



MELAKA BUTTERFLY & REPTILE SANCTUARY



INTERNSHIP REPORT

1/3/2023-15/8/2023

PREPARED BY:
SITI HAZIMAH BINTI M JUNI

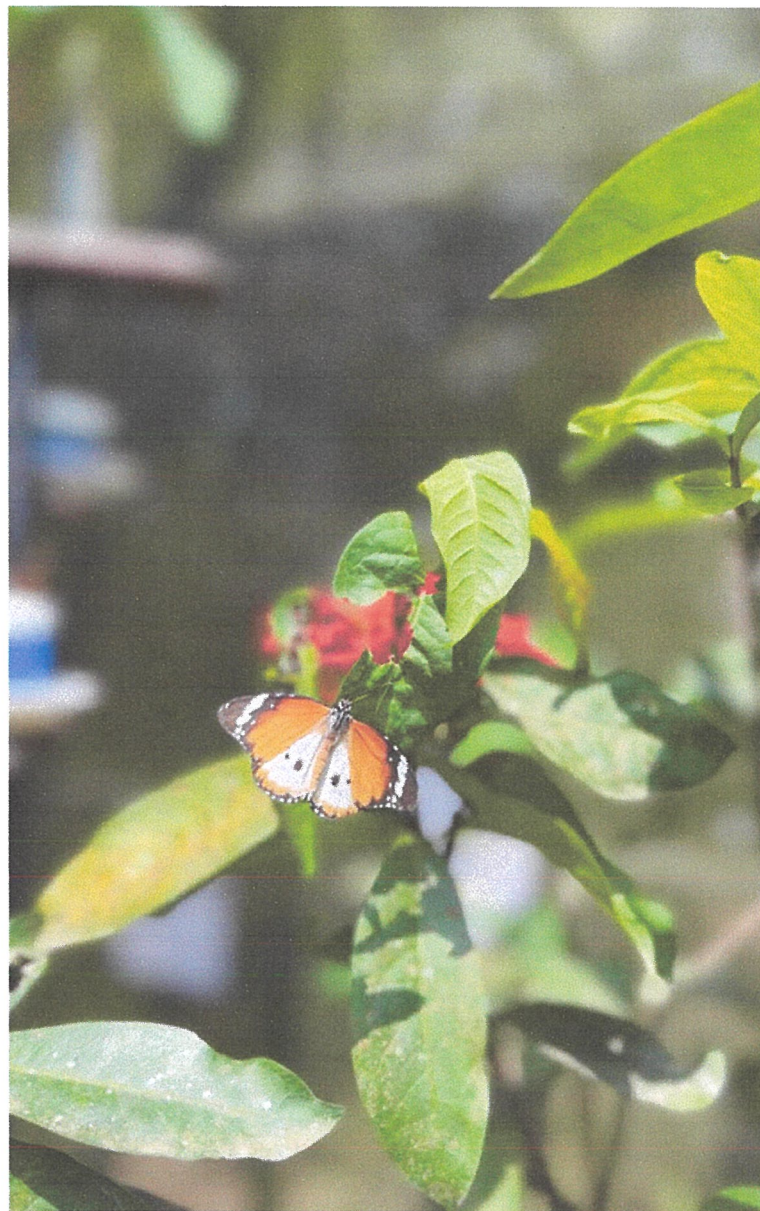
STUDENT ID:
2020844964

EXECUTIVE SUMMARY

A CLOSE BOND DEVELOPED BETWEEN THEM BECAUSE OF KAREN (BENG'S SISTER), WHO STUDIED AT THE AUSTRALIA BUTTERFLY FARM'S BUTTERFLY BREEDING FACILITY, HELPING TO CONSTRUCT MALAYSIA'S BUTTERFLY BREEDING PLAN. THE FOLLOWING YEAR, "MELAKA BUTTERFLY & REPTILE SANCTUARY"—A FULL-SCALE BUTTERFLY BREEDING FACILITY MODELLED AFTER THE BREEDING FACILITY AT AUSTRALIA BUTTERFLY SANCTUARY—WAS CONSTRUCTED. MELAKA BUTTERFLY & REPTILE SANCTUARY TRIED TO ADDRESS THE SITUATION BY MAKING PRICELESS BUTTERFLY CHRYSALIS AVAILABLE FOR ADOPTION FOR THE FIRST TIME IN THIRTY YEARS.

The Sulcata Tortoise, Parrot, Emu, and Koi Fish feeding packs, as well as the Butterfly Pupa, Stick Insect, Dead Leaf Mantis, Tarantula, and Giant Katydid are available for adoption at the Melaka Butterfly & Reptile Sanctuary. Visitors can continue their exploration of the park by stopping at the Adoption Centre, Butterfly Farm 2, Aviary 2, Rabbit Island, Kg Buaya, Cave, Swan Bridge, Emu Ranch, and Butterfly Farm 2.

The business greatly aids me in gaining experiences both inside and outside of Sanctuary. For the skills portion, we can effectively manage time with daily routine departments (cleaned up), share knowledge or teach others, replace time, discipline arriving to work sooner, and handle the lunch hour.



