



STAFF PERCEPTION ON CUSTOMER CHOICE OF STAY:
CASE OF SHANGRI-LA RASA RIA RESORT TUARAN

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ABSTRACT

Tourism has become one of the importance industries in Sabah, Malaysia. With the existence of the Mount Kinabalu known worldwide as the highest mount in Asia, adding the land nature and environment has attracted many tourists to come in these days. Today, with the growing capacity of tourist's entry to Sabah, the resort and hotel of stay also expanding. Among all resort in Sabah, Shangri-la Rasa Ria Resort has leading the ranks and of course with the highest ranks come with the best offers. Instead of other resort and hotel in Kota Kinabalu, the tourist chose Shangri-la Rasa Ria Resort as their main option. From this point, the issue has intrigued the researcher mind that even the resort offer the highest rates, people are keep coming and most of them are European, Japanese, Chinese and middle east country people. This research is conducted to find out the main point or purpose for tourist to come in Shangri-la Rasa Ria Resort and to find out how the company improve their performance for better future.

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CHAPTER 1 INTRODUCTION

1.1 THE TOURISM INDUSTRY

Malaysia is one of the most attractive holiday destinations in the world. The most distinct, pre-emptive and charming aspect of Malaysians tourism is the country cultural and natural heritage which is creating a memorable moments of delight to the visitors. While cultural and historical tourist attractions can be found in Melaka and Penang, eco- and agro-tourism activities are popular in the east coast of Peninsular Malaysia, Sabah and Sarawak in the east Malaysia.

Malaysia's natural and wonderful scenery place has attracted some of the world's leading hotel brands to build their names in Malaysia. By entering into Malaysia's tourism industry, these companies bring together their specialties and their world class accommodations and hospitalities. Among the companies that already are found in Malaysia are Hilton, Marriott, Shangri-la, Sheraton and Westin.

One of the attractive places in Malaysia is Sabah also known as the "Land below the Wind" because the state which is located below the typhoon and monsoon belt. Compare to its sister state, Sarawak, which borders on the west, Sabah is pretty much a smaller state to Sarawak. Sabah is generally mountainous, with the Crocker range of central mountains overlooking the coast. In central Sabah, lies the Mount Kinabalu which is the highest yet most accessible mountain in Southeast Asia.

Nowadays, the hotel sector has been extremely impacted by the customers' quest for the rich and delight experiences in every place of choice of stay. Customers nowadays are becoming more demanding and sophisticated in terms of their specialties and high expectations towards the hotels. Apart from providing the world class accommodations to the customer, the hotels also need to extend their service quality and welcome their visitors as part of their family especially by their own people. By creating an extra mile or unanticipated quest of service to the customer will create an unforgettable memory for them and eventually enable the hotels to connect with the customer and make them feel at home.