

FUNDAMENTALS OF TOURISM & HOSPITALITY

TOURISM AND HOSPITALITY IN MALAYSIA

**ANDERIAN BALING ANAK PIANG
AREN LAH KEBING**

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PREFACE

Fundamentals of Tourism and Hospitality (Tourism and Hospitality in Malaysia)

is an e-handbook and reference e-book for all students majoring Diploma in Tourism Management that gives broad knowledge on tourism and hospitality in Malaysia. This eBook mainly focusing on the introduction, knowledge, terminologies, tourism system and the basic sector in tourism and hospitality.

We at METrO Betong Sarawak Polytechnic would like to convey our heartfelt gratitude to all parties involved in its preparation, both directly and indirectly, and hope that this book will be beneficial to students, particularly those studying **DTM10083 Fundamentals of Tourism and Hospitality**.

Thank you.



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CHAPTER 1

TOURISM AND HOSPITALITY

INTRODUCTION

Tourism is a global industry. It is a massive business, and it'll keep on growing. To achieve this, meeting this increase with a well-planned, environmentally sound development is a problem for planners in Malaysia, Nepal, the United States, Australia, Thailand, and France.

The purpose of this book is to provide a fundamental understanding of the difficulties and changes that face this complicated area as it operates in an increasingly technology and global world, as well as to provide frameworks for further discussion.



Photo : The photo of Kampung Penurin, Betong.

Photo taken by Anderian Baling (2020)

TOURISM

When we think of tourism, we think of people going to see sights, see friends and family, take a vacation, and have a nice time. This group of people may spend their free time participating in sports, sunbathing, conversing, singing, riding, sightseeing, reading, or simply admiring the scenery.

According to the United Nations World Tourism Organization (UNWTO), "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes".



Photo: Malaysia Truly Asia (Google Image)

Tourism can also be defined as the interactions and relationships that occur between tourists, tourism suppliers, host governments, host communities, and the surrounding environment in the process of attracting and hosting visitors.

Any attempt to fully define tourism and characterize its breadth must take into account the numerous groups who engage in and are impacted by it. If a full definition of tourism is given, four main views can be found that are critical to its development:

1. **Tourist** – The traveler is looking for a variety of psychological and physical experiences as well as satisfaction. The destinations and activities chosen will be primarily determined by the nature of these.
2. **Tourism Supplier/Business/Player** – Businesspeople regard tourism as a way to earn by providing the items and services that the tourist market requires.
3. **The Government** – Politicians see tourism as a source of revenue in their jurisdictions' economies. Their viewpoint is based on the potential earnings for their population from this industry. Politicians also take into account foreign exchange profits from international tourism, as well as tax receipts derived directly or indirectly from tourist expenditures. Tourism strategy, development, promotion, and implementation can all benefit from the involvement of the host government.
4. **The Host Community** – The majority of locals consider tourism to be a cultural and employment factor. The impact of huge numbers of international visitors and residents, for example, is important to the host community. This effect could be advantageous, detrimental, or both.

5. **Non-Governmental Organization (NGO)** – They are usually non-profit organisations, with many of them involved in humanitarianism or the social sciences; they can also be clubs or associations that give services to their members and others. According to surveys, NGOs enjoy a high level of public trust, making them a valuable proxy for society's and stakeholders' concerns. Partnership with international and local NGOs will increase the community's capacity in undertaking conservation projects in which tourism is used as tool (or means to an end).
6. **Environment** – All living and non-living things that occur naturally, that is, not artificially, are included in the natural environment or natural world. The phrase is most commonly used to refer to the Earth or certain areas of it. The interaction of all living species, climate, weather, and natural resources that affect human survival and economic activity is referred to as the environment. Natural resources such as woods, waterfalls, rivers, oceans, lakes, hills, and mountains can sometimes benefit local communities. This location has the potential to become a tourist attraction.

HOSPITALITY

The relationship between a guest and a host in which the host extends some level of kindness to the guest, including the welcome and entertaining of guests, visitors, or strangers, is known as hospitality. In the *Encyclopédie (Encyclopedia)*, Louis, **Chevalier de Jaucourt** defines hospitality as the virtue of a great soul who cares for the entire planet through human ties. Hospitality also refers to how people treat others, such as the service of greeting and welcome guests at hotels. Hospitality plays a critical impact in increasing or decreasing a company's sales volume.

