



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT ZAHRIAH AFFIQ RESORT SDN. BHD.

1 MARCH – 13 AUGUST 2021

NURUL SHAFIKAH BINTI MAHAMMAD ZAKPELI | 2018216676 | BA242



HOTEL SERI MALAYSIA

EXECUTIVE SUMMARY

This report is meant to record the company review and strategic plan on Zahriah Affiq Resort Sdn. Bhd that has been assigned as a part of requisite for MGT666. This report is an individual report that necessitates students to analyse the company.

This report is specifically records the company review and analysis of Hotel Seri Malaysia Kangar. For the first section of this report, is the introduction of the business that consists of items such as the company profile, the mission, vision, background of establishment, the organizational structure, the organizational cultures, and the company's core competencies.

In second section of this report, it will consist the analysis conducted by company using company analysis, SWOT analysis, and PESTEL analysis. These strategies are chosen to analyse the threats impacted towards organization.

Next section, Last but not least, is the discussion, recommendation and conclusion that have concluded from this overall report where we conclude strategies involved in the company's business analysis. There are also some suggestions/recommendations for the business to implement in future.

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	3
ACKNOWLEDGEMENT	4
STUDENT'S PROFILE	5
COMPANY'S PROFILE	6-9
TRAINING'S REFLECTION	10
COMPANY ANALYSIS/INDUSTRY ANALYSIS/REGRESSION ANALYSIS	11-18
DISCUSSION AND RECOMMENDATION	19-21
CONCLUSION	22
REFERENCES	23
APPENDICES	24-27

LIST OF FIGURES AND TABLE

	PAGE
Figure 1 - Hotel Seri Malaysia Kangar Logo	6
Figure 2 - Organizational Structure of Zahriah Affiq Resort Sdn. Bhd	9
Figure 3 – Illustration of SWOT Analysis	11
Figure 4 - Key in data for Revenue GST 2021	24
Figure 5 – Sorting and filing documents	24
Figure 6 - Recording petty cash voucher	25
Figure 7 - Recheck the total amount of monthly budget	25
Figure 8 - Helping Encik Hisham to fill the price in kitchen requisition store voucher	26
Figure 9 - Going through Public Islamic Bank cheques	26
Figure 10 - Celebrating Puan Najdiah's birthday	27
Figure 11 - Monthly stocktaking	27

COMPANY'S PROFILE



Figure 1 Company Logo

Zahriah Affiq Resort Sdn. Bhd. is a franchisee under Rangkaian Hotel Seri Malaysia. Hotel Seri Malaysia is well known as the large-scale local hotel chain in Malaysia and it can be found anywhere, even in Perlis. It is located in the smallest state in Malaysia which is Kangar, Perlis. Hotel Seri Malaysia Kangar offers a variety of facilities and accommodations for the comfort of guest stay and the operating hour is 24-hour front desk.

According to Britt Skrabanek (2020), vision statement focal point is on tomorrow and it is what an organization wishes to be a proper fit for in the end. Meanwhile, mission statement emphasized on today and what an organization does to obtain their goals and targets. Both statements are prominent in targeting goals. The vision of Hotel Seri Malaysia Kangar is to be the leading wide-ranging hotel chain that persistently provides outstanding goods and services. This shows how much Hotel Seri Malaysia strives to do the best to provide great products and services just to meet with customers' satisfactions.

Meanwhile, the mission of Hotel Seri Malaysia Kangar is *'Our guest are our priority and we will delight them with warmth and genuine hospitality. We strive to be excellent managers and undertake our business in a transparent manner with fair returns to our stakeholders'* This hotel mission statement successfully reflects its management philosophy. It guides the managers in their job by identifying the hotel basic values.

Background of establishment

Hotel Seri Malaysia Kangar began back in the 2011's whereas it was joined on 5th July of 2011 which is based in Malaysia under the name Zahriah Affiq Resort Sdn. Bhd. Zahriah Affiq Resort Sdn. Bhd.'s business operation involves hotel accommodations, entertainments and general trading. Zahriah Affiq Resort Sdn. Bhd is established as a private limited company that has been remained in the hotel industry for a decade. It's all happened when Dato Zahriah binti Abdul Kadir which is the director of Hotel Seri Malaysia Kangar started to open the only one franchise hotel under Hotel Seri Malaysia in Perlis.

With 54 employees, this hotel is steadily operated their business to meet with their mission and vision. Hotel Seri Malaysia Kangar offers virtuous service and all the essential amenities to enliven travellers and customers. Hotel Seri Malaysia Kangar provides free Wi-Fi in all rooms as their top features of the hotel. This hotel is blessed with a great view of nature beauty and the breath taking of Bukit Nasi Sa Bungkus and Bukit Papan as their background landscape which can be enjoyed by anyone, particularly those looking for an activity can head to Bukit Kechil.

