UNIVERSITI TEKNOLOGI MARA

Post Covid-19 : Motivation Factors To Travel

By,

NURAMIRA BINTI MOHAMAD

2017689824

Bachelor of Science (Hons) Hotel Management

HM240

Date of Submission:

10th August 2020

Abstract

The purposed if this research is to investigate and understand the impact of pandemic diseases on hospitality operations around the world and particularly in Malaysia. This will include hotel operation, travel agencies, transportations and other affected areas in hospitality. This research purposed for identifying the fact on the impact of pandemic diseases towards hospitality industries that is mainly focusing on Malaysia's market. This study also addressed two main areas that are affected by the pandemic. To completely contain the virus, Malaysia's Prime Minister declared the 4 phases of the Movement Control Order (MCO) as they expected the number of COVID-19 cases to increase continuously (Prime Minister's Office, 2020). Due to this, the researcher found that termination of employment workers and decreasing in tourist number were the clearest impact that the industry is facing. Researcher had completely found that both independent variables were the two main areas that affected during pandemic attacked. Apart from that, this report also addresses the incentive packages provided by the Malaysian government to ensure that the tourism industry in Malaysia remains sustainable. Following MCO's compliance on March 18, the industry suffered a dramatic fall in occupancy and revenue levels, with a rebound not anticipated until at least the third quarter. The prohibitions during the MCO will continue to contract the tourism industry in Malaysia and therefore successful policies to help the players in the industry are imperative.

Acknowledgement

First and foremost, I am very thankful and grateful to God for giving me the strength and patience throughout completing this Undergraduate Project (HTM655). It is always a pleasure to remind the fine people in the UiTM , friends and family for their sincere guidance. I am grateful because I managed to complete my research within the time given by my very supportive supervisor Madam Noralisa Ismail. I would like to express my gratitude and appreciation to all those who gave possibilities to complete this proposal.

First, I would like to express my deepest thank to my adviser, Madam Noralisa Ismail for her guidance and suggestion throughout the course of this research. Besides, I would also like to show my gratitude to Universiti Teknologi Mara (UiTM) Cawangan Terengganu Kampus Dungun for giving me the opportunity to gain new knowledge on how to prepare research papers in the future.

Finally, special thanks to my beloved family for their kind encouragement throughout the completion of this research paper. So, with due regard, I express my gratitude to them. This research has been quite challenging for me but with the guidance and encouragement from all these people, I am able to complete this research.

Table of Contents

1.0   INTRODUCTION

2.0   LITERATURE REVIEW

3.0   METHODOLOGY

4.0   DISCUSSION, IMPLICATION & RECOMMENDATION

5.0   LIMITATION & CONCLUSION