Hospitality typically includes providing transportation, lodging, food and beverage services, as well as attraction and entertainment services to any consumer, visitor, or even tourist. They could be both potential and actual customers who use the product and services while travelling. In the next chapter, we'll go through the many types of hospitality product and services and how they operate together in the tourism industry (Chapter 2).

QUICK RECAP

Exercise 1.1

Answer all the questions.

Question 1

Define Tourism ?

Question 2

Explain the following terminologies:

- i) Tourist
- ii) The Government
- iii) The Host Community

CONGRATULATIONS! FINISH CHAPTER 1

CHAPTER 2

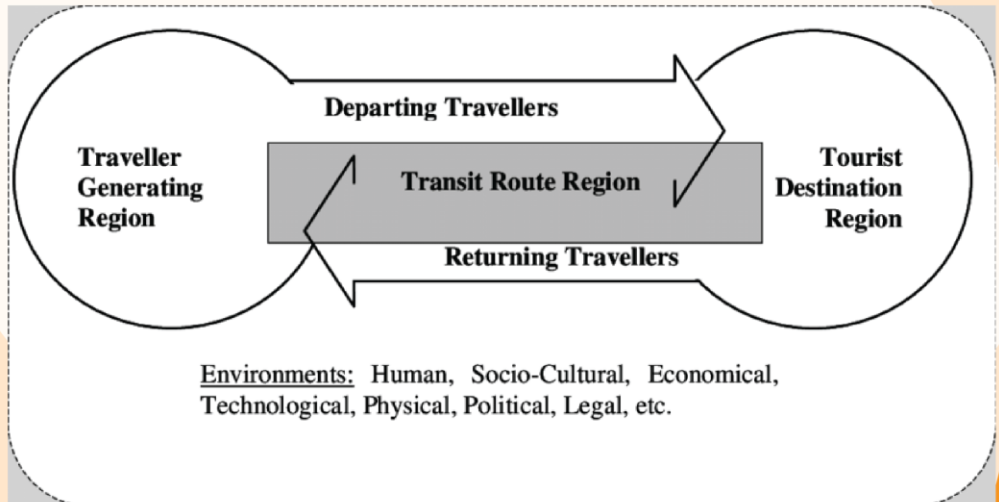
INTERRELATIONSHIP OF TOURISM AND HOSPITALITY INDUSTRY

INTRODUCTION

Before you can comprehend the relationship between tourism and hospitality, you first must understand the structure of the tourism industry. According to the **Leiper Tourism System**, there are generating area element (the origin), the destination region element (the receiving) and the transit region (the stopover/transit point) that the traveler or potential traveler need to know before they can even start their journey to their destination.

TOURISM SYSTEM

1. Tourist Generating region (The Origin)
2. Tourist Destination region (The Receiving)
3. Transit Routes region (Stopver/Transit point)



Tourist Generating Region (The Origin)

The tourist's starting and ending point is referred to as the Tourism Generating Region. It is his permanent abode, from which he departs for his tour and returns after it is completed. It also refers to the journey's starting point as well as the geographical demand area. The geographical location relevant to the motivational and behavioural pattern is referred to as "Push" factors by Dann (1977).

The intangible wishes or desires that arise in a person's head are known as 'push' forces. These are influenced by the person's own social, psychological, and economic forces.

People in the tourist-generating region think about things like the mundane surroundings, exploration, self-evaluation, relaxation, prestige, family relationships, and social contact. These are the psychological driving forces. The social push elements include the influence of family, reference groups, socioeconomic classes, culture, and subcultures.

The push factors are influenced by demographic parameters such as age, gender, educational attainment, income, and marital status. The disposable income combined with the available leisure time play a critical role in the tourist-generating region's economic push forces.

Tourist Destination Region (The Receiving)

The Tourist Destination Region is the location where tourists like to visit when on vacation. It is the location that draws travellers to stay for a short time. The tourist destination region is the core component of tourism since it is the location that the tourist chooses to visit and on which the tourism core element is founded. Tourists are attracted to tourism products on the supply side.

This component encompasses natural attractions, cultural attractions, and various forms of entertainment, as well as accommodations, facilities, services, amenities, safety, and security at the tourist site.