Hotel Seri Malaysia Kangar also has property features provided for their beloved customers. For example, such as 144 guestrooms or units, dining venue, business facilities, 1 conference room, breakfast available (surcharge), dry cleaning, self-service laundry, front desk (24 hours), storage area for luggage, corner/local shop, lift and smoking in designated areas. There's also a restaurant on site. Public spaces around the hotel compound also have free WiFi. Business utilities such as a business centre and a meeting room also can be rented for the customers. Hotel Seri Malaysia Kangar also provide business friendly features like outdoor pool, laundry services, and dry cleaning/laundry services. In addition, self-parking at the hotel is free and smoking is allowed in designated areas at this 3.5-star Kangar hotel.

Hotel Seri Malaysia Kangar offers coffee house, Seri Inai Café, which provides appetizing All Day Dining with both local and international cuisine from appetizers to desserts. This main signature cuisine at this hotel is the famous Laksa Perlis and fish grilled and served with a special sauce. These dishes are out of many favoured foods in Perlis for customers to delight only at this hotel. The hotel also has an access in vast range of amenities such as laundry service, luggage storage, reflexology, safe

deposit box and indoor game. Guests can also utilize the meeting and banquet facilities for wedding ceremony or event. The hotel also offers facilities included wifi, swimming pool and karaoke.

ORGANIZATIONAL STRUCTURE

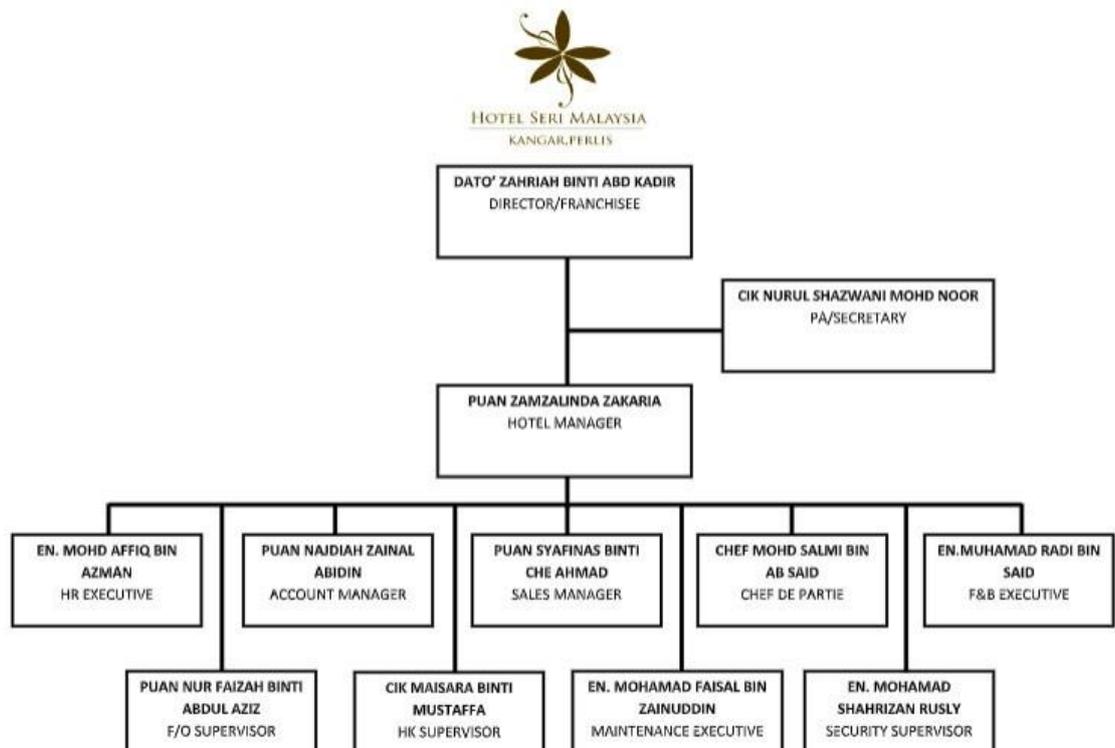


Figure 2 HSMK organizational chart

Organizational structure defines as a method where organizational activities and operations are divided, organized and coordinated. The organization of a company will create the structure to coordinate the activities and operations of job factors in order to control the staff member performance. The purpose of organizational structure is to achieve and meet with the goals of an organization. A good organizational structure will lay hold of into the total employees, company size, total revenue, geographic features in location and assorted markets of the company.

TRAINING REFLECTION

Reflecting back to my very first day to report for duty on 1st March of 2021 at Hotel Seri Malaysia Kangar, it was one of the memorable days that ever happened in my life. I already had been informed by senior that we need to go for working every day except on Sunday from 9:00 AM until 5:00PM on week days and for Saturday, from 9:00AM until 1:00PM. I was quite ready and fully prepared to enter my internship journey.

