

FBM

UITM
CAWANGAN KEDAH

Insights



UiTM Cawangan Kedah



UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business
and Management

UiTM *di hatiku*

VOLUME 5
2022

eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 27 April 2022

Copyright @ 2022 Universiti Teknologi MARA Cawangan Kedah, Malaysia.

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

TABLE OF CONTENTS

Editorial Board		iii
Rector’s Message		iv
From The Desk Of The Head Of Faculty		v
1.	INDUSTRIAL REVOLUTION (IR) 4.0: IT IS ESSENTIAL IN TODAY’S BUSINESS <i>Abd Rasyid Ramli, Norhidayah Ali & Rosliza Md Zani</i>	1
2	YOUTH ENTREPRENEURSHIP DURING COVID-19 PANDEMIC: DOES THE GOVERNMENT CARE? <i>Azyyati Anuar & Daing Maruak Sadek</i>	3
3	ISLAMIC BANKING INDUSTRY IN FINTECH ECOSYSTEM: ISSUES AND CHALLENGES <i>Hasmah Laili Jamalurus</i>	6
4	APPLICATION OF TECHNOLOGY IN FOOD INDUSTRY <i>Baderisang Mohamed, Mohd Sukor Md Yusoff & Siti Nur Athirah Mohd Kamal</i>	10
5	ANNOTATIONS GIVE MEANINGFUL LEARNING EXPERIENCE <i>Farah Merican Isahak Merican, Nizar Nazrin & Shafilla Subri</i>	13
6	AN INTRODUCTION TO ENSA: THE ANIMATED SCREEN ANNOTATION APPLICATION <i>Farah Merican Isahak Merican, Syafiq Abdul Samat & Abdullah Kula Ismail</i>	15
7	E-COMMERCE ISSUES IN RETAIL INDUSTRY <i>Baderisang Mohamed, Mohd Sukor Md Yusoff & Nurul Ain Syauqina Azlan</i>	17
8	DIGITALISATION OF MALAYSIAN AGRICULTURAL SECTOR <i>Baderisang Mohamed, Mohd Sukor Md Yusoff & Nurul Ain Syauqina Azlan</i>	21
9	STUDENT INTERNSHIP CHALLENGES DURING COVID-19 <i>Fatihah Norazami Abdullah, Nor Edi Azhar Mohamed & Noriza Mohd Saad</i>	25
10	INDUSTRY 4.0 AND ITS CHALLENGES <i>Rosliza Md Zani, Ramli Saad & Mohd Radzi Mohd Khir</i>	28
11	BALANCING THE SCALE OF WORK AND LIFE <i>Norhidayah Ali & Azni Syafena Andin Salamat</i>	31
12	NANOCREDIT PROGRAMMES: WHEN MICROCREDIT IS TOO BIG <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Zaiful Affendi Ahmad Zabib</i>	34
13	ERGONOMICS WORKSTATION FOR HOME OFFICE <i>Norafiza Mohd Hardi, Norhafiza Hashim & Hasyimah Razali</i>	36
14	RETIREMENT SAVINGS: HOW IT FARES DURING COVID-19 PANDEMIC <i>Dahlia Ibrahim & Zuraidah Mohamed Isa</i>	39

15	LEVERAGING AR-RAHNU MICRO FINANCING FOR FLOOD VICTIMS <i>Mohd Shafiz Saharan, Mohd Fazil Jamaludin & Khairul Azfar Adzahar</i>	41
16	WHAT IS LEAN 4.0? <i>Azyyati Anuar & Daing Maruak Sadek</i>	43
17	21ST CENTURY SKILLS - THE NEEDED SKILLS NOW <i>Azfahanee Zakaria, Syed Mohammed Alhady Syed Ahmad Alhady & Sarah Sabir Ahmad</i>	46
18	NEW MARKETING STRATEGY THREATENING THE TRADITIONAL HEALTHCARE BUSINESSES <i>Sarah Sabir Ahmad, Azfahanee Zakaria & Isma Fazlini Ismail</i>	49
19	COVID-19: DOES IT MAKE A DIFFERENCE IN ASEAN MOTOR VEHICLE SALES? <i>Anita Abu Hassan, Najah Mokhtar & Mohd Syazrul Hafizi Husin</i>	52
20	FACTORS INFLUENCING TOURISTS READINESS TO TRAVEL DURING PANDEMIC <i>Wan Shahrul Aziah Wan Mahamad & Ramli Saad</i>	55
21	THE USE OF CELEBRITY ENDORSEMENT IN ADVERTISING PROMOTION <i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar</i>	57
22	FACTORS ROCKETING IN THE PRICE OF ESSENTIAL GOODS IN MALAYSIA <i>Nor Azira Ismail, Jamilah Laidin & Shahiszan Ismail</i>	61
23	THE IMPACTS OF COVID-19 ON POVERTY IN MALAYSIA <i>Nor Azira Ismail</i>	63