Transit Routes region (Stopover/Transit Point)

The tourist's transit route is the path through the region that he or she takes to get to his or her destination. It is the path that connects the tourist-generating regions and the tourist-destination regions, and it is travelled by tourists.

When travellers travel large distances, they must pause for a brief period of time known as a transit route. The transit route contains stopover spots that may be employed for tourist convenience or owing to the presence of various sites along the travel path that tourists can visit.

QUICK RECAP

Answer all the questions.

Exercise 2.1

Circle the correct answer.

1. How many elements (region) are involved in the tourist system?
A. 2 elements
B. 3 elements
C. 4 elements
D. 5 elements
2. Which of the following statements is **TRUE** about Tourist Destination Region (The Receiving)?
A. The path through the region that he or she takes to get to his or her destination.
B. Contains stopover spots for tourist convenience.
C. Location where tourists like to visit when on vacation.
D. The starting and ending point.

Exercise 2.2

Read the passage blow and decide whether the following statement are **TRUE** or **FALSE**.

Encik Abu bin Amri is planning to travel to Georgetown, Penang from Kota Kinabalu, Sabah using Malaysia Airlines. However, the plane needs to make a transit to Kuala Lumpur International as per booking before continue to Penang International Airport. Encik Abu then plan to take a Grab Car to Georgetown from the Penang International Airport as soon as he arrives at Penang.

1. Georgetown is the tourist destination region as planned by Encik Abu bin Amri.
[TRUE] / [FALSE]
2. The transit point in this journey will be Penang International Airport.
[TRUE] / [FALSE]
3. The starting point in this journey will be Kota Kinabalu International Airport, Sabah.
[TRUE / FALSE]

CONGRATULATIONS!
END OF CHAPTER 2.

CHAPTER 3

TERMINOLOGIES IN TOURISM



Tourism is a social, cultural, and economic phenomenon that involves individuals travelling to nations or places outside of their normal environment for personal or professional reasons. Visitors (tourists or excursionists; residents or non-residents) are referred to as visitors, and tourism refers to their activities, some of which include tourism expenditure.

**“One’s destination is never a place, but
a new way of seeing things.”**

-Henry Miller-

TYPES OF TOURIST

Tourist

A tourist is someone who travels for the purpose of recreation, medical treatment, leisure, or business. A tourist can alternatively be described as someone who visits a country for a legal reason other than immigration and stays for at least 24 hours and up to 6 months in the same year.

Traveler

Travelers are persons who migrate from one location to another for a variety of reasons, including to visit, work, learn, and travel. These tourists aren't necessarily involved in a lot of hospitality activities, and the majority of them are only going to one place and returning the same day.

Excursionist

An excursion is a trip taken by a group of people for the purpose of recreation, education, or physical activity. It's frequently part of a longer travel or visit to a location, and it's sometimes for other (mostly work-related) reasons. It also can be described as somebody who travels to a country other than their home and stays for less than 24 hours. They should not engage in any income-generating activities. All visitors may be an excursionist.

Visitor

Any person visiting a country other than his or her regular abode for any reason other than to pursue a remunerated occupation in the country visited and staying for at least 24 hours. Not all visitors are tourist.

Backpacker

Backpackers are tourists or travellers who travel by utilising the backpacking method, which is a type of low-cost, autonomous travel that frequently involves staying in cheap hotels and carrying all of one's belongings in a rucksack. It has evolved from a fringe form of travel conducted only out of necessity to a mainstream form of tourism. Depending on work permit rules, backpacker tourism may also include short-term job in certain nations. Digital nomads, who work with technology while living a mobile lifestyle, can also participate. They go on public transportation, stay in low-cost lodging such as hostels or homestays, and use other cost-cutting strategies.

Guest

A guest is someone who has been asked to visit someone's home or attend a celebration that has been organised by someone else (Examples, visitor and house guest). A guest is also someone who stays in a hotel or boarding home (For examples, hotel guests or a customer at a restaurant). A guest can also be someone who has been invited to participate in a radio or television broadcast, a sporting event, or other form of entertainment.

TOURIST TYPOLOGIES

Allocentric

Allocentric – travellers see travel as a way of expressing their curiosity and inquisitiveness. They want to see and do new things, as well as explore the world to the fullest. They appreciate taking risks and experiencing new things.

