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# *The* **Epitome** */I'pitəmi/*

Academy of Language Studies, UiTM Kedah Branch

*Unleash the epitome of creative writers*

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## SYNOPSIS

The Academy of Language Studies, Universiti Teknologi MARA (UiTM) Kedah branch is proud to present the first issue of its e-magazine, The Epitome, as our focus to highlight our commitment to contribute to the areas of creative writing.

THE EPITOME aims to provide a platform for writers, educators, academicians, poet, and researchers to share their ideas, findings, knowledge, and experience, particularly on various creative writing genres - personal essays, poetry, short stories, songs, movie scripts, plays, and innovative projects in four different languages ( English, Bahasa Melayu, Mandarin, and Arabic).

## EDITOR'S NOTE

Dear readers,

It is with great pleasure and immense pride that we, the Academy of Language Studies at Universiti Teknologi MARA (UiTM) Kedah branch, extend our warmest welcome to all writers and readers to honor all 127 artistic masterpieces. This is indeed a tremendous achievement to commemorate our debut.

We are privileged to offer the platform for the writers to show their talents in creative writing in this magazine, which serves as a testament to our commitment to the area of personal essays, poetry, short stories, songs, movie scripts, plays, and innovative projects. Their invaluable contributions and unwavering commitment to academic excellence have played a vital role in shaping this magazine.

Thank you.

Best regards,

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## CURRENT TRENDS OF TRAVEL AGENCY

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Do you love to travel and explore new places? If so, you are not alone! Millions of people around the world travel every year, and travel agencies play a big role in helping people plan and book their trips. Travel agencies have been around for a long time, but they are changing in some exciting ways. Let's take a look at some of the current trends in travel agencies.

One of the current trends is sustainable tourism. In recent years, travellers have become more aware of the impact of tourism on the environment and local communities. They are increasingly seeking out eco-friendly and socially responsible responsive travel options.

Travel agencies have responded to this trend by offering sustainable tourism packages. These packages focus on responsible travel practices, such as supporting local communities, preserving natural resources, and reducing carbon footprints. For example, a travel agency may offer tours that promote wildlife conservation, eco-friendly accommodations, or responsible tourism practices.

Technology is another significant trend in travel agencies. The rise of smartphones, social media, and other digital platforms has transformed the way people plan and book their trips. Travel agencies have had to adapt to these changes by incorporating technology into their services.

One way travel agencies are using technology is through virtual and augmented reality. These technologies allow customers to explore destinations before booking their trips, giving them a better sense of what to expect. Travel agencies are also using mobile apps to make it easier for customers to book and manage their trips. These apps allow customers to access travel information, get real-time updates, and communicate with their travel agents.

Social media is another significant trend in

travel agencies. Platforms like Instagram, Facebook, and Twitter have become essential tools for promoting travel destinations and packages. Travel agencies use social media to showcase their destinations, share travel tips, and engage with customers.

Social media has also changed the way customers interact with travel agencies. Customers can use social media to research destinations, read reviews, and communicate with travel agents. This has made it easier for customers to plan and book their trips, but it has also increased competition among travel agencies.

Apart from that, the travel industry has also experienced significant changes in recent years due to changing consumer preferences, and new travel trends. They are in terms of the elderly market, vehicle travel, short vacations, and business travel.

The elderly market is a rapidly growing segment of the travel industry, and travel agencies are responding to this trend by offering specialized packages and services for older travellers. Over 593 million international travellers aged 60 and above travelled in 1999, accounting one-third of total holiday spending. According to the World Tourism Organization, this figure is expected to reach 2 billion trips per year by 2050.

One trend in travel agencies for the elderly market is the increasing demand for accessibility and comfort. Elderly travellers often require special accommodations, such as wheelchair ramps, easy access to transportation, and hotel rooms with grab bars and non-slip surfaces. Travel agencies are responding to this demand by offering accessible transportation options and customized travel packages that cater to the unique needs of older travellers.

Another trend in travel agencies for the elderly market is the emphasis on health and wellness.

Many older travellers are looking for travel experiences that promote health and well-being, such as spa vacations, yoga retreats, and outdoor adventures. Travel agencies are offering these types of packages to appeal to the growing market of health-conscious older travellers.

Vehicle travel is another current trend in travel agencies. Many travellers are opting for road trips and self-guided tours instead of traditional guided tours. This trend has been fuelled by the rise of car-sharing services and the popularity of recreational vehicles (RVs).

Travel agencies are responding to this trend by offering customized road trip packages and self-guided tours. These packages often include rental cars or RVs, hotel accommodations, and suggested itineraries. Travel agencies are also partnering with car-sharing services to offer discounted rates and incentives to customers. Short vacations are becoming increasingly popular among travellers who have limited time or budget. Instead of taking extended vacations, many travellers are opting for shorter trips, such as weekend getaways or day trips.

Travel agencies are responding to this trend by offering short vacation packages that cater to the unique needs of these travellers. These packages often include local experiences, such as food tours, cultural events, and outdoor activities. Travel agencies are also offering flexible booking options, such as one-day tours and last-minute deals, to appeal to travellers who are looking for short, spontaneous trips.

Business travel is another important market for travel agencies. Many businesses rely on travel agencies to arrange their travel arrangements, such as flights, hotels, and ground transportation. However, the COVID-19 pandemic has dramatically impacted the business travel industry, with many companies cancelling or postponing their business trips. One trend in travel agencies for business travel is the shift to virtual meetings and remote work. Travel agencies are responding to this trend by offering virtual event planning services, such as webinars and online conferences.

Another trend in travel agencies for business travel is the emphasis on safety and hygiene. Travel agencies are offering packages that prioritize safety measures, such as enhanced cleaning procedures, contactless check-in, and social distancing protocols. Travel agencies are also providing travellers with up-to-date information on travel restrictions and safety guidelines to help them make informed decisions about their travel plans.

In conclusion, the travel agency industry is evolving to meet the changing needs and preferences of different types of travellers. Sustainable tourism, technology, the growing elderly market, the popularity of vehicle travel, the trend towards short vacations, or the impact of the COVID-19 pandemic on business travel are all current trends that are shaping the industry. By staying up-to-date with these trends, travel agencies can continue to thrive in a rapidly changing industry.



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