After being introduced to everyone in each department, I had been sent off to account department and the first job that I was handed is filing documents into files by dates. After that, I was assisted to key in data for credit card commission from 18th January to 1st February on Excel. At evening, I experienced to do stock take at general store and kitchen store for the first time. It was a tiring day yet meaningful for me.

They were open-minded and thrilled for me to commit my efforts as much as I wanted to. This has made me feel comfortable to be surrounded by them like I was included in the team. For the first week of my internship journey, I was overpowered and excited by the tasks and duties that were set on me, however I managed to finish the tasks on time with the help of my supervisors and other employees, who have earned years of working experience in this industry. I feel extra convinced together with positive as I realize my work will be confirmed and any vagueness about work will be explained later for me.

I was capable to grab any advices and absorbed various types of skills, from grasping to interact and to have a deal with suppliers, to using UBS accounting system by learning and getting assisted from them. The benefit that I gained here is they provided lunch for all interns and employees. The foods are scrumptious and appetizing and I enjoyed every bite of the meal. Lunch break is the most exciting time ever when I was working at this hotel.

COMPANY ANALYSIS

i) SWOT

To discover a firm's strengths, weaknesses, opportunities and threats, SWOT analysis will be utilized for this study. SWOT analysis is calculated to create a surface for a plan design, it also can make a use for management drive of the firm to make an impromptu list of internal strengths and weaknesses and external opportunities and threats.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• A leading and largest hotel chain in Malaysia• Food quality	<ul style="list-style-type: none">• Dependence on tourism and seasonality of business operation• Reduction in demands
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Product expansion can be implemented• Nearest to vaccination centre	<ul style="list-style-type: none">• A new competitor with lowest pricing rate• Pandemic outbreak• Well-performing competitor

1. STRENGTH

Strength of a firm is to have superiority and benefits that other firm does not have. For example, Hotel Seri Malaysia is known as a leading and largest hotel chain in Malaysia which provides the higher level of satisfaction that customers may get. Being as part of this gigantic team will make them to come up with a great variety of styles, products, and positioning in the market. The bigger the chain, the more supporting options and exposure that they will get from audiences. Becoming a part of largest hotel chain in Malaysia will be beneficial to the company as it brings out the good name and reputation of the headquarters. This may give Hotel Seri Malaysia Kangar more power and authority over travel agents. This strength will ensure them to enjoy the full benefits and economies of scale in Perlis.

Next, food quality provided in Hotel Seri Malaysia. Hotel Seri Malaysia Perlis is well-known with their delicious cuisine especially in Ramadhan. In the month of

Ramadhan, this will be the most awaiting time for customers to book Iftar Ramadhan package for dine in. The price of the package started from RM39.90 per person to RM159.90 for a group of five. The package pricing rate is the lowest among hotels in Perlis. Throughout this Ramadhan month, the hotel will be full-housed as people are waiting for this month just to have a taste of their delicious variety of dishes. Most reviews from customer about the food said they enjoyed every single bite of the meal and the price is reasonable and affordable. Hotel Seri Malaysia Kangar's Seri Inai Restaurant has been a favourite place for the customer to dine in.

2. WEAKNESSES

Weakness is when the firms are not sufficient and efficient in something that made them not doing well just like their competitors. Hoteliers are involved of the tourism and hospitality industry which major have the dependence on tourism and seasonality of the business. This dependence has made hoteliers a key factor of weakness and at risk. The business operation of hoteliers is too depending on the intrusion of tourists, and holidays season. This shows the major key weakness of the hotel industry as they have too much dependence on tourism and seasonality of the hotel business. It is difficult to predict high and low season in advance. It even gets more difficult to keep a macro perspective. As for example, tourism industry in the year of 2020 and 2021 has been tearing down due to the COVID-19 pandemic. The hoteliers had to suffer huge losses because it is directly dependent on travel and tourism. This has proven the classic example of the over-dependence on tourism seasonality.

Next, reduction in demands for hotel accommodations. After the outbreak of Covid-19, most of the things that connected to tourism are shutting down especially hotel industry. Hotel industry is one of the affected sectors after the government announced Movement Control Order on 18th March of 2020 and Nationwide Lockdown on 4th May 2021. This restriction may be ended on 1st August of 2021. Since the announcement, the hotel industry seemed to be slower in production as people are not allowed to bar from leaving or getting out from their own states because of the new Covid-19 infections are still too high. People are not allowed to go travelling for holidays because of the movement prohibition and nationwide lockdowns. This is including all daily activities such as religious, sports and social.

Customers that travel regularly are savvy customers. This has become very easy for them to explore online and find the most competitive option that best suits the pocket. The internet has also eliminated the need for "middle-man" needed to book travel services now. Lately, with the advent of the internet and educated buyers, the bargaining power has shifted in favour of the end customer. This is because during this pandemic, it seemed to be difficult for the customers to travel regularly outside from their states or countries. This is all due to the restriction movement control order announced by the government. Perlis may record 0 case a day but tourists who are coming from other states will not be able to pass the state border.

