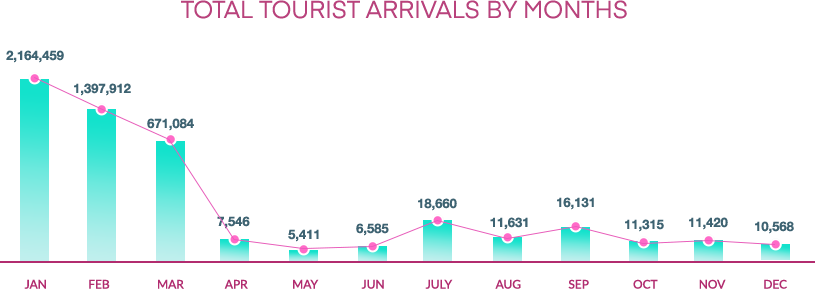
## FORMAT PENULISAN KERTAS KONSEP

1. Kertas kerja hendaklah ditulis dalam bentuk *MS Word* (97-2003 ke atas).
2. Kertas kerja ditulis dalam Bahasa Melayu atau Bahasa Inggeris, dan tidak pernah diterbitkan.
3. Saiz tulisan 11, jenis tulisan Times New Roman, *justified alignment* dan *single-spaced interline spacing* kecuali pada sesetengah aspek kertas konsep seperti tajuk besar dan sebagainya (rujuk Lampiran 1).
4. Kertas kerja hendaklah ditulis dalam 6-8 muka surat sahaja termasuk rujukan.
5. Margin: 2.54 cm dari atas, bawah dan tepi.
6. Tidak perlu ada nombor muka surat, *header, footer* dan *footnote*.
7. Sila guna gaya/format *American Psychological Association (APA)* termasuk untuk format jadual, rajah dan rujukan.
8. Untuk **jadual dan nombor**, saiz **font 11** digunakan. **Teks** dalam rajah dan jadual juga menggunakan font saiz **11**. Kedudukan rajah dan jadual adalah ***centre***. Jadual dan rajah yang tidak dipetik dari mana-mana sumber tidak boleh dimasukkan dalam penulisan. **Tajuk jadual** hendaklah diletakkan **di atas jadual**. Manakala **tajuk rajah** hendaklah diletakkan **di bawah rajah**. Contoh penomboran bagi rajah dan jadual adalah seperti berikut:

**Jadual 1**: Ketibaan Pelancong Ke Malaysia

|  |  |
| --- | --- |
| Tahun | Jumlah Pelancong (juta) |
| 2016 | 26.8 |
| 2017 | 25.9 |
| 2018 | 25.8 |
| 2019 | 26.1 |
| 2020 | 4.3 |

Sumber : Tourism Malaysia (2021)



**Rajah 1 :** Ketibaan Pelancong Mengikut Bulan Bagi tahun 2020

1. Kertas kerja hendaklah menyentuh isu-isu yang berkaitan skop penyelidikan.
2. Sebarang penyertaan yang tidak memenuhi kriteria seperti yang dinyatakan di atas tidak akan diterima.
3. Contoh format penulisan kertas konsep boleh dilihat pada Lampiran 1 (Abstrak) dan Lampiran 2 (Penulisan Penuh Kertas Konsep).

**LAMPIRAN 1**

# Tajuk Kertas Penyelidikan (Font: Times New Roman, 14 bold)

## Penulis Pertama1, Penulis Kedua2, Penulis Ketiga3 (Font: Times New Roman, 12 bold)

1Nama Institusi (Font: Times New Roman, 10) 2Nama Institusi (Font: Times New Roman, 10) 3Nama Institusi (Font: Times New Roman, 10)

### ABSTRAK (Times New Roman, 11, Left Alignment)

Abstrak tidak melebihi **300 perkataan**, ditulis dalam **Bahasa Inggeris atau Bahasa Melayu**. Abstrak hendaklah disediakan dalam MS-Word (**Font: Times New Roman, 11, Justified Alignment**). Fail harus disimpan dengan **nama penuh penulis pertama** sebagai nama fail. Kertas penyelidikan hendaklah ditulis dengan mematuhi garis panduan ini. Penulis diminta untuk menyerahkan kertas penyelidikan dalam **Format MS-Word** (**Font: Times New Roman, 11**)**.**

