

INDUSTRIAL TRAINING REPORT

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PREPARED FOR
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Tourism
MALAYSIA



EXECUTIVE SUMMARY

This examination and evaluation of Tourism Malaysia's current internal strengths and weaknesses, as well as opportunities and threats, is presented. It explains and assesses numerous components of the Tourism Malaysia SWOT analysis in order to derive the most practicable solutions, answer concerns, decrease risk, and maximise the chances of success. The first section contains a brief overview of the student and company profiles, which is important since it helps them to convey what they are all about. In the second portion, we investigated the effectiveness of our training, which symbolises our unique experience, and how it may aid us in our academic or professional advancement. Although it may appear difficult to put it into words, there are several approaches. As a result, the SWOT Analysis serves as the foundation for this study as a whole. This part determines what works well and what does not for the organisation. Finally, the conclusion of the SWOT Analysis component explains why analysis is necessary after reading the paper by analysing positive and negative elements within and outside the organisation.

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ACKNOWLEDGEMENT

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Other than that, I would like to thank Mrs. Siti Hajar Shahril and Mrs. Maslina Badzly for providing this opportunity to work in Tourism Malaysia and Miss Sharmine Arissa who helped me a lot in adjusting to new environment. These names also the ones who help me to grab the opportunities to learn the real-world situation. I am also grateful to all members of Tourism Malaysia, to be specific in Administration Division for providing several documents, data, paper, figures and services as well as sharing their experiences with me and teaching me from a simple task until the complicated ones.

Lastly, I would like to give a special thanks to my family members who were never tired of boosting my motivation and giving advices throughout the internship as I am quite nervous to enter the real working life. Another special highlight to my classmates, which they helped me a lot in assisting me to go out of my comfort zone instead of stuck in the same place. Without these people, I may not here till today.

STUDENT'S PROFILE



CONTACT



SKILLS

Leadership

Creativity

Teamwork

Time Management

LANGUAGES

- Bahasa Malaysia | Native
- English | Moderate
- Korean | Basic

NURUL 'ALIA RAZAK

Human Resource student who pursue in Bachelor of Human Resource Management (Hons.). I aim to attain an engaging on any position that i aim and become expert. I believe in learning can be in any stage.

RELEVANT EXPERIENCE

Tourism Malaysia (Internship- admin) | 1st March - 15th August 2023

- Aided in filling documents
- Update asset's location in G-Asset system
- Asist in updating staffs information in HRMIS system
- Do study in Government Policies, Acts and Laws
- Make safety guidelines infographic to be used as pop up

Sales Associate | July - August 2019 | part time
Jerasia Apparel Sdn Bhd

- Assisting customer to find merchandise and purchase product in store.
- Assisting with the upkeep of the back stock room and the placement of merchandise displays on the sales floor.

EDUCATION

Bachelor of Human Resource Management (Hons.)
University Technology of MARA | 2020 - Present

Diploma in Business Studies and Management
University Technology of MARA | 2018 - 2021

EXTRACURRICULAR ACTIVITIES

- Organize event to motivate students in determine their life goals and time management.
- Organize an event where we discuss about current issues in Industrial Relation and refer to the experts in the field.
- Take part as committees in organizing final year event.

COMPANY'S PROFILE



Organization that currently doing my internship is Tourism Malaysia. Yes, it is the organization that we usually seen and hear the advertisement regarding Malaysia Tourist attraction in television or radio. Tourism Malaysia is an agency under Ministry of Tourism, Arts and Culture (MOTAC). To fully understand, MOTAC is the one who creates the guidelines for these agencies under them. Tourism Malaysia and other agencies that falls under MOTAC needs to bind with the guideline made by MOTAC. As you can see Tourism Malaysia head quarters was once located at PWTC, Kuala Lumpur. Currently, Tourism Malaysia is located at Presint 5/6, Putrajaya.

Their mission is to market Malaysia as an exceptional destination and to make the tourism industry a significant contributor to the nation's socioeconomic development. The goals are to promote Malaysia as a fantastic tourist destination. Tourism Malaysia is responsible for attracting tourists and even locals to Malaysia's attractions. Second, Tourism Malaysia promotes Malaysia's diverse natural wonders, attractions, and cultures. Aside from that, Tourism Malaysia aims to increase Malaysia's tourism revenue by increasing tourist numbers and length of stay.

As you can see *Figure 1.0* below, it shows that the organisation chart of Tourism Malaysia. Tourism Malaysia is led by Dato' Dr. Ammar Abd Ghapar as the Director General. Director General is helped by 2 Deputy Director General in Promotional and Planning. Currently, the position of Deputy Director General in Planning is vacant due to some reason. Based on the organisation chart, there is a vacant with the position of Director in Administration division where I currently doing my internship.