3. OPPORTUNITIES

Every firm will be given opportunities to refine their calculated planning by choosing other different ways, from through their normal moves. For instance, the expansion of product will be an opportunity for the firm by trying to evaluate a new innovative advancement plan just to win over many people in purchasing their products. To synchronize with today's pandemic, product expansion can be the gigantic opportunity for Hotel Seri Malaysia Kangar to gain more profit. For example, Hotel Seri Malaysia can utilize their strength in cuisines to sell their products by cash on delivery. Limitations on seating capacity due to strict prohibition down because of the drastic growth of food delivery services all across Malaysia has pushed the popularity of packed meals higher. Many form of packed meal that can be served to the customers such as combos, take-aways, or to-go. In-person dining can reshape the better cash flow of the hotel's restaurant and to maintain it profit-making by offering these services along with. This has opened a golden opportunity for the hotel to have partnered with food delivery such as Food Panda.

Next, opportunity that has been given to this company is the nearest hotel to vaccination centre in Perlis. Hotel Seri Malaysia Kangar is located right beside Dewan Wawasan 2020 which is one of the main vaccination centre in Perlis. This seems to be an opportunity to the hotel to market and promote their variety of food by opening a drive-thru stall right in front of the hotel gate. This would attract passer-by who wants to get their jabs and at the same time, before getting vaccinated they need full their stomach so they definitely will purchase something from the stall.

4. THREATS

The exterior surroundings that have the possibilities to solemnly block the firm's well-being are frequently the changes of threats. The threat of Hotel Seri Malaysia Kangar is the new competitor with lowest pricing rate. For an example, Putra Brasmana Hotel. Putra Brasmana Hotel offers the cheapest price in the market to the tourist. This might be resulting in price competition and possibly the hotel with lower price will get more attention from tourists. This will over-shadow other existed hotel in Perlis. Thus, threat of hotel substitutes also can impact the company operation. This threat usually happened when there is a hotel, there will be other hotel nearby. They also might come with similar price ranges, with varying degrees of facilities and services. This is because insufficient of differentiation and creativity in products and services will contribute to adjoin the competition intensity in the market. Internet also has increased the substitute threats by inviting new competitive models like Air BnB. Substitution can bring a massive impact to the attraction of hoteliers because if the price rate of Hotel Seri Malaysia is more costly than others, this will open chances for the guests to pick low-cost hotels in Perlis which is much more cheap with an average service. This is a threat to the company as they might lose some regular customers.

Moreover, this threat of potential entrants will indicate whether the new firms can enter the market of a certain industry with ease or difficulties. Existing hotels will need to face the persistent risk of new competitors if it is effortless for the new companies to enter in the market. However, if the entry to the market is difficult, existing company will go a bundle on a little aggressive advantage reaps the benefits for a longer period. For instance, Hotel Seri Malaysia Kangar needs to face the Wood Valley Lodge, Perlis and Tasoh Lake Resort. Both of these hotels are considered as potential entrants to Hotel Seri Malaysia Kangar. This is because both hotels have their own uniqueness that will attract tourists to go there. They have their unique attraction and a view with nice landscape that might over-shadow Hotel Seri Malaysia Kangar.

Currently, the pandemic of coronavirus (COVID-19) has caused the locked down for nationwide. All the publics such as shops, markets, public and tourist places are locked down everywhere, people literally have no other choice but to stay at home. Only grocery stores are open for the public to buy edible things. Such pandemic has affected the hospitality industry like hotels and restaurants the

most. The longer it lasts, the more it will affect the businesses. Most importantly, people aren't working and they are spending their savings. Once the locked down ends, then things won't go to normal the first day. People have to work the whole year again to make enough savings for tourism. It means the hotel industry is going to be in recession for the next few years.

Lastly for the threat, is the well performing competitors. The significant event that could affect Zahriah Affiq Resort Sdn. Bhd is the intensity of well performing competitors in the market. The competitors like Putra Regency Hotel and Brasmana Hotel in tourism industry and their separated market values are a direct representation of the aggressiveness of the industry. Putra Regency Hotel seems to be the close rival to Hotel Seri Malaysia because it has a title of high influence of brand in Perlis. This is because Putra Regency Hotel has already built a good reputation and image for quite a long period. This made them performing their operation well. It is also a corporate hotel whereas every important ceremony and event will be held there.

ii) PESTEL

Pestel analysis is used to analyse and identify the environment of business for the purpose to aid the competitive well-being in the industry. This nature of study can provide the company with an overall picture of the extrinsic actuality that is essential for the company and this will lead to regardless it will influence the company or otherwise. Making decision in for company management credible interrupted with various key factors from small-range environments which are Political, Economical, Social, Technological, Environmental and Legal. I would like to choose using PESTEL analysis to analyse the external atmosphere of Hotel Seri Malaysia.