Mid-centric

Mid-centric – travellers travel for a change of scenery. They prefer variety without being overly exotic. Mid-centric travellers have a preference for regulated conditions, are willing to accept risks, and are curious about new environments, but they do require certain planned activities.

Psychocentric

Psychocentric – travellers enjoy predictable travel experiences with predictable activities, itineraries, and surroundings. Psychocentric travellers are those that choose a trip package, are not very active, prefer to drive rather than fly, and are not risk takers. This group feels better at ease in the company of other tourists.

FORM OF TOURISM

Inbound Tourism

The tourism of non-resident visitors within the economic territory of the reference country is known as inbound tourism.

Outbound Tourism

The tourism of resident visitors outside the economic region of the reference country is known as outbound tourism. Also be defined as travel by residents of one country to another.

Domestic Tourism

Domestic tourism refers to travel by residents within the economic territory of the reference country.

Internal Tourism

Internal tourism refers to travel by residents and non-residents within the economic territory of the reference country.

QUICK RECAP

Exercise 3.1

Match the correct answer.

Tourist	<input type="checkbox"/>	<input type="checkbox"/>	Travelers who choose trip package and not risk takers
Domestic Tourism	<input type="checkbox"/>	<input type="checkbox"/>	Travels for the purpose of recreation, or business.
Psychocentric	<input type="checkbox"/>	<input type="checkbox"/>	Do not engage in any income-generating activities.
Allocentric	<input type="checkbox"/>	<input type="checkbox"/>	Travel by residents within the economic territory
Excursionist	<input type="checkbox"/>	<input type="checkbox"/>	Travelers that take risks and experience new things.

Exercise 3.2

1. Define backpackers.

**END OF CHAPTER 3
YOU DID A GREAT JOB!**

CHAPTER 4

TOURISM INDUSTRY

INTRODUCTION

The tourism industry provides products (services plus user rights) through various companies and various public and private organizations

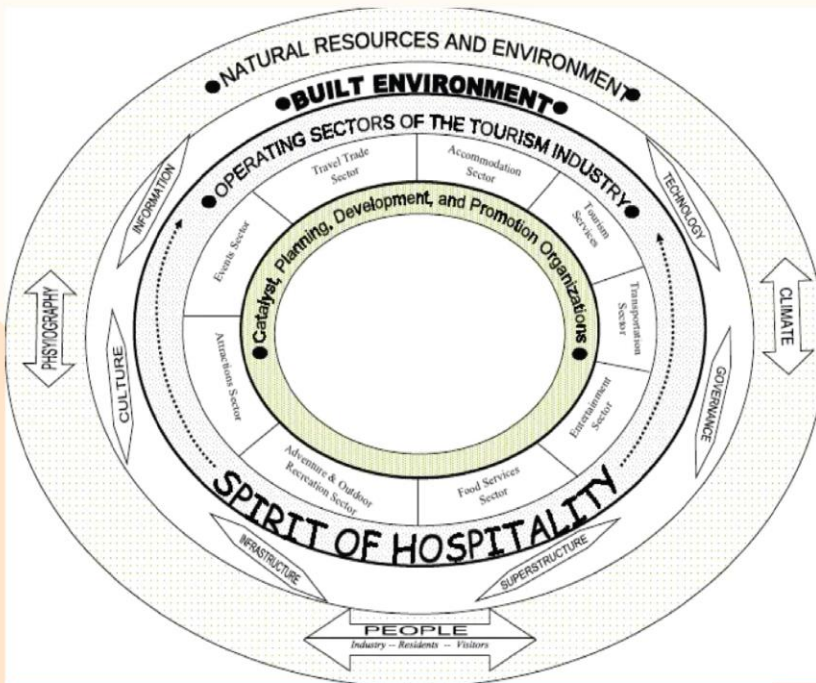


Photo Source: John Wiley & Sons, Inc (2012).



Photo: A Famosa, Malacca.
(Source: *The Star*, 2018)

History Tourism

History tourism or Cultural heritage tourism (or simply heritage tourism) is a kind of tourism that focuses on the cultural legacy of the destination. Heritage tourism is defined as "travelling to experience places, artefacts, and activities that authentically represent the stories and people of the past," according to the National Trust for Historic Preservation in the United States, and "heritage tourism can include cultural, historic, and natural resources."