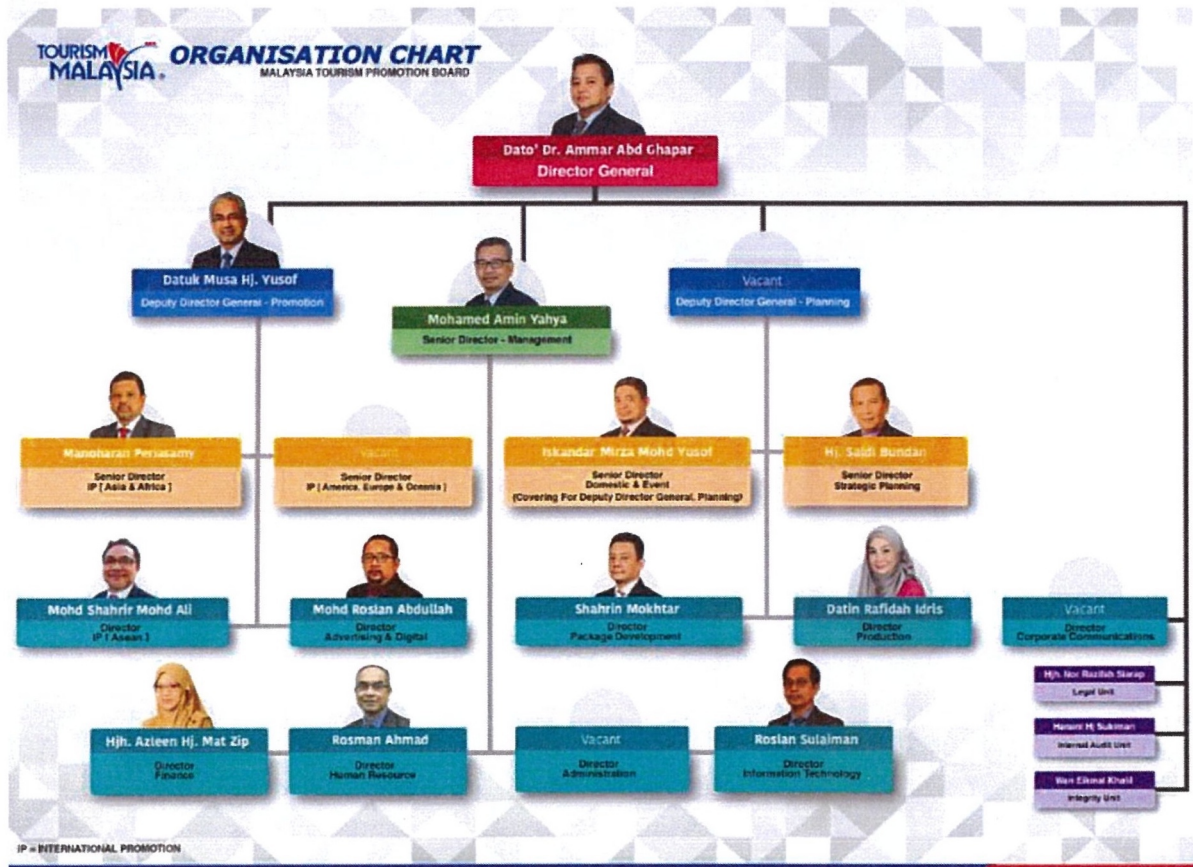


Figure 1.0

There are few products and services that Tourism Malaysia offers. Firstly, services. Tourism Malaysia offer such service, for instance TM Networking Events. Networking Events is a platform between practitioners, Tourism Malaysia and the Ministry. It is a platform where these 3 parties discuss, brainstorm, and invent or do reinvention together. Its goal is to promote local practitioners because these people are the main source of attraction of international and domestic markets. By providing this service, it can help those practitioners to widen their market targets and well exposed to the public. By joining TM Networking events their products will be listed within Tourism Malaysia. Tourism Malaysia offer services where they will help these local sellers to find buyers.

Other than services, Tourism Malaysia also has some products that they offered. To begin, Tourism Malaysia established the Secretariat Shopping Malaysia (SSM) in 2002 with the goal of streamlining all efforts in developing Malaysia's tourism economy's shopping sector. The purpose of establish SSM is to promote Malaysia as the top-class shopping destination to international and domestic tourist. Next, the government provide incentives for tourist namely Duty-Free Shopping. Duty-free items are those that exempted from import duty in designated shopping zones in Malaysia. These items are available nationwide and all year round. For

example, there are hundreds of duty-free shopping outlets at many of country's exit or entry especially at Langkawi, Malacca, Labuan and airports.

Malaysian Association of Tour & Travel Agents (MATTA) announced that Tourism Malaysia has continued to support Matta Fair for the 19th year. MATTA has approximately 2,900 local tour and travel organisations as members, as well as international links. The goal of MATTA is to promote the travel and tourism business in Malaysia. This collaboration is regarded as a source of economic progress. The fair offers excellent opportunity for shoppers to find vacation packages. According to exhibitor feedback, Sabah, Terengganu, and Kedah were the top three domestic destinations since consumers prefer to buy packages owing to logistics issues. Korea, Japan, and Vietnam topped the Far East Asia list. Long-haul destinations such as the United Kingdom, Switzerland, and Italy remained the most popular, followed by Turkiye (The Star, 2023).

Training Reflection

As a trainee in this organisation, I am obliged to work 5 days a week which is from Monday to Friday. I got 2 days of off day which on weekend and I still get the benefits of flexible working time. I thought that trainee's working hour is fixed which is from 8 AM to 5 PM but I, too get to enjoy the flexible working hour. Flexible working hours means that if I come to work at 7:30 AM, I will be able to go home at 4:30 PM. The list goes on up until 9 AM. All workers are obliged to arrive at the office at least by 9 AM or you will be considered come to work late.

At first, I am applying for Human Resource Division as I am majoring in Human Resource Management. However, I have been placed into the Administration Division. So, one of my responsibilities in this department is to support my supervisor, who is the Executive Officer of our department. In the first month, I received an assignment straight from the Senior Assistant Director to create a flowchart that will be utilised as a mechanism for other Tourism workers to file complaints about assets. Aside from that, I got the opportunity to help my supervisor learn how to file, update documents, and update certain information in the HRMIS system. I also learn a little bit about the attendance of the workers. For example, a comprehensive report on staff attendance based on their colour card. I discovered which colour the staff should be warning on, and so on. I spent most of my time practising in here and learned a lot about assets. Because my supervisor is also a member of the AFKL (Assets, Facilities, and Safety unit), I have the opportunity to learn about assets as well as how to handle documentation and other things. Sometimes I get such easy tasks from other units so that I can learn, and I am really glad for it since it allows me to expand my social bubbles. Aside from that, I was given the opportunity to attend a meeting, which is rather drastic and nerve-racking for me, but I can imagine how an office meeting is like.