Firstly, the factor that may give impact on the hotel industry is political instability. The hotelier is a subsidiary group of the tourism industry. Therefore, whatever affected tourism and hospitality industry will also affect the whole hoteliers too. In particular, if Malaysian government imposes ban on entry for the nationwide, this do leave damage to the hoteliers majorly. This is because the tourist needs for hotel accommodations will be little or none. According to P. Aruna, political uncertainty also can bring a huge impact, added to the pandemic and economic crises. These crises are expected to devise much of the tone for the rest of the next quarter, with the full effect from recent increase in daily covid-19 cases and other challenges for hotel industry expected to emerge over. Hoteliers also need to face with following obstacles such as government requisites, market aggressiveness among hoteliers and hotel workers professionals in order to remain combative and to obtain gain in running hotel businesses in Malaysia.

In many out of ordinary ways, economic environment also could influence the position of hotel industry. Hospitality industry has to confront with an unmatched obstacle because of the pandemic. The unmatched obstacle faced by hoteliers is caused by the government policies in flattening the daily cases. For example, the policies that have been enforced are community lockdowns, social distancing, stay-at-home orders, travels and mobility restrictions. These policies have developed many hospitality businesses to temporarily close their businesses and the needs for hotel services that were permitted to continue running is significantly decreased. Moreover, the economic decline and other economic issues will influence the customers' choices of hotels. This global pandemic, is the first of its scale in a new era of interrelation, has put huge amount of risk for people to lose jobs, especially many in micro, small, and medium-sized enterprises that employ are having difficulties in maintaining their employees during pandemic. Thus, customers tend to be more fascinated in low-price hotels and let luxury hotel to have a break during this time of difficulty. In fact, some hotels were devastated in the year of 2020 and 2021 due to the

economic difficulty and nationwide lockdowns. This negative impact of the crisis for much longer than other economies will likely to be felt by tourism-dependent countries like Malaysia. Contact-intensive services such as hotel accommodations, restaurants, movies, and shopping complexes which are the central to the tourism and travel sectors are out of proportion will be affected by the pandemic. These sectors will continue to struggle until people feel secure to go out for travelling again.

Next, social factors also gave a huge impact on the hotel industry. The pandemic has made the hotel industry to be confronted with an unparalleled obstacle and trend of changes in social behaviour during this pandemic. Airbnb (2020) reports that there is a growing demand for long-term stays in hotels which are changing drastically and rapidly for the consumer preference in accommodation. Thus, the demand for Airbnb is rising due to these changes as many people now prefer private accommodations. In order to embrace the social changes that are currently taking place in the current market, hotels also need to be paralleled with the social changes. Most hoteliers have already arisen with additional facilities such as gym, instagrammable restaurant and cafe, coffee shop, bistro and massage parlour that will attract more youngsters. Surely, these new generation will be very interested in travelling around the world if hoteliers provide additional facilities that they would love to hear about. This will be resulted in increasing demand for the hotels.

Technological factor also bring a major impact to the hotel industry which is the usage of technology. Hotels decided to utilize technology in out of ordinary ways in order to provide the best services to the customers. In particular, utilizing social media in the best possible way to reach out to the current and potential customers is beneficial so most of the hoteliers have started to make use of social media. The benefits from social media can assist the company to lessen their cost of advertisement and in-person contact with the customers in real time especially during this pandemic. People need to practice 1 meter distance away with one another. New business operation model for live stream or food delivery can be implemented as a new norm. Recently, Hotel Seri Malaysia Kangar is shifting focus to food delivery with plans to sell bulk meal boxes for breakfast and lunch through social media, and food delivery apps. Hotel Seri Malaysia Kangar has tried to grow their operation by partnering with Foodpanda in order to expand its sales network. This is the best marketing platform as Foodpanda aims to be the great food delivery service provider in Malaysia. Since Dewan Wawasan 2020 has become a vaccination centre in Perlis, this hotel took this opportunity to promote their variety of food by opening a drive-thru stall right in front of the hotel gate. People who passed by this stall to get their vaccinations, will definitely stop by the stall to buy something. This is because they need to fill their stomach first before getting vaccinated in order to recharge their energy.

The covid-19 pandemic also is one of the factors that impact on the environmental of hotel industry. This shows that the pandemic will influence people to get pro-environmental travel behaviour (PETB). Pro-environmental travel behaviour can be defined as all possible actions aimed at avoiding harm to and/or safeguarding the environment especially from covid-19 infection. Since this pandemic occurred, people are feeling insecure to get out of their houses because Covid-19 is not something that we can see and it is contagious to anyone that could bring to fatal. Consequently, this new environment has prevailing environmental problems and the resulting current crisis. These crises have caused many to sound the alarm as awareness and call for people to change their consumption patterns to the new norm. People also started to act in a more environmental manner to prevent the emergence of further sparingly catastrophic pandemics. Because of that, hotels are badly affected by cancellations from the customers.