Cultural Tourism

Cultural tourism is a type of tourist activity in which the primary objective of the visitor is to learn about, discover, experience, and consume the tangible and intangible cultural attractions/products offered by a tourism destination. These attractions/products are connected to a set of distinct material, intellectual, spiritual, and emotional attributes of a society, including arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and living cultures with their lifestyles, value systems, beliefs, and traditions.



Photo: Welcoming dance by the community of the Kampung Penurin, Betong.
(Source: *LYCIP Vol.4*, Anderian Baling, 2020)

Architectural and archaeological assets, gastronomic activities, festivals or events, historic or heritage sites, monuments and landmarks, museums and exhibitions, national parks and wildlife refuges, religious venues, temples and churches are all examples of cultural tourist experiences.

Ecotourism

Ecotourism is a type of tourism that involves responsible travel to natural regions (using sustainable transportation), environmental preservation, and enhancing the well-being of the local people. Its goal could be to educate tourists, raise cash for environmental conservation, directly help local communities' economic development and political empowerment, or promote respect for diverse cultures and humanrights.

Environmentalists have viewed ecotourism as an important activity since the 1980s, in order for future generations to be able to visit places that have been mostly unspoiled by human involvement. Ecotourism may be centred on educating visitors about the local environment and natural surrounds with an eye toward environmental conservation. Some add the attempt to provide economic opportunities that make conservation of natural resources financially feasible in their definition of ecotourism.

Recreation Tourism

Recreation is a leisure activity, with leisure defined as time spent on one's own terms. Human biology and psychology are intertwined with the "desire to do something for fun." Recreational activities are generally undertaken for the purpose of enjoyment, entertainment, or pleasure, and are regarded as "fun." Recreational tourism is the movement of people in their spare time with the goal of resting in order to re-establish a person's physical and mental strength.

Recreation is an important component of human existence, and it takes many diverse forms, which are naturally formed by individual interests as well as the social context. Recreational activities can be social or solitary, active or passive, outside or indoors, healthy or unhealthy, and beneficial or damaging to society.

Example of Sports Tourism



Photo: Closing Ceremony of the Olympic Sydney 2000

Photo Source: australiangeographic.com (Google)

Sports Tourism

Sports tourism is one of the most rapidly increasing segments of the tourism industry. Whether sports are the primary goal of travel or not, an increasing number of tourists are interested in participating in sports activities while on vacation. Sporting events of all sizes and types draw tourists as participants or spectators, and locations aim to differentiate sporting events by adding local flavour to them in order to deliver unique local experiences.

If properly leveraged in terms of destination branding, infrastructure development, and other economic and social benefits, mega sporting events such as the Olympics and World Cups can be a catalyst for tourism development. Malaysia has held a number of world-class sporting events in connection with the Commonwealth Games. Other than the Commonwealth Games, SEA Games is another example of sports tourism that ever been organised in Malaysia.

Shopping Tourism

Shopping Tourism is becoming a more important part of the overall tourism value chain. Shopping has evolved into a deciding element in destination selection, a major part of the overall travel experience, and, in some circumstances, the primary motive for travel. Destinations have a huge chance to capitalise on this new market trend by creating original and one-of-a-kind retail experiences that add value to their tourist offering while also reinforcing and defining their tourism brand and positioning.

More importantly, shopping is one of the most popular forms of tourist spending, providing a considerable source of revenue for national economies both directly and through a variety of interconnections with other sectors.

Convention Tourism

A convention, in the sense of a meeting, is a gathering of people who come together at a predetermined location and time to discuss or engage in a shared activity. Industry, profession, and passion are three of the most common conventions. Professional meeting and convention planners, either from the conference's hosting firm or from external consultant company, organise and coordinate conventions in great detail.

A conference centre designed to host such events can be found in most metropolitan cities. One of the most dynamic parts in the Meeting, Incentive, Convention and Exhibition (M.I.C.E.) section is the Convention (abbreviated as "C"). The tourism industry governs the industry in general.

Education Tourism

Learning, or the development of knowledge, skills, values, morals, beliefs, and habits, is facilitated by education. Teaching, training, storytelling, conversation, and focused study are all examples of educational practises. Although most education takes place under the supervision of educators, learners can also educate themselves. Educational tourism is a way to strengthen educational communities, host communities, and local entrepreneurs while also boosting economic growth.