As for gains, my internship is paid for only 90 working days since I work under government. So, they only cover for 90 days for internship allowance. They also did not wire the money every month, but they will wire the allowance after the 90 days of internship. As for my case since I will be under an internship for 5 months, the allowance will still be wired after 90 days as per in the contract. Other than allowance, trainee also allowed to use the flexible working hour as some other organization does not allow. In terms of experiences, so far, I have experience some of the real task within administration department which is new to me. I have learnt quite some knowledge, thanks to my supervisor for being responsible in teaching me

how the real working life really works. Other than that, other staffs also being super nice to me and willingly to teach and explain in details about the task that I am doing. They said that I deserve to be explained as I do not have much knowledge regarding Administration department. Everything were super new to me and I glad that I met kind people. I am still lacking in some ways but I believe the opportunity to learn always has a room for me.

SWOT Analysis

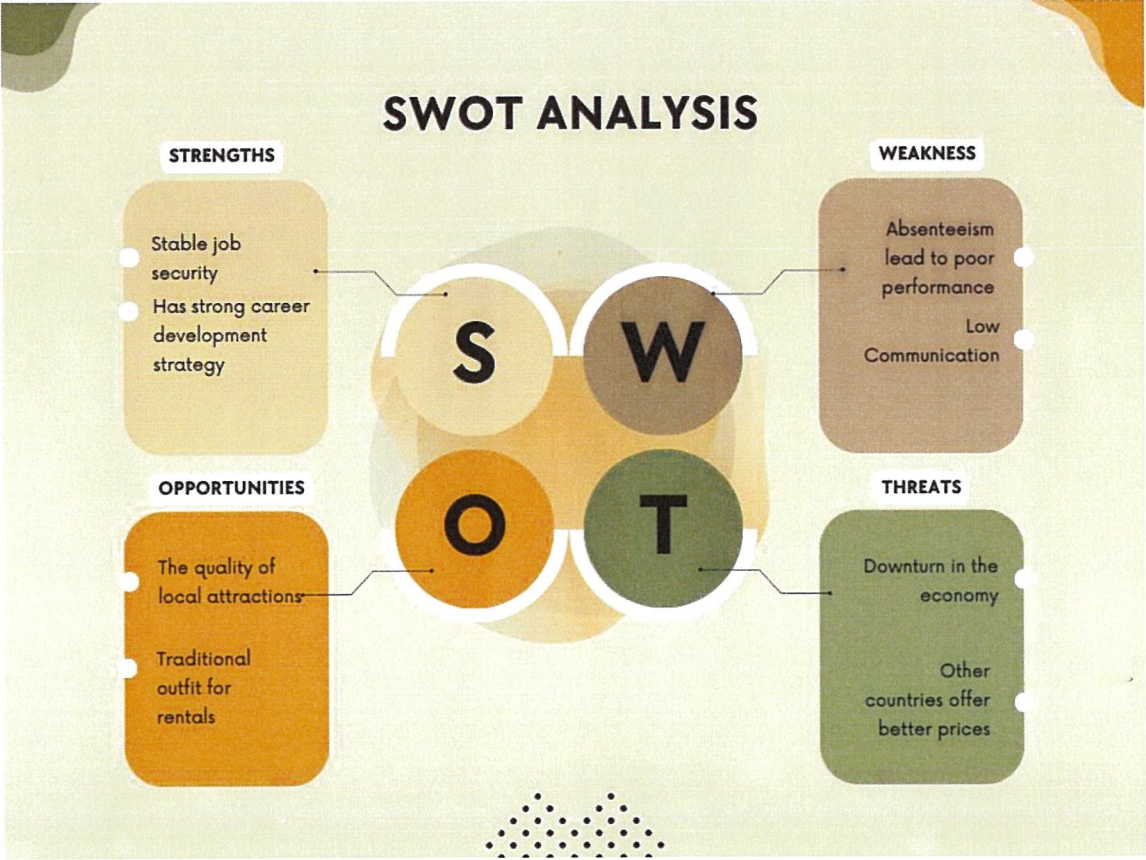


Figure 2.0

DISCUSSION AND RECOMMENDATION

1. STRENGTH

Strong career development strategy

According to my observations, Tourism Malaysia provides a career development plan in which an employee who has served for 4 years in their current department and has mastered the job task will be transferred to another department. This strategy ensures that all employees are exposed to a variety of job activities and have a thorough understanding of how Tourism Malaysia works. As we all know, each organization has a unique plan for assuring their employees' career advancement.

Organizations utilise career development strategies to increase their talents, skills, and career path. It appears to be having a significant and good impact on Tourism Malaysia as well. According to the findings of LinkedIn's 2018 workplace learning report, employees prioritise professional development (The Rise and Responsibility of Talent Development in the New Labor Market, 2018). This will result in a high rate of retention. Some of the effects that the organisation obtained were an increase in productivity, an increase in retention, and an increase in profitability.

First and foremost, according to Forbes, strong professional development can contribute to **greater productivity**. Employees can get new skills through career development, which leads to improved performance and higher production (Saraswati, 2022). The following step is **retention**. Because career growth is the employee's first focus, there will be a high rate of retention. Today, one of the most difficult difficulties for businesses is employee retention. Retention, on the other hand, can be an investment. In exchange, a number of high-quality employees will choose to stay because of the organization's career growth opportunities. Finally, having a great career development programme can **boost an organization's profitability**. Employee engagement in helping the organisation achieve its goals can be increased through development. As previously said, employees are more likely to stay at their existing position, and earnings and productivity can increase.

Stable job security

When you work for the government, you can rest assured that your job security is guaranteed regardless of the current state of the economy. The government sector is well-known for its secure job security, as the organization will never lay off its personnel. In the worst-case scenario, they will simply restructure their framework into a more efficient manner of working rather than laying down their talents.

According to The Star, the survey results revealed that 80% of respondents were concerned about economic uncertainty and the security of their current work (Survey: Job security among major concerns, 2023). According to the survey, job stability is critical, especially during this economic crisis. Job security has a significant impact on the organisation. Since Tourism Malaysia is an agency under a ministry, the government sector ensures their talents with job stability. For starters, employment security, according to Indeed, **helps attract and retain talent**. People are more inclined to stay with an organization when they feel comfortable in their current jobs. This strategy may also result in a better impression. If employees tell others about their job security, others may apply to the organization for a secure employment. They said that word of mouth is a great marketing tactic that costs you nothing in terms of acquiring new employees.