One of the top tourist destinations in Melaka with a lot of visitors is the Melaka Butterfly & Reptile Sanctuary. The Melaka Butterfly & Reptile Sanctuary is another destination for the famous people. Compared to other tourist attractions in Melaka like Taman Buaya and Zoo Melaka, Melaka Butterfly & Reptile Sanctuary boasts a wider range of native and imported creatures. One of the things that draws people in is price stability.

Melaka Butterfly & Reptile Sanctuary encounters issues when there is a lack of staff or primary power. To improve their reputation, Melaka Butterfly & Reptile Sanctuary must seize the opportunity. The major threat to Melaka Butterfly & Reptile Sanctuary is inflation. Due to Covid 19's effects, it is difficult to order food for the animals in the sanctuary and difficult to pay employees' salaries due to fluctuating income and a lack of visitors. Demand and supply for products can also have an impact on economics. The only place with the patent for this form of adoption is Melaka's Butterfly & Reptile Sanctuary.

TABLE OF CONTENT

• Cover Page		
• Executive summary	-----	1
• Table of content	-----	2
• Acknowledgement	-----	3
• Student's Profile	-----	4
• Company's Profile	-----	5-9
• Training's Reflection	-----	10-13
• SWOT Analysis	-----	14
• Discussion & Recommendation	-----	15-18
• Conclusion	-----	19
• Reference	-----	20
• Appendices	-----	21





ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah S.W.T, the Almighty, for it showers of blessings throughout my internship report to complete successfully.

I would like to express my deep and sincere gratitude to my advisor, Miss Noor Haty and supervisor, Puan Juwairiyah for information and industrial training, for giving me the opportunity to do report and providing invaluable guidance throughout the knowledge. The vision, sincerity and motivation have deeply inspired me. I am extremely grateful for what he has offered me.

I am extremely grateful to my mother for her love, prayers, caring and sacrifices for educating and preparing me for my future. Also, I express my thanks to my sisters, brothers, sister in laws and for their support and valuable prayers.

I would like to say thanks to my friends and report colleague for their constant encouragement. I also thank all the staff of Melaka Butterfly & Reptile Sanctuary for their kindness.

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.



**SITI HAZIMAH
BINTI M JUNI**

PROFILE

A committed and driven undergraduate business administration candidate. Since 2020, active taken part in university's events and programs. Resourceful and well-organized, with a background in team building and leadership.

CONTACT

REFERENCES

i) Mohd Isham Bin Abidin
Lecturer,
UiTM Cawangan Melaka
Kampus Bandaraya Melaka.

ii) Khalilah Binti Ibrahim
Lecturer,
UiTM Cawangan Melaka
Kampus Bandaraya Melaka.

EDUCATION

UiTM Bandaraya Melaka

2020 - Present

Bachelor of Business Management (International Business) Hons.

SMK Bandar Kota Tinggi, Johor

2019 - 2020

Sijil Tinggi Pelajaran Malaysia (STPM)

KEY SKILLS AND CHARACTERISTICS

- Excellent teamwork skill
- Able to adapt to changes
- Good communication skill
- Basic computer proficiency

POSITION HELD

Treasurer

Kelab Warisan Budaya (KWB)

2021 - Present

- Performed the budgeting

Deputy Project Leader

Kelab Warisan Budaya (KWB)

2020 - 2021

- Supervising the club's meetings when the president is unavailable
- Assisting the President with event planning for the entire semester

Publicity Bureau

Class Project

2022 - Present

- Promoting copywriting of activities and events on social media

President of Traditional Club

Secondary School

2015 - 2017

- Lead dancers to make shows and organize some activities

ACHIEVEMENTS IN UNIVERSITY'S PROGRAMMES

2nd Place for Both Dancing Category

2021

- MAYA (Malam Aspirasi Budaya)
- IBUC Rising Star

WORK EXPERIENCE

Cashier

Rinting Frozen Foods (Kipmall) Kota Tinggi, Johor.

2018 - 2019

- Performing cash handling, counting, store inventory, sales record, and customer service



Student's Profile



MELAKA BUTTERFLY & REPTILE SANCTUARY

BACKGROUND

Location: Lebuh Ayer Keroh, 75450 Melaka, Malaysia.

The company was known as "Melaka Butterfly Park & Museum" in 1st February 1991 (butterflyreptile, 2021). When Mr. Paul Wright (Australia founder) paid a very special visit to the Sanctuary in 1995, everything was about to change and the name became Melaka Butterfly & Reptile Sanctuary (MBRS). The Australian Butterfly Sanctuary in Queensland, Australia, was established by Mr. Paul Wright. The 'MBRS' founder (Mr. Beng) was immediately motivated by Mr. Paul Wright's charitable nature and enthusiasm for butterfly rearing. A close bond developed between them because of Karen (Mr. Beng's sister), who studied at the Australia Butterfly Farm's butterfly breeding facility, helping to construct Malaysia's butterfly breeding plan. Mr. Paul Wright himself provided her with extensive training on the subject. The following year, "Melaka Butterfly & Reptile Sanctuary"—a full-scale butterfly breeding facility modelled after the breeding facility at Australia Butterfly Sanctuary—was constructed.

