are adopting energy-efficient technologies to reduce their environmental impact. For instance, smart thermostats, LED lighting, and other energy-saving devices can be installed to decrease energy consumption and costs. By implementing such technologies, hotels and resorts can contribute to a more sustainable future for the industry while enhancing their financial performance (Alam et al., 2020).

Digital transformation has significant potentials to promote sustainability in the hospitality industry in Malaysia. By reducing paper usage and energy consumption, hotels and resorts can enhance their efficiency, reduce environmental impact, and improve guests' experiences.

In addition, hotels and resorts in Malaysia are using digital transformation to reduce waste production by implementing efficient inventory management systems. By tracking inventory levels digitally, hotels and resorts can reduce food waste, packaging waste, and other types of waste. This not only contributes to a more sustainable future for the industry but also helps hotels and resorts reduce costs and increase efficiency.

Moreover, digital transformation is enabling hotels and resorts in Malaysia to implement sustainable practices in their supply chain. In addition, hotels and resorts in Malaysia are using sustainable practices in their supply chain, such as sourcing products from sustainable suppliers and reducing packaging waste. This helps to ensure that the products and services offered are environmentally friendly and socially responsible. Furthermore, many hotels and resorts in Malaysia are implementing sustainable practices in their day-to-day operations, such as reducing paper usage and using digital communication and marketing channels to reach guests. This reduces the environmental impact of their operations but also provides a more convenient and personalized experience for guests.

The sustainability trend in the hospitality industry in Malaysia is driven by a desire to reduce the environmental impact of tourism, increase efficiency, and reduce costs. By embracing sustainability practices, hotels can differentiate themselves from competitors, enhance their reputation, and appeal to environmentally conscious travelers. As the trend towards sustainability continues to grow, it is likely that **Faculty of Hotel and Tourism Management UiTM Pulau Pinang** will adopt sustainable practices in order to contribute to a more sustainable future for the industry.

CONCLUSION

In conclusion, innovation has become a key driver of growth and competitiveness in the hospitality industry in Malaysia. Digital transformation and sustainability are among the most important trends that are shaping the industry in Malaysia. Digital transformation is enabling **Faculty of Hotel and Tourism Management UiTM Pulau Pinang** improve guests' experience, increase efficiency, and reduce costs. Sustainability is becoming increasingly important for consumers and helps organization to reduce adverse impact on the environment, appeal to environmentally conscious travelers, reduce costs, and ensure the long-term viability of the industry. Finally, by embracing these trends and implementing innovative strategies, **Faculty of Hotel and Tourism UiTM Pulau Pinang** can remain competitive and thrive in an increasingly dynamic and challenging marketplace. By using digital technologies to track and manage their suppliers, **Faculty of Hotel and Tourism Management UiTM Pulau Pinang** can ensure that their suppliers are using sustainable practices and adhere to environmental regulations. This will contribute to a more sustainable future for the industry. Adoption of digital transformation and incorporation of sustainable practices into their operations will contribute to a more sustainable future for the industry.

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