Second, consistent job stability might help to keep a **productive staff**. Employees can become more productive and involved in their jobs. This is because they will not be concerned about their job. This security allows for increased focus and drive, which in turn increases employee motivation. Finally, job stability **can boost employee morale**. This is because when employees are happier, they tend to have positive interactions with their co-workers and clients. Positive attitudes result in superior performance. These few points on how important stable job security can have a huge impact to Tourism Malaysia.

However, during difficult economic times, organisations may find it difficult to decide whether or not to lay off employees. These are a few techniques for avoiding layoffs and increasing job security for their employees. The organisation may involve its employees in decision making. Forbes suggests that organisations focus on their fundamental mission by including their employees in decision-making (Council Post: 15 Strategies For Preventing Layoffs And Ensuring Job Security In Tough Times, 2023). Instead of seeking outside talent, businesses might train current staff for higher-level capabilities. In addition, invest in talent management initiatives. Investing on your

current talents can help you secure a job. In exchange, such abilities will lead to enhanced active productivity and a higher rate of performance. Finally, the employer and the employees should collaborate. Working together as a team reduces workplace anxiety and increases productivity.

In conclusion, Tourism Malaysia has this point as its major strength which they cannot lay off their talents easily since they are an agency under government sector. They work closely with the Ministry of Arts and Culture.

2. WEAKNESS

Absenteeism that lead to poor performance

These employees are aware of the benefits available to them, such as sick leave, annual leave, and emergency leave. Because all types of leaves are simple to obtain, employees frequently abuse them, and some of their tasks may be a hindrance to other employees because their workloads are inextricably interwoven. If one of them takes unexpected or scheduled absence, the other employees will be burdened if a specific task needs to be completed as quickly as feasible owing to a deadline. According to what I've noticed, there was an issue in which a specific employee is on leave but his superior or colleague is unaware that he requested for leave and the assignment hasn't been completed before the day he leaves.

According to research findings, absenteeism might be induced by significant strain and stress, which leads to poor performance (Rangchareonsamut, Wongrathanandha, Khamsee, & Aekplakorn, 2021). Burnout can lead to a decrease in job engagement. According to the statistics, absenteeism is also referred to as sickness absence. According to the WHO, stress makes it difficult for humans to relax. People who are stressed may have difficulty focusing. Aside from that, continuous stress might exacerbate pre-existing health problem (World Health Organization, 2023). According to the findings of another study, one in every six self-reported absences was due to personal sickness, and one in every three experienced signs of burnout (Dyrbye, et al., 2019). This shown that stress and burnout can cause health problems, resulting in missed work for at least one day or more per month.

To address this issue, Tourism Malaysia can **provide adequate paid time off (PTO)**. Good employers should recognise that their employees have lives outside of work. Work is vital, but so are family, spare time, hobbies, and other interests. Employers will witness an increase in job engagement and reduced absence if they provide adequate PTO (Forbes, 2022). Aside from that, businesses can strive to **develop a "Voice-Of-Employee" programme** in which employees can air their grievances. This is one of the most effective ways to engage with teams or the workforce. In other words, this programme provides these employees with the opportunity to have their voices heard. Meanwhile, employers can grasp what their employees are going through.

Low communication

Tourism uses this one website to post and contact with other staff members. They can indicate whether or not an event will be place in the future. However, during Ramadhan, the HR department organises a number of events that are poorly advertised. Some events are not notified, while others are announced 30-40 minutes before the event begins. As a result, only those who are alerts registered to attend the activities. Aside from that, critical information has been badly disseminated. For example, the recipient did not adequately use communication methods such as group WhatsApp, emails, and so on. Poor communication is also common when the superior is younger. This will result in a negative culture.

Even a minor communication breakdown can devastate an organisation. As a result, effective communication is critical in the workplace. For starters, it will undoubtedly have an impact on organisational culture. Employees can be irritated by poor communication since it fosters distrust and misunderstanding (Janeva, 2020). Employees that have poor communication connections are likely to feel unheard, which will impair their loyalty to the organisation. On the other hand, it will raise employee turnover. Employees tend to leave when they believe it is a waste of their time to stay, as noted in the first point. Employees and job seekers want to work in an environment where companies value them.

Every problem that arises has a solution. First, **go over each communication channel** (How to address poor communication in the workplace - indeed, n.d.). Some channels may not function properly. Determine which methods work and improve those that don't. For example, if Jomlah or emails are ineffective, Tourism Malaysia may consider opening an official telegram channel to which all Tourism staff subscribes, so that any announcement may be sent immediately to each and every employee. A **great feedback system** can also have a powerful impact on reducing the problem of communication issues when the managers or superiors are younger than team members (Glass, 2022). Employee feedback can help to solve problems. This strategy can be used for both anonymous and personal talks. This allows the problem to be resolved before it worsens.

3. OPPORTUNITIES

The quality of local attractions

As Malaysians, we wish to keep our local attractions looking traditional. However, in order for it to look new, we must **retain the quality**, and the originality of the old look is not covered by the modernise era. Keeping our traditional dwellings as tourist attractions can also assist. In terms of marketing, word of mouth is the most powerful marketing tool that costs organisations nothing. We can utilise the same strategy to promote our culture and traditional clothes because people prefer to trust experience the most. For example, we can use Korea as benchmarks. Korea have kept their classic houses in good condition and are still comfortable to live in. They do improve some parts and incorporate modern stuff, but the classic impact and appearance remain.