Since March 18th, 2020, Malaysia's government has issued a severe Movement Control Order (MCO) in response to Pandemic COVID 19. Numerous members of their laboratory staff were locked up at home, which led to the abandonment of countless larvae and plants. The Sanctuary's sole revenue source was likewise impacted. The Sanctuary's worst day in its thirty-year history occurred on that occasion. Melaka Butterfly & Reptile Sanctuary tried to address the situation by making priceless butterfly chrysalis available for adoption for the first time in thirty years. It instantly contributes to saving butterflies for the future.

Now, 32 years of the sanctuary's succeed, the animals, adoption, education center, information, and fresh stock for souvenirs are all added to the Melaka Butterfly & Reptile Sanctuary on an annual basis. The effective marketing plan has increased the number of views, likes, and follows on social media. Professionalism, competence, ethics, and evaluation had been their main concerns.

Vision

Premier conservation, breeding, research, and education center for butterflies. Society with awareness and passion on wildlife.

Mission

Educate, inspire, and transform like minds towards the conservation of butterflies; Professionalism, skills, knowledge, and innovation in butterfly-breeding and keeping; Butterfly-farming through identification and advance cultivation of host plants.

MOTTO

Continuous Discovery

OPENING HOURS
9:00AM - 5:30PM (MON - SUN)
[LAST ENTRANCE 4.30PM]

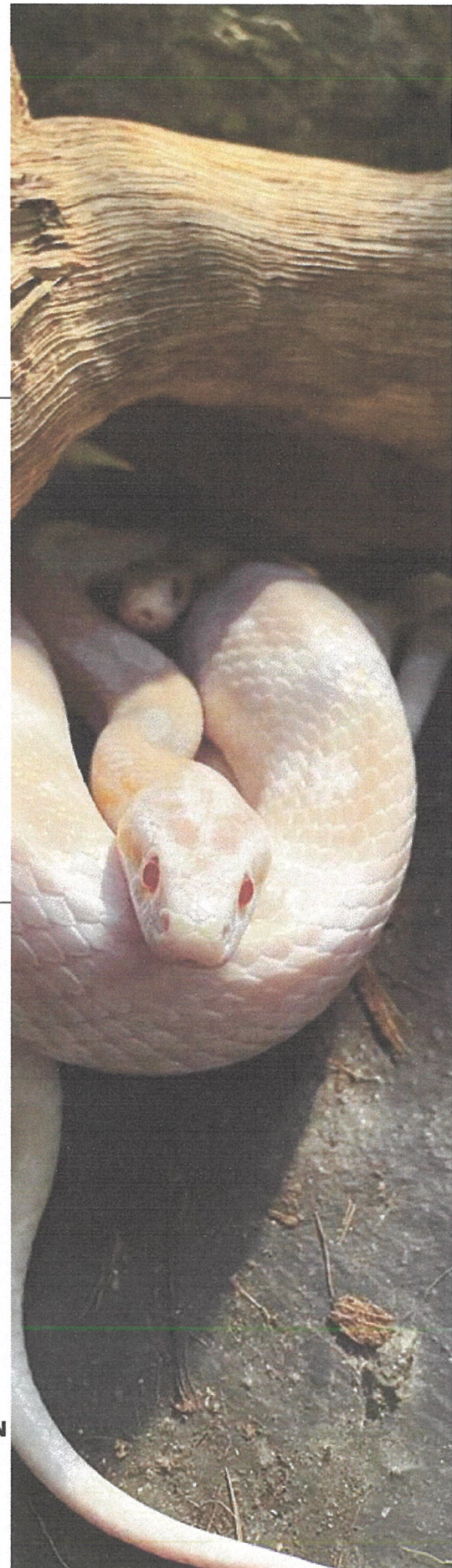
***CHILDREN UNDER 3 YEARS OF AGE ARE GRANTED FREE ADMISSION**

***ADULT RM27**

***CHILDREN RM22**

***FEEDING PACK RM8**

GROUP GUIDED TOUR PROVIDED.