FACTORS INFLUENCING TOURIST READINESS TO TRAVEL DURING PANDEMIC

Wan Shahrul Aziah bt Wan Mahamad
aziah436@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Ramli Saad
ramli107@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

INTRODUCTION

Some of the countries in this world have been affected by an unprecedented event which is the COVID-19 pandemic. Regional quarantine, lockdown, travel ban, and border closure policies have been issued by most countries to break the chain of the spread of this virus. These restrictions are considered to be most effective in containing the spread between people but indirectly it is strongly affecting the tourism sector (Gosling et al., 2020; Wen et al., 2020). Even though vaccination programs have been implemented in various countries, there is still uncertainty on the effectiveness of the vaccines and also when the pandemic will end (Esterman, 2020), and this may influence tourist readiness to travel during this pandemic.

FACTORS INFLUENCING TOURIST READINESS TO TRAVEL DURING PANDEMIC

Tourist readiness to travel during a pandemic may be influenced by several factors. One of the factors that tourists may consider when deciding to travel is perceived risk (Rittichainuwat et al., 2018). In the tourism context, perceived risk is associated with a tourist's perception of uncertainty and potential outcomes resulting from the consumption of travel and tourism offerings (Liu et al., 2016). This factor becomes one of the influential elements that may affect individuals' decision making, as potential tourists will avoid risky situations and to visit destinations that in their perceptions are safe. Rittichainuwat et al. (2018) found that tourists make travel decisions based on their own perception rather than the actual situation. In the context of the pandemic, when someone believes that COVID-19 is dangerous, they will maintain physical distance and avoid traveling. The attitude to stay at home and protect oneself is influenced by the perception of the negative effects or the loss that could be caused by traveling (Rahmafritria et al., 2021)

Consciousness in hygiene and safety also influences tourist readiness to travel. Tourists relate this factor with the potential effects to their health and well-being when they engage in travel and tourism activities (Olya & Al-Ansi, 2018). Safety and hygienic needs in public transports, hotels and also recreational sites are among the highest concerns for potential tourists (Sigala, 2020). Wen et al. (2020) also indicated that during the COVID-19 pandemic, potential tourists are generally likely to find destinations based on safety and hygiene, cleanliness, established infrastructure, and high-quality medical facilities.

Furthermore, the trustworthiness of information is another factor that influences the readiness of tourists to travel. The decision to travel is affected by the level of trust that potential tourists have on the information they receive prior to their travel; the higher the level of risk, the more information tourists will find in order to support their decision to travel to a selected destination. Thus, the credibility of the information source is very critical to the risk information processing of tourists especially during the pandemic (Aliperti & Cruz, 2019).

CONCLUSION

To summarize, based on the factors that have been mentioned above it can be said that potential tourists are still conscious of the spread of COVID-19 and this may influence their readiness to travel during this pandemic. The self-awareness and reinforcement of new social norms among the public have made potential tourists be more careful in selecting their travel destination during the pandemic.

REFERENCES

- Aliperti, G., & Cruz, A. M. (2019). Investigating tourists' risk information processing. *Annals of Tourism Research*, 79(102803). <https://doi.org/10.1016/j.annals.2019.102803>
- Esterman, A. (2020, December 04). A COVID-19 vaccine will be a game-changer for international travel. www.abc.net.au/news/2020-12-04/vaccine-will-game-changer-international-travel-not-everything/12947858
- Gossling, S., Scott, D., & Hall, C.M. (2020). Pandemic, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Liu, B., Schroeder, A., Pennington-Gray, L., & Farajat, S. A. D. (2016). Source market perceptions: how risky is Jordan to travel to? *Journal of Destination Marketing & Management*, 5(4), 294-304. <https://doi.org/10.1016/j.jdmm.2016.08.005>
- Olya, H. G. T., & Al-Ansi, A. (2018). Risk assessment of halal products and services: implication for tourism industry. *Tourism Management*, 65, 279-291. <https://doi.org/10.1016/j.tourman.2017.10.015>
- Rahmafritria, F., Pearce, P.L., Oktadiana, H., & Putro, H.P. (2020). Tourism planning and planning theory: historical roots and contemporary alignment. *Tourism Management Perspective*, 35. <https://doi.org/10.1016/j.tmp.2020.100703>
- Rahmafritria, F., Suryadi, K., Oktadiana, H., Putro, H. P. H., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behavior theory for tourism in the COVID-19 pandemic. *Tourism Review*, 76(4), 809-828.
- Rittichainuwat, B., Nelson, R., & Rahmafritria, F (2018). Applying the perceived probability of risk and bias toward optimism: implications for travel decisions in the face of natural disasters. *Tourism Management*, 66, 221-232. <https://doi.org/10.1016/j.tourman.2017.09.013>
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312-321 <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2020). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 76(1). <https://doi.org/10.1108/TR-03-2020-0110>