Figure 4.0

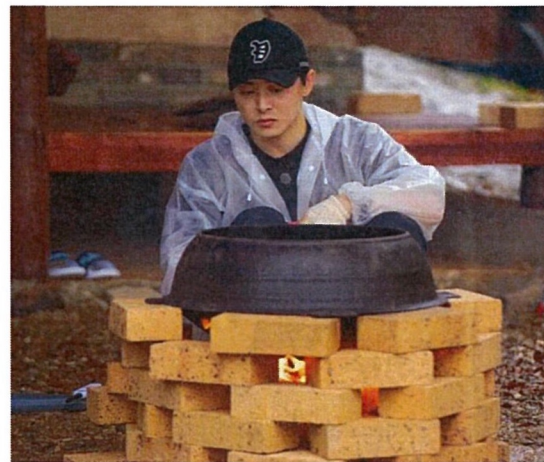


Figure 5.0

Figures above, they still have traditional homes that are cosy and have spaces for storing firewood and culinary supplies. It demonstrates that classic kitchen tools are still of high quality today. Aside from that, Malaysia is full with resorts here and there, so why not promote an improved attraction like a traditional house built in a greens area where people can enjoy the greens and receive therapeutic treatments surrounded by nature. Instead of ordering meals, they can prepare a traditional home meal with freshly chosen veggies planted around the house and protein. In addition, although many events can be held at our local stadium, the venue is not adequately maintained. The promotion of Malaysia's tourism will be aided by events like concerts, the opening of the South East Asian Games (ASEAN Games), and performances by local artists and foreign artists that could draw both locals and visitors from abroad.

According to a research, high quality attractions has positive and significant relationship with tourist satisfaction (THE IMPACT OF TOURIST ATTRACTIONS AND ACCESSIBILITY ON TOURISTS' SATISFACTION: THE MODERATING ROLE OF TOURISTS' AGE, 2020). So, all aspects in attraction such as natural attractions, cultural, recreation and activities are actually essential and it will give impact to tourist satisfaction. Tourism Malaysia can use this opportunity to attract more tourist to travel and stay longer within Malaysia.

Next, if our local stadium is well maintained, we can use it for many events that can boost up our tourism. According to an article, the 31st SEA Games are a fantastic opportunity to introduce Phu Tho to visitors, especially foreign visitors, says Nguyen Duc Hoa, director of the Phu Tho Tourism Promotion and Information Centre. He stated that the SEA Games 31 significantly improved the public perception of Vinh Phuc tourism. (KimOanh, 2022). Many groups of tourists came to Phu Tho from the central and southern provinces to watch football matches, take in the city's main attractions, and unwind. In the other hand, concerts also can be held at our local stadium or other venue.

According to The Star, as the nation transitions to the endemic phase, Malaysia is gradually continuing this tourism product to revitalise the economy. Music tourism has now become a gigantic phenomenon across the globe. Tourism Malaysia senior director (Strategic Planning Division) Syed Yahya Othman said after a two-year pause caused by the Covid-19 epidemic starting in 2020, entertainment, particularly concerts, is one among the components to promote Malaysia's tourism.

Due to the fact that both local and foreign artists will draw fans to Malaysia, Tourism Malaysia supports all concerts conducted here.

Traditional outfit for rentals

As mentioned above, culture can be variety and traditional outfit is one of them. We may make money in addition to renting out our traditional clothing, such as saris, cheongsams, baju kurung, and baju melayu. Tourism doesn't only include advertising popular destinations; we can also draw visitors by dressing in traditional clothing. Visitors can explore the city while wearing our traditional attire. We may display how lovely our traditional clothing is. Since Malaysia is a mixed nation, visitors can try on some of our traditional attire. My personal opinion is that the traditional Hanbok of Korea draws me in and makes me want to learn more about their culture. If Korea can draw people to its culture, why can't Malaysia do anything to pique tourists' interest? For instance, how can a nation with few races coexist harmoniously without fighting? Figure below is example of hanbok rental that is actually attract tourist.



Figure 6.0

According to a fashion tourism study, a sort of fashion tourism that adheres to sustainable principles can be encouraged in order to boost economic growth (Farsani, 2020). The findings also revealed 13 economic implications, 20 socio-

cultural impacts, and four environmental impacts. Among these, the most significant benefits suggested an increase in economic creativity and innovation, entrepreneurship, and increasing the diversity of revenue sources. As a result, we can see that promoting traditional outfit may both attract people and earn income. Aside from promotion, we can help the country's economy.

Making our traditional clothing available for rental has the ability to represent the culture. Nobody else will promote traditional attire if we do not. It essentially depicts our country's identity, culture, and customs (Shaikat, 2023). As a Malaysian, I am proud when tourists wear our traditional attire and have grown to appreciate how the aesthetic, feel of comfort, and complementing our culture. This, in turn, will attract other tourists due to the remarks spread around them.

4. THREATS

Downturn of economy

Since the global economy has experienced a true slump, the prices of all necessities products and consumables have risen, affecting hotel and travel costs as well. Other private tourism organisations are pressing citizens to pay expensive costs just to travel within the country, as all prices have skyrocketed.

According to Taylor's University, it should come as no surprise that the pandemic has afflicted everyone globally (Low, 2021). However, since the stringent lockdown, all business operations, particularly SMEs, have been badly harmed, and the tourism industry has incurred losses of RM45 million during the first phase of MCO alone. According to economists, COVID-19 lockdowns caused Malaysia to enter a technical recession in the third quarter of 2021. The COVID-19 has shaken the country's economy, particularly the tourism sector.

Every problem, no matter how serious it is, has a solution. According to the Tourism Minister, the ministry has developed a reform strategy that will focus on boosting income, attracting partnerships and investment, empowering local communities, and assuring the industry's sustainability (Perimbanayagam, 2020). Aside from that, one of the tactics that the ministry is attempting to implement is the provision of incentives by the government. The packages supplied are designed to improve industry products and services, not just to ensure the viability of existing activities.