Agrotourism

Any agriculturally oriented operation or activity that brings visitors to a farm or ranch is referred to as agritourism or agrotourism. Agritourism is defined as "accommodation provided in the farm home or in a separate guesthouse, providing meals, and coordinating guests' activities in the observation and involvement in farming operations" by the World Tourism Organization. Agricultural tourism has become an essential part of the survival strategy for many small farms. Farm operators can secure a steadier income by diversifying their businesses. This is due to the fact that agritourism activities can take place at periods of the year when crops are not in season, as well as offering an entirely distinct source of revenue.

Example of Gastronomy Tourism



Photo: Kuching Food Festival 2019
Photo Source: Sarawak Tourism Board

Gastronomy Tourism

The Committee on Tourism and Competitiveness (CTC) of UNWTO defines Gastronomy Tourism as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

Religious Tourism

Religious tourism, also known as spiritual tourism, sacred tourism, or faith tourism, is a category of tourism with two main subtypes: pilgrimage, which refers to travel for religious or spiritual reasons, and sightseeing, which includes viewing religious sites and objects. Spiritual tourism, on the other hand, refers to travel conducted for spiritual reasons; it can be a sort of religious tourism, but it can also extend beyond religion.

Health Tourism

People who travel overseas for medical treatment are referred to as medical tourists. Previously, this term was used to describe people who travelled from less-developed countries to major medical centres in developed countries for treatment that was not available at home. Surgery (cosmetic or otherwise) and comparable procedures are the most common reasons for medical tourism, although people also travel for dental tourism and fertility tourism. People with uncommon diseases may be able to go to nations where treatment is more well-understood. Psychiatry, alternative medicine, convalescent care, and even funeral services are all provided, as are practically all sorts of health care.

The phrase "health tourism" refers to travel that focuses on medical treatments and the utilisation of healthcare services. It encompasses a broad range of health-related tourism, from preventive and health-promoting treatments to rehabilitative and curative travel. A related field is wellness tourism.

Dark Tourism

Tourism involving travel to sites traditionally connected with death and tragedy is known as dark tourism (also Thana tourism, black tourism, morbid tourism, or grief tourism). Since the site's qualities alone may not make a visitor a "dark tourist," it was recently suggested that the idea be expanded to include why travellers visit that site. Dark places are more appealing because of their historical significance than because of their connotations with death and pain. Holocaust tourism combines dark tourism and heritage tourist elements.

Music Tourism

The act of visiting a city or town to attend a music festival or other musical acts is known as music tourism. Small towns like Glastonbury, as well as large cities like Glasgow, rely heavily on this type of tourism. The very new jam band phenomenon is a recent form of music tourism that stimulates many tourists to attend music festivals each year. The Artful Music Tourist Board was founded in 2003 by musicians and their friends in The Paradise Bar (now Royal Albert bar) in London, UK, to commemorate this.

There are hundreds of yearly jazz festivals around the world, the largest of which is the Montreal International Jazz Festival, which attracts 2.5 million visitors each year, one-third of whom are tourists. An estimated ten million individuals travel overseas each year primarily to attend or participate in a music or cultural event.

QUICK RECAP

Exercise 4.1
Answer the question.



Photo Source: LiveinAsia.com (Google)

Exercise 4.2

1. Explain the type of tourism portrayed by the picture above?

SUPERB! YOU HAVE FINISHED CHAPTER 4

CHAPTER 5

ACCOMMODATION SECTOR

INTRODUCTION

Hotel types or other categories are often used to refer to hotels. The kind of hotel is defined mainly by how it will operate and what facilities will be provided.

Additional categories include size, location, service levels, and company type or targeted market groups. The hotel industry also categorises hotels on a chain basis, dividing hotels into groups based on their average daily prices. Hotels are also distinguished by their various ownership arrangements and brand connections.

History of First World Hotel & Plaza

The First World Hotel & Plaza is a hotel, shopping, and entertainment complex consisting of a 3-star hotel and a plaza located at Resorts World Genting in Genting Highlands, Pahang, Malaysia. The resort is managed by First World Hotel, Resorts Sdn Bhd, a subsidiary of Genting Malaysia Berhad and Genting Group.