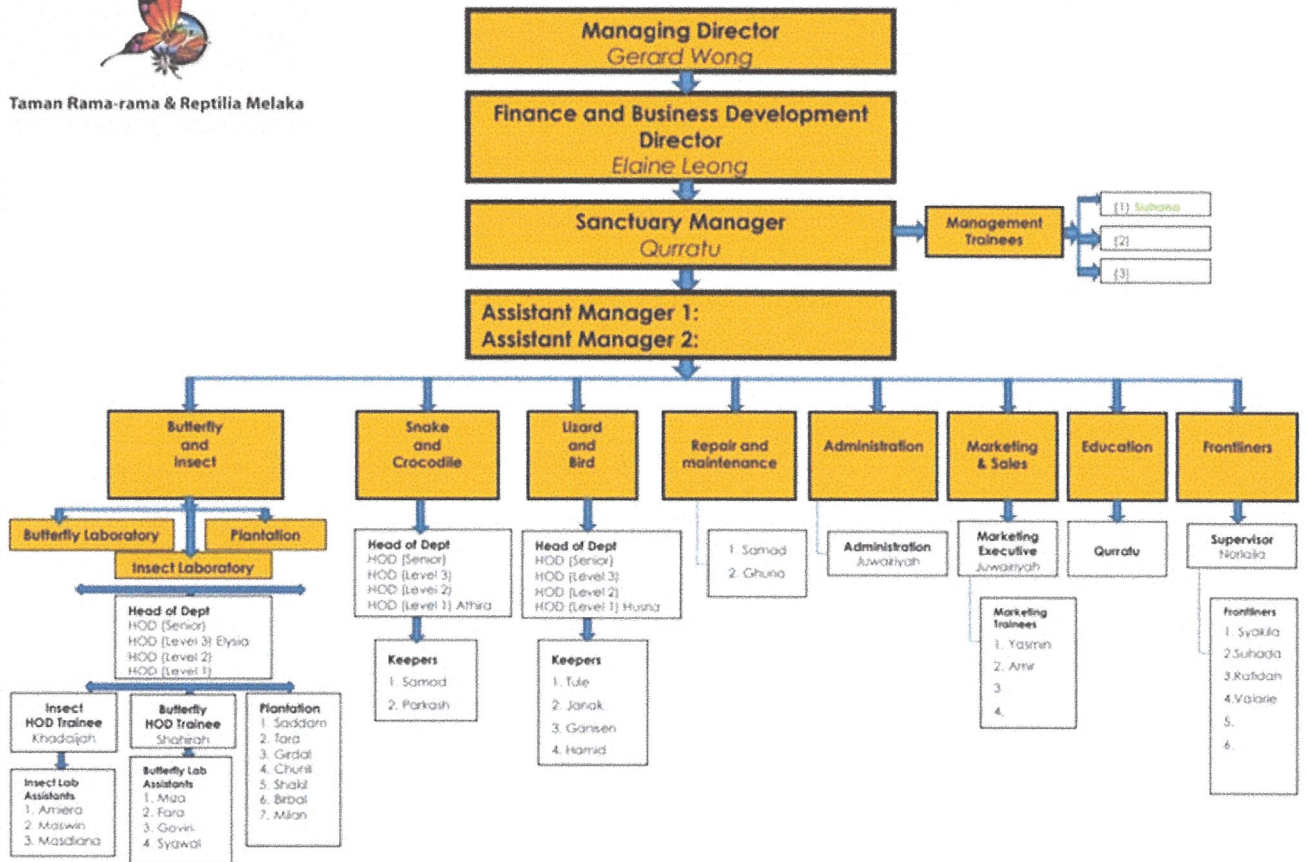


ORGANIZATIONAL STRUCTURE



Taman Rama-rama & Reptilia Melaka

Melaka Butterfly & Reptile Sanctuary (MBRS) Organisational Chart (updated May 2023)



PRODUCTS



FEEDING PACK

Visitors who purchase feeding pack (RM8), they can feed Sulcata, Parrot, Emu, and Koi Fish, Rabbit and Rainbow Lorikeet. Butterfly Pupa, Stick Insect, Dead Leaf Mantis, Moss Art, Tarantula, and Giant Katydid are available for adoption at the Melaka Butterfly & Reptile Sanctuary.



KAMPUNG COKLAT

Visitors can get the best and most popular chocolate at Kampung Coklat, which sources its goods directly from the Danson factory (local product, Selangor). Visitors can receive a 20% discount off the regular fee, and they can claim the free chocolate at Kampung Coklat.



CAFE

At Melaka Butterfly & Reptile Sanctuary's café (Orchid Cafe), visitors can choose the menu such as chicken grilled with fries, ice cream scoop, smoothies, coffee, and coconut shakes.



SOUVENIR

Visitors can bring home the gifts at souvenir such as toys, DIY beads, keychain, bags, pillow, fridge magnet, hats, and t-shirts. They also can purchase the adoption things and staff will wrap it for them. Visitors can choose the type of butterflies' pupae (Plain Tiger, Great Eggfly, Clipper).



SERVICES



EXHIBITION

Visitors can bring home the gifts at souvenir such as toys, DIY beads, keychain, bags, pillow, fridge magnet, hats, and t-shirts. They also can purchase the adoption things and staff will wrap it for them. Visitors can choose the type of butterflies pupae (Plain Tiger, Great Eggfly, Clipper).



SCHOOL PACKAGE
& TOUR GUIDE

Visitors can bring home the gifts at souvenir such as toys, DIY beads, keychain, bags, pillow, fridge magnet, hats, and t-shirts. They also can purchase the adoption things and staff will wrap it for them. Visitors can choose the type of butterflies' pupae (Plain Tiger, Great Eggfly, Clipper).