**Kata Kunci:** Maksimum 4 Kata Kunci ***(TNR, 11, Italic)***

**LAMPIRAN 2**

# CHALLENGES AND PITFALLS IN THE OPERATION OF MALAYSIA TOURISM AND HOSPITALITY INDUSTRY

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### Abstract (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. In Malaysia, tourism is one of the sectors that contribute to the development of the country. However, there are problems that decelerate the tourism growth. The issues of inadequate with low quality infrastructure and incapability of periodical maintenance and human capital incompetency might jeopardize tourism progress. Hospitality is the act of being friendly by welcoming guests and visitors. Thus, this industry mainly focuses on excellent customer service to achieve customer satisfaction. Hotel, travel agents and tour operators are the players that contribute positively towards the development of national economy.

***Keywords****: Challenges, Hotel, Tour operator, Hospitality (TNR, 10, Italic, Maksimum 4 kata kunci)*

### Introduction (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. In Malaysia, the tourism sector began to emerge in the 1960s but growth during that time was very slow. In those days, tourism was more commonly known as casual sightseeing at some nearby sites after visiting friends and family. As such, tourism as a lucrative business was a bit slow compared to other ASEAN countries. In 1972, the Malaysian Tourism Development Corporation was established to develop and promote Malaysia as a tourism destination (Nor, Abu, Noor, & Siti, 2010).

Untuk **perenggan seterusnya, Tab sekali untuk memulakan ayat.** After 15 years of its founding, the government established the Ministry of Arts, Culture, and Tourism (MOCAT) to boost the tourism industry. According to the latest data, the tourism industry continues to contribute significantly to the Malaysian economy at 14.9% in 2017 compared to 14.8% in 2016 (Department of Statistic Malaysia, 2017)

### Challenges and Pitfalls of Tourism and Hospitality Operation (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. This section will explain the issues and the challenges of Tourism and Hospitality Operation

### Reduction of Tourist Arrival (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. Traffic congestion at the Tambak Johor border is a factor that contributes to the drop in tourist arrivals from Singapore (Tourism Malaysia, 2018). Currently, visitor arrival from Singapore via the highway has decreased by 5.2%. The same scenario of tourist arrivals also applies to Indonesian tourists who travel by land and sea which recorded a decline of 6.5% and 19% respectively.

### Skilled Labor (TNR, 11, Left Alignment)

***Shortage of Skilled Workers (TNR, 11, Italic untuk sub-judul)***

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. Because of the current situation, not many Malaysian workers can stay in the service industry for long since the wage is low and extended working hours, subject to daily shift between day and night. Staff turnover is also relatively high. This condition has affected their motivations that influence their quality service delivery to customers.

### Muslim traveler’s needs (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. Although Malaysia is a Muslim-majority country with Malay dominated government who embraces Islam, the unique religious and cultural needs of Muslims still pose some challenges for hoteliers. Since many 5- star international chain hotels are owned by non-Muslim foreigners, therefore arriving a decision in forming a full practice of Shariah-compliant hotels is quite difficult (Zakiah & Fadilah, 2013; Archices, Angelina, Eu Hooi, Tina, & Shirish, 2007).

In addition, the availability of liquor being sold in the hotel restaurant that also serves halal food provides much more dilemma. Even though halal and non-halal are placed in different sections, but the availability of halal and non-halal under one roof is obvious. Sometimes, Muslim staff is exposed to learning the operation of a pub or hotel’s bar that serves alcohol. Since employees are compelled to gain more experience and skills as it commensurate to higher wages (Nee, 2011), therefore they could by chance engage themselves in the training to alleviate awkward when dealing with guests.

### CONCLUSION (TNR, 11, Left Alignment)

Semua teks [**Times New Roman, 11 point, justified alignment dan single-spaced interline spacing**]. In conclusion, the tourism and hospitality industry in Malaysia faces many challenges. Competition is stiff in Southeast Asia, hence the government through its agency, i.e. Tourism Malaysia needs to strategies its plans to win visitors with an intensive campaign and attractive promotional packages. Early exposure to hospitality and tourism training at the secondary school level may trigger interest among young adults to learn more about the frontline industry.

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