The legal environment also contributes as a factor impacted on the hotel industry. Surviving during pandemic is difficult and many hoteliers like budget hotels have urged the government for law enforcement to make their business operations stay open to the public. According to the Malaysian Budget Hotel Association (MyBHA) in article written by Chester Chin (2020), the government needs to draft an act to protect hotel operators and owners from the impact of Covid-19. This is because the hotel sector in Malaysia is currently threatened by closure, bankruptcy and employee retrenchment. Besides, banking and financial institutions are avoiding hotel operators as they regard the hotel sector as a high-risk industry. It was recently reported that several hotels in Penang and Ipoh, Perak will close their doors this week due to the impact of Covid-19. Based on a survey involving 324 hotels in the country, Malaysian Association of Hotels (MAH) chief executive officer Yap Lip Seng said 15% might consider closing down permanently, with 35% considering a temporary closure.

DISCUSSION AND RECOMMENDATION

As many industries continue to struggle in operating their business during this pandemic especially tourism, all the challenges faced in hotel industry are a blessing in disguise, but many are common in contributing a few major hotel management problems and recommendations here. A major concern is in setting up, incrementing, and maintaining aggressiveness in the long period for the company, and industry is the total of capital available, for the productive usage, and its productivity. The issues and measurement issues are even more demanding for tourism industry. Core resources ranging from the physiography of a destination to its culture and history and tourism superstructure, facilitating resources for availability, quality of capital and labour resources, enterprise and in-house as for the company inputs and capabilities of a firm have to be clearly identified with their efficiency and productivity accurately assessed. The future research on tourism industry should prioritize on evolving relevant strategies for assessing the contributions made by these core resources in enhancing the competitiveness in tourism industry for future research on productivity and efficiency. This can be the highlights for critical need in order to make a research a success.

The growing number of strategic alliances among the various segments of the hospitality industry such as hotels, travel agents, card companies, and cruise companies will also intensify competition in the competitive industry which already intense by strengthening competitive advantages of the existing firms. This will further complicate the measurement of efficiency and productivity changes associated with re-structuring and altered use of resources like manpower, capital, and assets within enlarged or re-engineered units. The optimal size of a firm like hotel, tourist attraction should be figure out first before it derives the economies of scale. In relation to these evolutions, in the future, greater effort should be constant toward advancing extensions of other more revolutionary methods of efficiency measures, such as bootstrapping techniques. This is prominent for the research paper in order to further uplift the precision level in these key evaluations in the tourism industry for competitive analysis.

According to Siteminders (2020), before the outbreak of COVID-19 pandemic, hoteliers are facing complex distribution, pricing, and guest contentment challenges in the contemporary society. Now, it seems that they are struggling to balance their own business needs with the increasing and dynamic nature of travel technology, and the changes behaviour of travellers. At the end, hotels need to be led and guide by traveller behaviour. Thus, hotel customer services in the COVID-19 era should be taken care more because customers would look at this issue first. According to Siteminder (2020), there's no doubting that COVID-19 has

changed customer service forever. This is because the way that hospitality businesses operate and deliver services will undergo a lot of adjustments and adaptations to form a new normal that suitable during pandemic and for a long term. As changes have to happen now, and quite rapidly, businesses that are not operating at all during this pandemic will result in failure. So hoteliers will need to look closely at traveller behaviour that might be coming to their area, what they're looking for, and what services can be provided to them that suits with their tastes over following to any government and industry instated demands.

Hotels will be the first that have to focus more on cleanliness and safety certifications in order to attract more customers during this pandemic. In order to meet with this goal, the Clean & Safe Protocol should be implemented for the hoteliers with clearly defined standards at a time when cleanliness and building hygiene are reasonably among the most important booking criteria. Only hotels that reach with the criteria will receive an exclusive label to demonstrate their commitment in prioritizing cleanliness and hygiene for customers. This label will be visible to companies within each booking channel, making these accommodations the preferred choice for global travellers. According to the article from Tourism Malaysia (2020), the Malaysian Association of Hotels (MAH) today launched the first ever industry wide hygiene and safety label in the country amidst the Covid- 19 pandemic that had not only heavily impacted the tourism industry but also impaired confidence level of travellers. The hygiene and safety label known as the "Clean & Safe Malaysia" certification program is designed specifically for hotels and resorts in compliance with both local regulatory requirements and international standards. Given the contagious nature of the virus, it is crucial to have a proper health and safety practices in place, especially for hotel business that relies on in-person interactions. According to Laura Baratti (2020), super sterilization has the benefits of HEPA filters which are capable of filtering out 99.9% of airborne viruses and bacteria and electrostatic disinfectant sprayers to tackle surfaces.