TALKSHOW

Visitors can bring home the gifts at souvenir such as toys, DIY beads, keychain, bags, pillow, fridge magnet, hats, and t-shirts. They also can purchase the adoption things and staff will wrap it for them. Visitors can choose the type of butterflies' pupae (Plain Tiger, Great Eggfly, Clipper).



DEPARTMENT:

Marketing Admin (Travel Agency/ Visitors Feedback/ Posting Media Social/ Exhibition)

Roles & Responsibilities –

Marketing Admin:

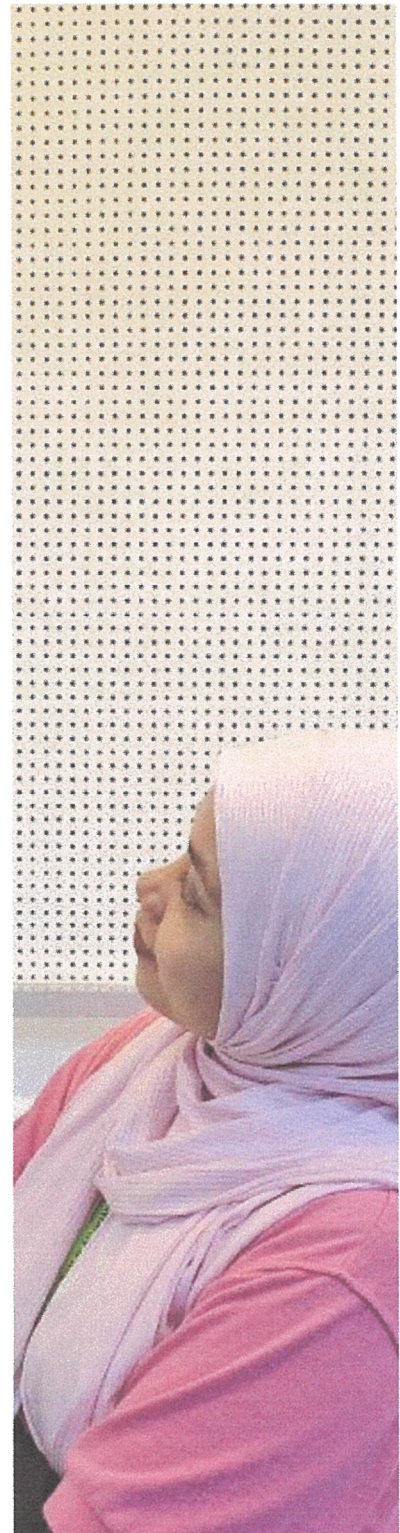
It is trainee responsibility to look for any Malaysian travel agencies that offer free Facebook page posting. Need to communicate with them via chat or email.

For Sanctuary's feedback, all visitor emails and comments must be collected. Following that, we must follow up with them by emailing them the link to the feedback form.

As a trainee, it is our responsibility to keep up with the sanctuary's social media accounts and provide content such captioned photographs and brief videos to increase views, followers, and likes as directed by management.

For outdoor work (exhibition), Aeon malls like Aeon Cheras and Aeon Bandaraya Melaka often have opening hours for a week. Due to a targeted sale, we are required to selling adoption items (baby tarantulas, moss artwork, pupa living insects, and stick insects).

With a lecture, quizzes, and a small display (Pupa Adoption Lizard Interaction, microscope for butterfly's wings, eggs, and caterpillars), the Talk Show program aims to educate kids. We arrived at 8:00 am and worked until 1:00 pm setting up everything. The terrarium, butterfly release, and imitation textbook are all fun for kids. SK Batu Berendam 2, SK St. Francis, and SRA Kg Tun Razak were the schools involved.



DEPARTMENT:

OPERATION (CASHIER AT TICKET, KAMPUNG COKLAT, SOUVENIR & ADOPTION CENTER)

Roles & Responsibilities –

Operation:

As a cashier, we should being a reliable person for all inventories at the Adoption Center, Kampung Coklat, and Souvenir that is our key duty for opening and closing. The operation system, count, and packaging must be fully understood. If we make a mistake, we are responsible for the cost of the remedy.

At Adoption Center, we cleaning up all the requires spraying all the insects, feeding them, collecting their eggs, and constantly ensuring that they are still alive. giving visitors information on all the insects at the adoption center and providing clear answers to all tourist inquiries as well as guide them and tutor how to taking care the Moss Art, Baby Tarantula, Pupa Live, Stick Insect, Dead Leaf Mantis and Giant Katydid.

For surely, as a trainee at Melaka Butterfly & Reptile Sanctuary, I enjoyed being a cashier and involved in operation department here because my past work experience as a front liner (cashier).



DEPARTMENT:

Education (Tour Guide Assistant/ Lizard Interaction/ Vr Game/ Caiman Dance/ Talk show)

Roles & Responsibilities –

Education:

To participate in an educational session, each student should take on a different role, such as that of a lecturer, tour guide, dancer who draws attention, or informational exchanger. People were to be educated with a lot of information. Encourage people to tag Melaka Butterfly & Reptile Sanctuary on Facebook, Instagram, and TikTok.