The First World Hotel is a three-tower, three-star hotel with **7,351 rooms**. Since 2015, it has held the **Guinness World Records** distinction for the world's largest hotel by number of rooms.



Photo: First World Hotel & Plaza, Resort World Genting.
(Photo Source: Google Image)

HOTEL CLASSIFICATION

1) Types

Hotels can be categorised according to a variety of different criteria. There are many categories of hotel based on their nature, including all-inclusive properties, all suite properties, bed and breakfast/inns, boutique, convention/conference centres, condo hotels, resort, extended stay, full service, casino, and limited-service properties.

2) Size and Complexity

A hotel's size and complexity may be determined by its guest rooms; sizes can vary from a modest boutique hotel with fewer than 50 rooms to a big resort hotel with more than 1,000 rooms. The hotel's complexity is defined by the volume and quantity of other revenue generating activities, such as available conference space the number of food and beverage operations, and extra services and facilities, such as pools, fitness centres, spas, and golf.

3) Location

A hotel's location may also influence the kind of visitor it caters. A hotel near an airport may be different from a property in the city centre, an isolated island resort, or a modest, charming bed & breakfast built on a mountain. Hotels that specialise in conferences may be located near entertainment hotspots such as Las Vegas or Disney theme parks to offer guests with pre-post conference activities.

4) Service Level

The level of service offered is also an important factor, ranging from a low-cost budget or economy hotel (Limited or Focused Service Hotels) with limited services and facilities to upscale and luxury hotels (Full-Service Hotels) with many services and amenities.

5) Market Segmentation

Hotels modify and vary their marketing strategies to boost occupancy and revenue in specific regions. In today's competitive market, most hotels strive to strike a balance between these areas. Examples of hotel target market categories include backpackers, retirees, families, solo travellers, free independent travellers (FIT), couples, vacationers, adventurers, medical tourists, and business travellers.



DIFFERENCES IN FACILITIES AND SERVICES AMONG PROPERTIES

a) Limited-service budget motels

Simple, basic, clean rooms with no amenities other than clean towels, linens, and soap. (Sleep Inns and Microtel).

b) Limited-service economy motels

Upgraded room décor with television, vending machines, and generally located close to restaurant. (Motel 6, Super 8, and Red Roof Inn)

c) Full-service, mid-priced hotels and motels

24-hour front desk upgraded interior and exterior decors, limited food service, extra room amenities, and other services. (Courtyard by Marriott, Four Points by Sheraton, and Holiday Inn)

d) Full-service, upscale hotels

Better quality and more luxurious, upgraded food service, and usually concierge service. (Delta Hotels, Hyatt Hotels, Hilton Hotels, and Westin Hotels, Shangri-la Hotel)

e) Luxury hotels

Lavish guest rooms offering the ultimate in room amenities. Noted worldwide for service and surroundings. (Ritz Carlton, and Four Seasons Hotel).

f) All-suite hotels

Separate sleeping and living quarters, limited kitchen facilities, and complimentary food and/or beverage service in morning and evening. (Embassy Suites, MainStay Suites, The Haven II-Suite Resort)

g) Extended-stay hotels

Apartment/ studio living quarters targeting travellers seeking accommodations for five or more nights. (Residence Inn, Hyatt Summerfield Suites, Studio 6, and Staybridge Suites)

h) Boutique and lifestyle hotels

Small to medium-sized hotels offering high levels of service with historic or innovative features (Kimpton Hotels, Aloft, and Moxy Hotels)

TYPES OF OWNERSHIP OF THE HOTEL

INDEPENDENT HOTEL

Independent properties are single-unit lodging establishments that are not affiliated with a chain or have a common identifier. They are not constrained by corporate rules, which allows them to be innovative and responsive to their guests' and communities' needs. However, the cost of this independence is lack of marketing, managerial supervision, and financial assistance, as well as other resources that are usually given by bigger multi-property companies like franchises or chains. The pinnacle of these independent hotels is the boutique hotel, which has distinctive architecture and design, offers a high level of service and usually fewer than 150 rooms. The concept of independent ownership is likely that you have in mind if you have always dreamt of becoming your own boss and operating your own company.