In these contexts, according to Bogdan Romashko (2020), hoteliers should promote proper health and safety policies, which may include the self-service pay systems, orders through mobile apps, non-contact service and order deliveries, complimentary hand-sanitizer that will be stationed at the entrances and exits. Hoteliers also need to avoid the suspensions of unnecessary work-place gatherings, and readiness to deal with staffing reductions. Thus, hoteliers should closely monitor employees' health conditions and take extra precautions to ensure that the illness does not spread among employees in order to avoid another new COVID-19 cluster. Besides, Bogdan Romashko (2020) said hoteliers should apply, revise, restore or embrace the set protocols and standard operating procedure (SOP) to ensure the employees are not contributing to the spread of COVID-19 infection. The same refers to

health policies, routine disinfecting of commonly used surfaces and other areas should be done regularly, in order to prevent the spread of the illness.

CONCLUSION

In this adaptable industry like tourism and hospitality, the derivative imputes that devotes to a destination's competitiveness will differ in their importance across locations, it is depending on the product mix and target market segments that the company choose. Based on past studies, some researches have strived to allocate the relevant measurements to different element of competitiveness based on variances in location and the size of economies to identify the level of competitiveness between hoteliers.

Moreover, other benefits that might arise from clustering of tourist attractions and provision of appropriate tourist-related infrastructure and equipment during COVID-19 pandemic from this study will also points out the significance of economies of scale. Most importantly, the quality of services and the hoteliers which complement these clusters and built infrastructure will help to raise the state of competitiveness of a destination to be more effective. There will be needed an appropriate manner in integrating these related products and services in order to contribute toward maintaining the business operation during difficult times.

REFERENCES

Bogdan Romashko, 13th April 2020. How can the hotel industry recover after COVID-19? <https://www.hospitalitynet.org/opinion/4098077.html>

Britt Skrabanek, 14th February 2020. Difference Between Vision and Mission Statements: 25 Examples. <https://www.clearvoice.com/blog/difference-between-mission-vision-statement-examples/#:~:text=Definition%20of%20vision%20and%20mission,are%20vital%20in%20directing%20goals.>

Chester Chin, 28th April 2020. Covid-19: Budget hotels urge Malaysian government for law to help them stay open. <https://www.thestar.com.my/lifestyle/travel/2020/04/28/covid-19-budget-hotels-in-malaysia-urge-law-from-government-to-help-them-stay-opened>

Khan, M. A. A., & Hashim, H. (2020). the Effect of Covid-19 on Tourism and Hospitality Industry in Malaysia, Resurgence in the Post-Pandemic Era: a Conceptual Criterion. *International Journal of Tourism & Hospitality Reviews*, 7(2), 54–62. <https://doi.org/10.18510/ijthr.2020.726>

Khan, K. I., Niazi, A., Nasir, A., Hussain, M., & Khan, M. I. (2021). The effect of COVID-19 on the hospitality industry: The implication for open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–17. <https://doi.org/10.3390/joitmc7010030>

Kelly F. Bagnall. 12th March 2020. Coronavirus/COVID-19: Considerations for the Hospitality Industry. <https://www.hklaw.com/en/insights/publications/2020/03/coronavirus-covid19-considerations-for-the-hospitality-industry>

Laura Baratti, 4th August 2020. How Technology will Reshape the Hotel Industry Post Covid-19 Pandemic <https://www.travelpulse.com/news/travel-technology/how-technology-will-reshape-the-hotel-industry-post-covid-19-pandemic.html>

P. Aruna. 27 April 2020. Hospitality Sector to be Worst Hit by Pandemic <https://www.thestar.com.my/business/business-news/2020/04/27/savills-malaysia-hospitality-sector-to-be-worst-hit-by-pandemic>

Siteminder. 2020. Guest experience in hotels: How to achieve complete customer satisfaction (including COVID-19 tips). <https://www.siteminder.com/r/trends-advice/hotel-guest-experience/guest-experience-hotels-customer-satisfaction/>

Tourism Malaysia, 8th July 2020. Clean & Safe Malaysia: Unparalleled Level of Hygiene & Safety for Hotels. <https://www.tourism.gov.my/news/trade/view/clean-safe-malaysia-unparalleled-level-of-hygiene-safety-for-hotels>

Yan-Kai Fu, 09 Oct 2020. The impact and recovering strategies of the COVID-19 pandemic: Lessons from Taiwan's hospitality industry. <https://www.tandfonline.com/doi/full/10.1080/23311886.2020.1829806>