To a location where visitors can discover the first station was bugs talk, the education department was divided. We provided information about stick insects, mantis, and katydids for the bugs talk station, such as their life cycle and breed. After that, guests must use the red voucher they purchase at the ticket counter for RM8 to redeem the feeding pack, and a second educator will be providing further explanations inside the food centre. They will get 4 foods in one pack. First, vegetables for Sulcata tortoise, seeds for Parrot, bread for Emu, and Fish Koi.

Visitors can feed the Sulcata and Parrot at Jandaya before entering the park, after which they can enter the Souvenir. Because we have educators at every station to help and direct with feeding or information, all guests don't need to fear. Visitors can continue their exploration of the park by stopping at the Adoption Centre, Butterfly Farm 2, Aviary 2, Rabbit Island, Kg Buaya, Cave, Swan Bridge, Emu Ranch, and Butterfly Farm 2.

The next activity is Lizard Interaction, where visitors may get up close and personal with lizards, tegus, iguanas, and chameleons at Lizard Territory during weekends and public holidays, which is the day that saw the most visits. The tests are also part of this session. Next, we engage with the public by inviting them to play the virtual reality game at the Lizard Territory station. Visitors must first recall the image they were looking for before locating the same lizard exclusively in the Lizard Territory area and providing the name of the lizard to the person in charge of the VR game. If the right response is supplied, they will receive a special button batch from Melaka Butterfly & Reptile Sanctuary.

We referred to another educational programme as caiman feeding. Visitors that participate in caiman feeding get to feed the crocodile directly. The visitor must first correctly complete the quizzes, nevertheless. They will then receive a small batch of buttons. It was a pleasant activity that let kids learn about reptiles or other wildlife.

Another educational programme at Melaka Butterfly & Reptile Sanctuary is Puteri Rama-Rama. Puteri Rama-Rama will appear from noon to one in the afternoon. Visitors must therefore wait for her arrival before participating in the origami workshop. In this scenario, the student must prepare the space for the origami session, including a speaker, a batch of candies and buttons, origami paper, a desk, and a curtain. To receive the limited button batch and treats, visitors must take a picture with Puteri Rama-Rama after following the educator (teach) through the origami session. The butterfly release will start at 12:50 o'clock. Puteri Rama-Rama allows all guests to engage with butterflies.

Tegu Interaction, Alligator Feeding, Amazing Groot, Venomous Creeper, Drama Hunter, Snake Interaction, and T-Rex Feeding are further educational programmes. Overall, guests can look forward to their trip and feel fulfilled.

TRAINING'S REFLECTION



GAINS: INTRINSIC & EXTRINSIC BENEFITS

- Allowance

For every Exhibition and Talk Show, the company giving an allowance to the team that had been joined. The allowance is giving after a few days. The amount of allowance is different by the position (staff, trainee, and part time). There is same amount of allowance after joining the Talk Show.

- Welfare

The company giving the complete infrastructure like mosque, hall, food treat, and rest day applied.

- Experiences

The company helps me a lot for gain experiences either inside Sanctuary or outside Sanctuary. I received a strategy to do marketing, business, how to entertain people to get the sharing info in Melaka Butterfly & Reptile Sanctuary, and of course how to interact with people or other words how to be friendly and overcome the fear with crowd of people.

- Skills

For the skills part, we can manage, the time properly with everyday routine department (cleaned up), sharing information or educate people, replacement time, discipline coming to work earlier and handle the rest-hour.

Date - 1/3/2023
until 15/8/2023

Working day - 6
days a week include
public holidays.

Time - From 9 a.m.
to 5.30 p.m.

- Knowledge

Be a knowledgeable person is one alternative to build the career and to become successful in training session. The skills and information that the company given was a little bit more can help us as trainee to become more creative, team working and gain more ideas.

SWOT ANALYSIS

STRENGTH

animals/ patent pupa adoption



WEAKNESS

not up to date technology
& media social/
lack of employees

OPPORTUNITIES

hire a famous ambassador/
make a joint venture
& collaborate with other well-known company



THREATS

inflation & pandemic/ competition

DISCUSSION & RECOMMENDATION

SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a business, project, or organization. SWOT is a straightforward framework that indicates the significance of external and internal forces for the reason of understanding the sources of competitive advantage (Büyüközkan, G. and Ilıcak, Ö. (2019)).