Other countries, offer better prices

According to my findings on social media sites, most Malaysians claim that neighbouring nations have lower costs than Malaysia. Some of them say that the hotel services and quality provided are far superior than that of Malaysia. For example, we may see that Thailand has lower travel and hotel costs than other countries. Because they have a lower currency, our locals are more drawn to Thailand's tourism attractions than Malaysia's. According to Al Jazeera, Malaysia welcomed approximately 3 million visitors in 2022, reported by Tourism Malaysia. (Ferrarese, 2023). The intake was only about 12% of the total number of arrivals in 2019. In comparison, Thailand, Singapore, and Indonesia each received 10 million, 4.6 million, and 4.58 million visitors. Vietnam received 3.6 million foreign visitors. Sukanya Sirikanjanakul, executive director of the Tourism Authority of Thailand (TAT) for Asean, South Asia, and the South Pacific Region, stated that Malaysians led the return of tourists to the kingdom for the first ten months of the year (Bernama, 2022). She also claims that statistics reveal that many Malaysians travel to Thailand over land borders, either by bus, train, or private car.

According to one of the owners of a resort and spa in Langkawi, the island is not as inexpensive as its neighbours, particularly in terms of accommodation. He also stated that he routinely receives clients from Europe, and that Europe is likewise in a slump. Flights to Malaysia are more expensive, making it more difficult for Europeans to spend money on travel. In comparison to other countries in the region, Malaysia has comparatively poor connections and uninspired promotion, according to Fabio Delisi, manager of Kuala Lumpur-based inbound travel company Lotus Asia Tours. He said again that due to uneven policies and marketing efforts throughout the years, tourism development has suffered.

PESTEL Analysis

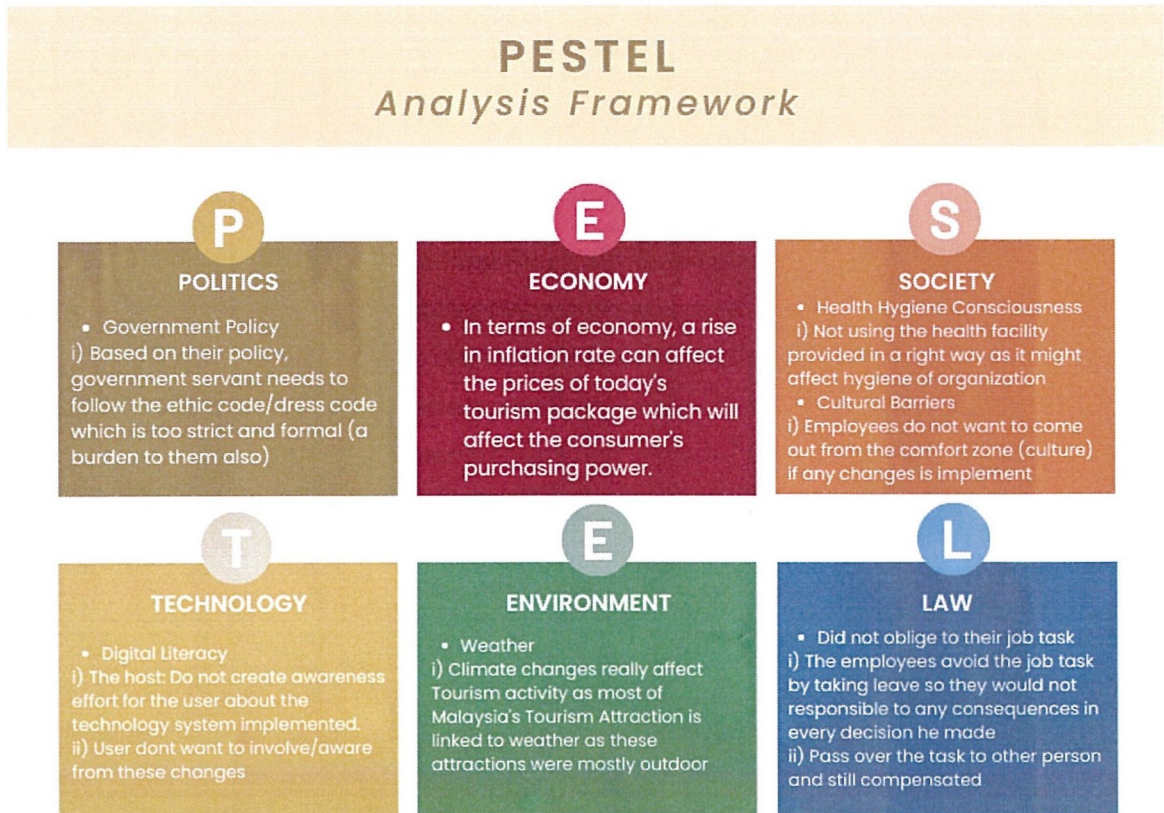


Figure 7.0

Politics

The government and private sectors have differing policies, especially when it comes to ethics or dress code. In terms of the government sector, Tourism Malaysia, as an agency under the Ministry of Tourism, Arts, and Culture (MOTAC), is bound by government policy. According to my observations, this has become an issue in which the government sectors have failed to adhere to the formal wear norms.

The government sector must preserve its image because it is the people who are responsible for keeping the country running. As a result, their ethical code reflects their image, professionalism, and integrity. This guideline, however, is not followed by the staff of Tourism Malaysia and others. According to Akta 605, Akta Badan-Badan Berkanun (Tatatertib dan Surcaj) 2000, tourism personnel are bound by these ethical norms in order to create uniformity and consistency in their appearance. This regulation's goal is to improve business image. The officers, on the other hand, are burdened by the cost of preserving the type of image on a daily basis. For example, in addition to national clothing 'Baju Kurung,' a two-piece pant suit is noted for its 'premium' price. Not only burdened by the pressure from higher ups, strict ethic codes also can be the cause of stress.

Being excessively tough with employees can put them under a lot of stress. There are several varieties of ethical codes, including business formal, business professional, business casual, and informal. These dress regulations can have an effect on both personnel and the organisation (Laddha, 2023). Dress codes can have an impact on productivity since employees spend more time and effort choosing acceptable apparel and may become distracted by co-workers who violate the dress code. Aside from that, it has an impact on staff morale and job satisfaction. Certain dress regulations may make employees feel constrained or uneasy.