APPENDICES

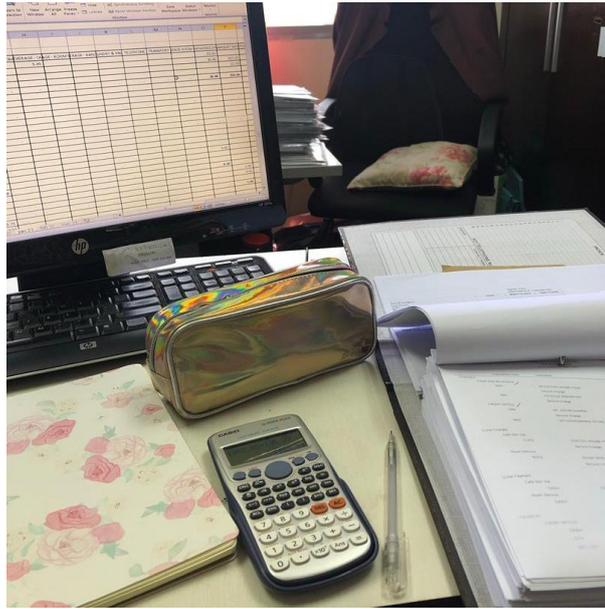


Figure 4: Key in data for Revenue GST 2021

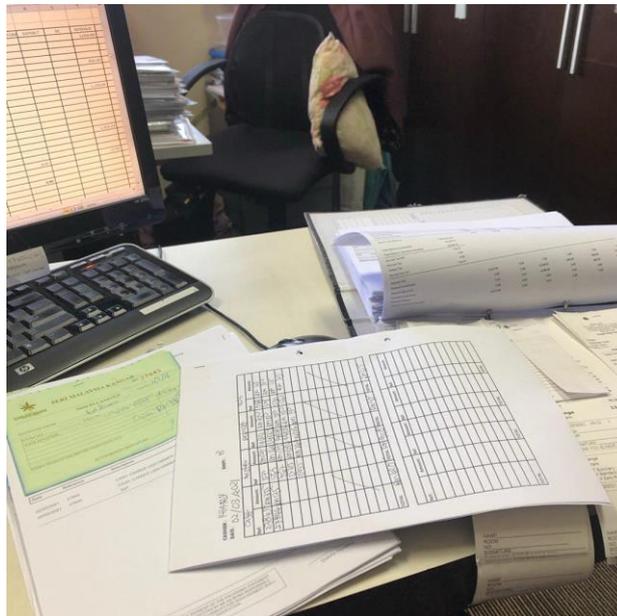


Figure 5: Sorting and filing documents

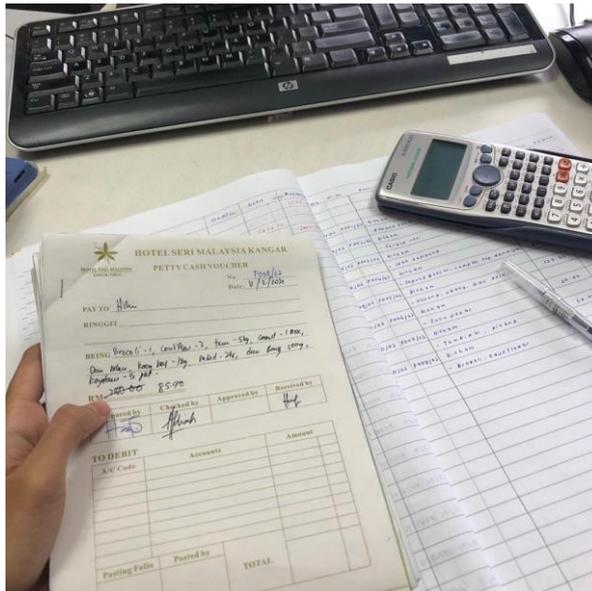


Figure 6: Recording petty cash voucher in for food and general in account department log book

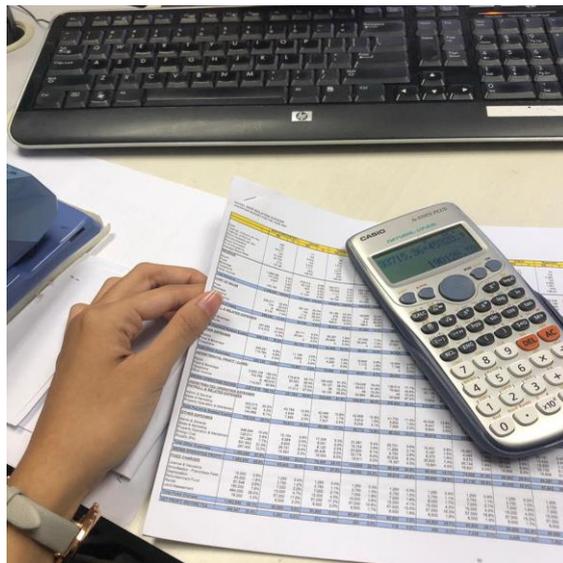


Figure 7: Recheck the total amount of monthly budget



Figure 8: Helping Encik Hisham to fill the price in kitchen requisition store voucher



Figure 9: Going through Public Islamic Bank cheques to check the exact amount dates for bank transaction



Figure 10: Celebrating Puan Najdiah's birthday



Figure 11: Monthly stocktaking