STRENGTH – animals/ patent pupa adoption

Education and awareness on animals. These shown that the guests' entertainment, if conducted in a responsible way, is an important factor in achieving customer satisfaction. Reynolds, and Braithwaite (2001) mentioned that visitors' satisfaction is highly dependent, among other things. The sanctuary offers displays and educational programmes that spread knowledge about the significance of butterflies and reptiles in ecosystems, encouraging an awareness of the environment. Compared to other tourist attractions in Melaka like Taman Buaya and Zoo Melaka, people claim that Melaka Butterfly & Reptile Sanctuary has a variety of local and imported animals such as Blue Crown Pigeon, Rainbow Lorikeet and Phyton Snake that only found in the Melaka Butterfly & Reptile Sanctuary. Visitors can also participate in feeding sessions with four different animal species (Sulcata, Parrot, Emu, and Koi Fish). For the control and care of all animals, they offer professionals and Head of Department (HOD) here. That's why, it becomes more trustworthy and satisfying for visitors who came to the park. Melaka Butterfly & Reptile Sanctuary also succeed to raise up the rare species of butterfly (Rajah Brookes Bird Wing) and succeed on raise up Baby Phyton Snake. The news makes the sensation to the world until they pop up on the newspaper several time because of be a guardian of the rare species and almost extinct.

Finally, Melaka Butterfly & Reptile Sanctuary has patented Pupa Adoption, which is only available there. The visitors can select between Eggfly, Plain Tiger, and Clipper butterflies. The price of the pupa live set was RM20 with a glass jar and RM15 without. The purpose of this adoption is to follow the sixth-grade curriculum. Studying outside of the classroom is beneficial for them. To prevent having to put in more effort over time to maintain or increase this strength, the organisation clearly organises the packaging of pupa adoption swiftly, for example, preparing the guardian butterfly letter, cotton for pupa, glass jar sticker, origami and lace on paper bag and rope inside the lid of jar.

DISCUSSION & RECOMMENDATION

WEAKNESS – not up to date technology & media social/ lack of employees

One of their weaknesses is that they are not on the cutting edge of technology but company expects to gain benefits from using social media, such as building relationships with existing and potential customers, increasing brand awareness, spreading positive word-of-mouth (WOM), publicizing promotions, and gaining wide exposure for new product announcements (Pongpaew, W., Speece, M. and Tiangsoongnern, L.,2017). I underlined the section of the survey asking for feedback on the sanctuary. My reliability is always on the feedback form on the internet or by utilising a QR code to scan directly to the link of the form anytime and everywhere rather than they have completed the handwriting feedback. However, I advised that the feedback scan code be placed at the final checkpoint, which was the adoption center. One of the responses I get from visitors is that they desire something that will make them more laid-back. Therefore, it's critical to streamline the process and make it easier for visitors to fill it out. Costs of maintenance: It can be resource-intensive to maintain suitable habitats for butterflies and reptiles, which raises operating costs.

For instance, this business must innovate while using social media platforms like Facebook, Instagram, and Tiktok. I'm told to do stuff that will go viral. In contrast to professionalism and ethical situations, people today are more interested in the funniest and most entertaining things. For instance, they must "meme" on brief films of specific animals. This falls under the category of marketing. Viral power can draw visitors to the Sanctuary. Other than that, there should be as little filtering and as little modifying as possible. To accurately depict the genuine scene, location, animals, condition, and experience in a photograph or movie, one must use trial and error.

For instance, Melaka Butterfly & Reptile Sanctuary encounters issues with a lack of main power or personnel and a gender imbalance in the workforce, with more women than men. This may be a problem if people need extra help moving large or heavy boxes or performing other tasks that call for a guy. As soon as possible, they should hire or post positions that are only open to men. The company's use of trainees as opposed to permanent employees is another slackness I noticed. When trainees are given more tasks than workers, who are paid at a normal rate per month as opposed to trainees, it may be problematic. Overall, this company's faults could become its strengths if they focus on improving work quality rather than quantity. Observe how their competitors are succeeding while attempting to be innovative and utilising brand-new ideas from everyone, both inside and outside the organisation.

DISCUSSION & RECOMMENDATION

OPPORTUNITIES – hire a famous ambassador/ make a joint venture with other well-known company & collaboration.

The Melaka Butterfly & Reptile Sanctuary has many chances. One of them is that by hiring a well-known ambassador, they would be able to accomplish their goal of boosting social media sales, views, likes, and follows. Although it wouldn't cause them to go bankrupt, it may present them with chances when the supporters of their preferred ambassadors, influencers, or celebrities advertise the refuge by paying marketers. Market power is defined as a firm's ability to affect the price or quality of products or services by dominating the market in either supply or demand (Chang, 2019) Collaborations: The sanctuary can work with regional conservation groups and academic institutions to strengthen its efforts to conserve biodiversity.

Another recommendation for the business to get the chance is to form a joint venture with another well-known company and become a sponsor of a magazine or television programme like Nat Geo Wild. With this strategy, the business will profit from the marketing chances. Then, Melaka Butterfly & Reptile Sanctuary needs to take advantage of the circumstance to improve their reputation. The company should collaborate with 'Petronas' company to increase their advertisement. Like we all known, 'Petronas' is one of the company that every year have the bombastic ideas for the advertisement which can blow up people's attraction. By that, other people will be more familiar with the company.

DISCUSSION & RECOMMENDATION

THREATS – inflation & pandemic/ competition

"Economic Downturn" elaborates how financial crises or travel bans could result in a drop in visitors and revenue. The major threat to Melaka Butterfly & Reptile Sanctuary is inflation. It's because when they had to raise the ticket price, it could lead to another issue, like reduced target market purchasing power (customers would be more inclined to purchase products like coffee and souvenirs). It may be the result of costs exceeding revenue. Due to client conduct, this condition causes brand equity to decline.