In order to curb this issue from worsen, according to Indeed, Tourism can amend a **casual day of work** (10 Benefits of a Casual Day of Work, 2022). A casual day of work is a trend in which organisations relax their dress code on the last day of the week. Organizations use casual Friday to recognise their employees for their outstanding work throughout the week. It is a sort of flexibility in which employers provide some freedom in the office to enhance employee engagement. This strategy can help individuals save money because it eliminates the need to purchase as much business attire. This can alleviate new employees' fears while also allowing them to spend less money on office attire.

Economy

Since Malaysia's economy has declined, the price of tourism packages in Malaysia has increased significantly. When the economy suffers, the inflation rate rises, and consumers lose purchasing power. This will have an impact on consumer purchasing decisions. In order to travel in Malaysia, consumers, particularly locals, will need to bring more money. Due to increased hotel prices, locals must spend more on lodging.

According to what I've noticed, most locals say that Thailand's hotels offer lower prices and higher-quality hospitality services than Malaysia's. According to Fadzil Faez, a Malaysian, buffets in Thailand are cheaper (Zulkifli, 2022). He emphasised once more that Langkawi had fewer ferry trips and that the thought of not being able to return was difficult. He also stated that the prices at local tourist attractions might make him reconsider. A trip on the Langkawi cable car, for example, costs RM50, with additional charges if you want to visit the Skybridge. Even if the ringgit exchange rate was not as strong as it once was, he believes the trip to Thailand was still worthwhile.

According to this issue, the government can take action to impose tax cuts and tax rebates in order to stimulate economic growth (DePersio, 2023). This strategy is intended to bring more money back into consumers' pockets. To make sense, these customers will spend some of their money at multiple firms, increasing their revenues, cash flows, and profits. More cash equals more resources for businesses to improve, grow, and expand, which is how the economy will flourish. Finally, the economy will grow, and there will be no money crises or inflation.

Society

Based on my views, there are two societal issues. The first is **health hygiene awareness**. This problem arises as a result of employees failing to properly use the sanitary materials given. Despite the fact that Tourism Malaysia has supplied such amenities to their staff, they nevertheless find it difficult to comply with simple office hygiene guidelines. Some staff continue to refuse to use the designated sanitary bin. The other difficulty will arise if it is not used correctly. Other employees who will use the toilet will be uneasy. Furthermore, used tissues were discovered on the moist floor. The environment hygiene should be clean and comfortable in order to prevent various diseases through regular hygiene practises. Second, there are **cultural barriers** that prevent employees from leaving their comfort zone. The culture itself is not to leave the protected bubble. So, no matter what modifications were attempted, the staff refused to comply. This issue will undoubtedly prevent Tourism Malaysia from improving performance quality since they are unwilling to modify the way they work.

Concerning the first issue, management may attempt to **explain reasons** for the cleanliness rules as per the amended law. People are more likely to engage with objectives when they fully grasp why they exist. Management can convey the negative implications in an equally effective manner. By highlighting potential hazards, you may encourage individuals to keep their surroundings clean and tidy. Aside from that, management can **utilise a way of cleaning jointly** because we share the facilities, so why not clean it together? The managers also included this basic yet powerful team-building activity. Concerning the second issue, management may try to **inform employees about the change on a daily basis**. This is due to the fact that changing a cultural element takes time. It may take a long time to change a culture. On a frequent basis, management must monitor and convey what needs to be done and why. If it is not communicated, the likelihood of repeating past patterns is considerable.

Technology

Tourism Malaysia has been confronted with **technological awareness**. According to observations from an HR Department event, employees (users) were unaware of the technological usage of registration to attend an event. In other words, the employees must use a specific website to authenticate and register their names. However, the number of employees who have enrolled in the system is less than a fifth of the total. This showed that the user is not familiar and aware of this method of registration. As we know, technology is very fast and people in every age need to catch up with fast pace technology or you will drown. Also, the host do not have any effort in creating awareness for the user about the technology or system implemented.

Digital literacy might result in decreased productivity. Employee productivity can decline significantly if they lack the skills to use the current digital technology. Because they are unable to use technology effectively to share information or work together on projects, employees who lack digital literacy can also hinder communication within teams and between departments.

Tourism Malaysia may **develop a coaching and training curriculum** to solve this issue. It is the duty of the business to offer employees chances, formal or informal, to learn digital skills through this initiative. Employers might also motivate staff to join in online forums. The process of **evaluation and feedback** can then be completed. This component is necessary for the learning process in order to identify any skill gaps and make improvements. This can be done by having a test or having a supervisor do individual interviews.

Environment

The majority of our tourism attractions are related to nature, such as sea views, water sports in a water theme park or at sea, resorts, historical buildings, a national zoo, and homestays in distant areas. The majority of these attractions were outdoor activities. As a result, the quality of their stay will be worse than it should be. Since climate change has altered our weather, tourism activities have been impacted. As a result, Tourism Malaysia must boost its game in order to continue attracting tourists.

Tourism Malaysia has previously supported MATTA Fair in an effort to promote Malaysia by offering opportunities for other tourist companies to promote such economical holiday packages to both locals and tourists. This will assist our residents in obtaining a reasonable price for a vacation package, allowing them to spend money within the nation and stimulating Malaysia's economy. According to the Klook blog, Malaysia has a variety of intriguing indoor activities in case the weather disrupts their itinerary.

Malaysia, on the other hand, appears to lack a museum for traditional clothing as well as a rental facility for traditional wear or a replica of the national palace. It would be a fantastic opportunity to have one and be able to show it to tourists who visit Malaysia. These two attractions can be situated next to each other so that they can be rented while taking a tour of the palace. Furthermore, we seem to be lacking in terms of arts and crafts attractions. **The arts and crafts workshop should be advertised more widely.** For example, a perfume workshop may appeal to folks who enjoy the scent of perfume. Locals and tourists alike can enjoy the perfume manufacturing process and make their own perfume based on their preferences. Everything from the aroma selection to the perfume bottle is done by hand.

