



UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

TECHNOLOGY AND ACCESSIBILITY IN HOTEL INDUSTRY
AMONGST PERSON WITH DISABILITIES (PWD) :
A REVIEW OF CUSTOMER SATISFACTIONS

NURUL ASHIKIN BT MOHD YUSOFF 2016598753
SITI NURHIDAYAH BT MOHAD NASIR 2016734823

BACHELOR OF SCIENCE (HONS) IN
HOTEL MANAGEMENT IUM 240

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ABSTRACT

Customer satisfaction is one of the important in hotel industry that refer to the expectation by the customer about their experience. Technology and accessibility are part of factors that influencing the customer satisfaction including Person with Disability (PwD). Previous research shows many limitations and challenges facing people with physical disabilities which can reduce the appeal and pleasure of having better leisure time and being loyal to the hotel. This may affect the growth and profit of hotel industry if less action considered. Hence this study aims to identify the current technology and accessibility in hotel industry for (PwD) and to explore a review of customer satisfaction on that in Malaysia and other countries. Methodology that have been used is from secondary data and the databases were mainly accessed from different online resources such as Science Direct, Emerald insight, Google scholar, academia.edu, and e-books, to get the accurate data. All the linked accordingly to create complete comprehension review based on the objectives aimed. Only few of the articles can be discussed due to limitation of time. The finding is based on the current technology and accessibility for person with disabilities (PwD) that existed in the hotels based on previous researcher and the review of customer satisfaction to the current service offered. It discusses the similarities and dissimilarities of the technology and accessibility that used amongst PwD in hotel industry in Malaysia and other countries. Although it is not enough in order to cover the generalization of the countries and reviews, it is hope can be part of the new contribution to the knowledge in upgrading customer satisfaction for PwD in future. This benefits of the research has shed light the opportunities to the hotel developer to improve their technology and accessibility at hotels based on few benchmarking from others successful management from other hotels worldwide. This may help to increase customer satisfaction and simultaneously gain more profit at hotel industry. However, it maybe not easy to be implemented because it may costly and few barrier that may face. But with vision and mission, this can be planned properly, and the dream will be achieved by all the collaboration and cooperation from all stakeholders "If we never try, we never know." Therefore this finding also enlightens the needs of more research in exploring more current or future efficient technology and accessibility worldwide toward PwD customer's satisfaction.

Keywords: Person with disabilities (PwD), Technology, Hotel industry, Accessible facilities, Customer Satisfaction.

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