One of the worst scenarios to which the organization must adjust is a pandemic. Due to Covid19's effects, it is difficult to order food for the animals in the sanctuary and difficult to pay employees' salaries due to fluctuating income and a lack of visitors. Demand and supply for products can also have an impact on economics. Additionally, everyone is responsible for watching their steps and surroundings, which cannot be too close to one another. The offerings of the sanctuary may be impacted by environmental conditions that result in environmental changes and natural calamities that affect the numbers of butterflies and reptiles.

Day by day, from our observation in Melaka Butterfly & Reptile Sanctuary is when people starting to comparing the company with another company such as Taman Buaya and Zoo Melaka including the prices, places and managements. In this case, the company should take a move to overcome the threats to stabilizes the financial and image.



CONCLUSION

In conclusion, Melaka Butterfly & Reptile Sanctuary, the department prioritises marketing, operations, and education. Finding Malaysian travel agencies that offer free Facebook page posting and gathering tourist feedback are the trainee's responsibilities. Additionally, they perform at events like Aeon Mall and provide content for the sanctuary's social media channels. Trainees learn in the Talk Show program through demonstrations, tests, and exhibitions. The company offers a full range of amenities, such as mosques, halls, meals, and rest days. The trainees pick up skills in business, marketing, and interpersonal communication. Through the company's training sessions, the learner acquires knowledge and abilities that can improve their creativity, teamwork, and idea generation. The business presents chances to work with well-known ambassadors or form partnerships with other businesses, but it also faces but also faces threats such as inflation, competition, and the pandemic. Overall, as a trainee, it is such a good experience to learn something new here.

REFERENCE

- Amirkhani, S., Torabi Farsani, N., & Moazzen Jamshidi, H. (2021). Future strategies for promoting tourism and Petroleum Heritage in Khuzestan Province, Iran. *Journal of Tourism Futures*. <https://doi.org/10.1108/jtf-12-2020-0226>
- Badra (2023) Malaysia Heritage Studios, Melaka - Lokasi & Harga tiket, *Harian Post*. Available at: <https://harianpost.my/malaysia-heritage-studios/> (Accessed: 14 July 2023).
- ButterflyReptile. Available at: <https://www.butterflyreptile.com/> (Accessed: 21 July 2023).
- Büyükközkcan, G. and Ilıcak, Ö. (2019) 'Integrated SWOT analysis with multiple preference relations', *Kybernetes*, 48(3), <https://doi.org/10.1108/k-12-2017-0512>.
- Chang, H.-Y., Liang, L.-H. and Yu, H.-F. (2019) 'Market power, competition and earnings management: Accrual-based activities', *Journal of Financial Economic Policy*, 11(3), <https://doi.org/10.1108/jfep-08-2018-0108>.
- Espinet-Rius, J.M. et al. (2018) 'Cruise tourism: A hedonic pricing approach', *European Journal of Management and Business Economics*, 27(1), <https://doi.org/10.1108/ejmbe-11-2017-0053>
- Liu, C. and Chong, H.T. (2023) 'Social media engagement and impacts on post-covid-19 travel intention for adventure tourism in New Zealand', *Journal of Outdoor Recreation and Tourism*, <https://doi.org/10.1016/j.jort.2023.100612>
- Shani, A. and Pizam, A. (2008) 'Towards an ethical framework for animal-based attractions', *International Journal of Contemporary Hospitality Management*, 20(6), <https://doi.org/10.1108/09596110810892236>.
- Taman Buaya & rekreasi Melaka (Melaka Crocodile & Recreational Park) ticket (no date) Ticket2u. Available at: [https://www.ticket2u.com.my/event/26419/taman-buaya-rekreasi-melaka-\(melaka-crocodile-recreational-park\)-ticket](https://www.ticket2u.com.my/event/26419/taman-buaya-rekreasi-melaka-(melaka-crocodile-recreational-park)-ticket) (Accessed: 14 July 2023).
- Yamagishi, K., Gantalao, C. and Ocampo, L. (2021) 'The future of farm tourism in the Philippines: Challenges, strategies and insights', *Journal of Tourism Futures* [Preprint]. <https://doi.org/10.1108/jtf-06-2020-0101>
- Yonggang An, Xiaoyan Ma and Wenwu Chen (2014) 'Research on the development strategy of Tourism Consulting Companies based on SWOT model', 2014 IEEE Workshop on Advanced Research and Technology in Industry Applications (WARTIA) [Preprint]. <https://doi.org/10.1109/wartia.2014.6976290>
- Pongpaew, W., Speece, M. and Tiangsoongnern, L. (2017) 'Social presence and customer brand engagement on Facebook brand pages', *Journal of Product & Brand Management*, 26(3), <https://doi.org/10.1108/jpbm-08-2015-0956>.

APPENDICES