Finally, these types of indoor activities that sound so exciting and thrilling might fill up their outdoor activities if they are disrupted or operate as an attraction for residents as well.

Legal

In terms of the legal aspect, there are two issues: employees who are not bound by the Employment Act of 1955 and the employment contract. To begin, anytime the higher-ups (director of the unit) are not accessible in the office because they are on leave, sick leave, or need to work outside of the office, the person who is meant to fill his function takes a leave or sick leave to avoid any decision-making. This has happened a few times. Since then, a large number of paperwork and works have been stuck and built up, awaiting approval. This may not be viewed as overtly, but it is more nonverbally demonstrated by personnel that refuse to carry out their obligations. Aside from that, the employee is in charge of another job assignment because his colleague is away for Hajj, but he refused to carry it out and passed it on to someone else because he does not know how to do it and is unwilling to learn. He will, however, be compensated for taking on the job assignment.

Employees are bound to the contract of service and must carry out the work description specified in the contract, according to the Employment Act of 1955. Both the employer and the employee are bound by it, with the employee required to complete the prescribed duty and the employer compensating in return. The regulation is designed to protect both the employee and the employer.

The HR team may make advantage of anonymous 360-degree input. Here, every employee provides input so that HR is aware of the problem and may take action to resolve it before it interferes with teamwork. Since this will in some way destroy the environment's and the team's faith in one another. Without trust, it is impossible to cooperate with someone. Aside from that, one way to combat the unwilling to learn sort of employee is to have a private talk with the person and explain the rationale and purpose. People tend to work better when they understand the goal. This strategy, however, does not change overnight. HR must monitor and remind employees on a daily basis. Changing people is the most difficult task.

Conclusion

In conclusion, Tourism Malaysia is the agency that works directly under Ministry of Arts, Tourism and Culture (MOTAC). Tourism Malaysia is responsible to market Malaysia internally and globally with the guidelines provided by MOTAC.

Tourism Malaysia has proven that the tourism is finally slowly healing through the pandemic. However, they still need to work out on the internal issues in order for them to work in team effectively. Despite of having strength, Tourism Malaysia still need to overcome the problems that might be a barrier for them to achieve the goals.

In my opinion, communication is the key to teamwork. That is what I really learn during the whole industrial training. Without an effective communication, nothing can really work because we are going to work with other people as our job task is related to each other.

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Appendices



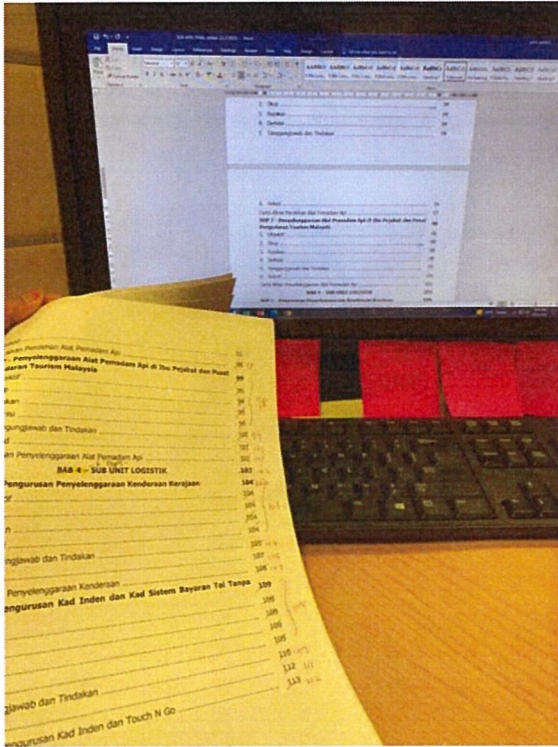
Majlis 50 Tahun Tourism Malaysia



Taklimat 60 minit bersama unit perolehan



Ceramah bersama ustaz (Ramadhan)



Check pages for content for assets, facilities and safety unit SOP procedure book



Raya photoshoot within department

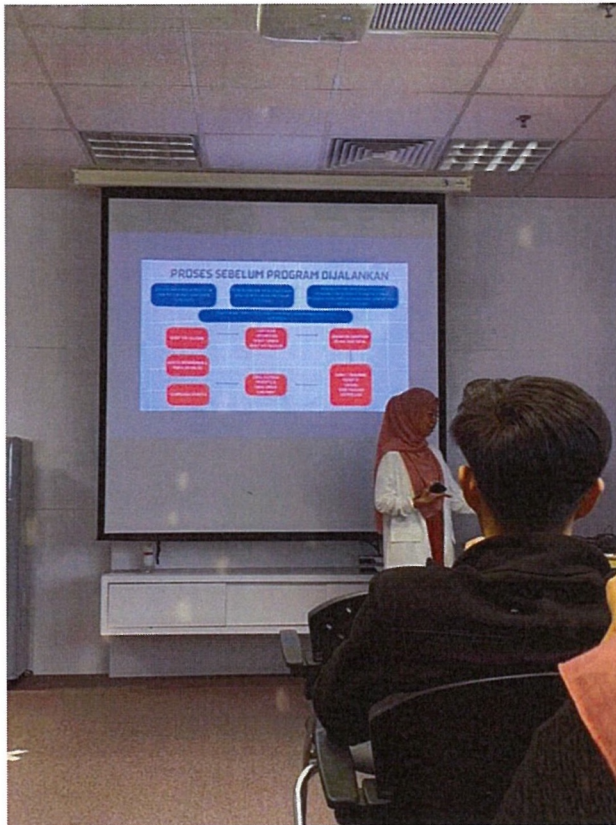


Help distribute dates and porridge for Tourism staff during Ramadhan





A study trip to Homestay Banghuris among interns



Presentation session with Tourism Malaysia