

Author's Declaration

We declare that all of the work done from this dissertation is in accordance with the regulations of Universiti Teknologi MARA (UiTM). All of the results and analysis obtained from this study is genuine and through our own work unless it is indicated or acknowledge of referenced and cited work. In any event of this study is found to violate any of the conditioned of out bachelor's degree and will accept to any disciplinary action as regulated by Universiti Teknologi MARA (UiTM).

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We hereby declare that we have checked this Undergraduate Project titled The Importance of E-Commerce Technology Advancement and Its Implementation in Hospitality Industry by Muhamad Danish Bin Nor Hakim and Nurazerra Binti Md Afandi. In our personal view, this Undergraduate Project is adequate in terms of scope and quality for the award of the degree of Bachelor in Science (Hons) Hotel Management, session October 2020 – February 2021.

ABSTRACT

Electronic commerce which also known as e-commerce serves as a lifeline for small and medium-sized business organization that are striving to enter the market under today's globalizing environment. Service business, at the same time, uses electronic commerce mainly in marketing activities. Especially where hotels are considered, efforts to sell services and time have made it important for consumers to increase their marketing activities in order to impact their buying decisions. Word of mouth is the most powerful marketing tool for hotel guests. Customers just believe that what non-commercial people say about the hotel represents the truth and influences their buying choices according to these discourses. In the other hand, electronic marketing is an online commerce that helps hotels to note down their former customers' views about the hotel and potential customers to review them. It is also considerable significance in the promotion and marketing of hotels. In this study, the importance of electronic commerce in the marketing of hotels is highlighted by the use of secondary data.

Key words : *E-commerce, Hospitality industry, Business activity, Hedna, Outsourcing*

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Bismillahir rahmanir rahim:

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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