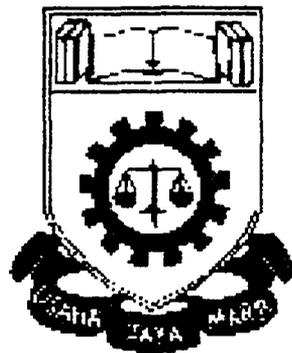


**A STUDY OF PEOPLE ORIENTED
ATTRIBUTES OF CONCIERGE WILL LEAD TO
POSITIVE INITIAL PERCEPTIONS TOWARDS
THE HOTEL**



**FACULTY OF HOTEL AND TOURISM
MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

A STUDY OF PEOPLE ORIENTED ATTRIBUTES
OF CONCIERGE WILL LEAD TO POSITIVE
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(ABSTRACT)

Hotel and tourism industry is one of the largest sectors that generate income to the country. Skill employees are employee who fulfilled certain attributes, which help in increasing productivity in the hotel sector. The rapid growth of hotel industry demands more skilled and professional labor to work with the industry so I am doing a study to increase more skill and professional labor in order to increase productivity in the hotel sector of the country.

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Thank you.

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CHAPTER 1

The Problem

1.1 Introduction

1.1.1 Trends

Hotel and tourism industry is one of the largest sectors that generate income to the country. The importance of hotel and tourism to Malaysia economic is acknowledged within the Fifth and Sixth Malaysia Plan as well as the Second Outline Perspective (OPP 2) 1991 – 2000, embodying the new Development Policy identifies human resource development as a key policy area. Concern for manpower features for the hotel industry especially in the context of tightening labor skill. The contribution of skill employee is very important to the sustained growth of the hotel industry.

Skill employees are employees who fulfilled certain personal attributes, which help in increasing productivity in the hotel sector.

The rapid growth of the hotel industry demands more skilled and professional labor to work with the industry.