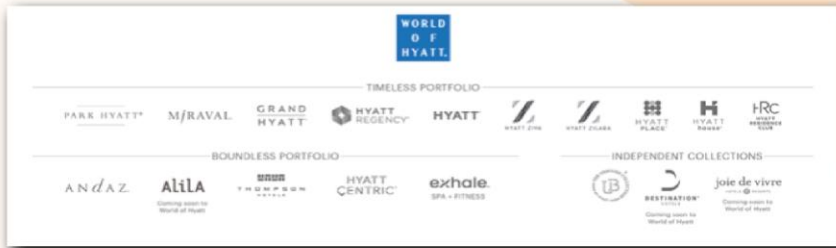
CHAIN HOTEL

A chain hotel is one that is part of a series or a set of hotels that are all owned or managed by the same business or individual. Thus, a hotel chain is an administrative business that runs several hotels, resorts, bed and breakfasts, hostels, and motels that have the same name but are situated in various locations. They may own the hotel entirely or in part, and they oversee its management, marketing, and promotion.

The chain offers the same services as a franchise agreement (brand and reservation system), but there is also an agency agreement, which means the brand runs the hotel on behalf of the owner, making all day-to-day decisions. When a guest stays at a chain hotel, he benefits from standardised services and quality, as well as loyalty programme advantages (points and bonuses). The biggest hotel chains often provide a consistent level of service, comfort, and other amenities for their customers.

customers.

Accor Hotel Brand		 ACCOR LIVE LIMITLESS			
Luxury		Premium		Midscale	Economy
RAFFLES	ORIENT  EXPRESS	mantis		mantra	BreakFree
BANYAN TREE	DELANO	Art Series		NOVOTEL	ibis
 LEGEND	<i>Fairmont</i>	MONDRIAN	pullman	Mercure	ibis STYLES
SLS	<i>SO</i>	swissôtel	ANGSANA	adagio	greet
SOFITEL	THE HOUSE OF ORIGINALS		HYDE	MAMA SHELTER	
 RIXOS		MÖVENPICK	GRAND MERCURE	TRIBE	
		PEPPERS	THE SEBEL		



Hyatt Hotel Brand



Photo: Hilton Kuching

Photo Credit: Agoda.com



Hilton Hotel Brand



Marriot Hotel Brand

HOTEL FRANCHISE

A hotel franchise is like a chain in the hospitality sector since it is a management agreement that offers certain services (brand, reservation system, and support) in exchange for adhering to certain rules and procedures. In other words, other hotel owners share the property's brand. A franchise is the right to utilise a parent company's brand and business model for a certain length of time. It is a strategy for growing a company and distributing products and services using a licensing agreement. In exchange for royalties and fees, franchise agreements grant owners/operators (franchisees) the use of a well-known brand name, access to central reservation systems, training programmes, documented operating procedures, standardised computer software, quantity purchasing discounts, and technical assistance from the parent company (franchise). Franchisees benefit from a well-known "brand", as well as the expertise, guidance, and support of a seasoned operator. Additionally, franchising distributes the costs of marketing, advertising, and reservation systems across all locations, lowering the unit costs significantly.

MANAGEMENT CONTRACT

It is usual for ownership to use a management contract, which is a service provided by a management firm for the purpose of managing a hotel or resort on behalf of its owners. Management contracts, like franchises, enable hotel companies to rapidly expand into new areas without making financial expenditures in actual facilities. Hotel management firms operate as representatives for the property's owner under a management contract. The property's owner "hires" the running business to do all management and marketing tasks required to operate the property. The property owner continues to be liable for the property's financial responsibilities, while the management company is responsible for any operational problems, as management contracts gained popularity, their structure evolved and become more complicated. The requirements of the owners in the partnership are based on assured financial flows, while the operators' interests are focused on assuring ongoing benefits from the property's operation.

SUMMARY

The type of ownership, brand affiliation, and management are all key factors in determining a hotel's categorization. While owners may operate their hotels independently, in today's competitive environment, they are more than likely to enter into a Franchise Agreement with a national known brand and a management contract with a hotel management company to run the hotel business. A hotel chain, such as Marriott, Hilton, Hyatt or IHG (Intercontinental Hotel Group), often consists of many brands: Marriott now operates 30 distinct hotel brands as a result of their recent merger with Starwood, with each name reflecting a particular price level, quality of service, or market niche.

Photo Below:
Palace of Golden Horses



QUICK RECAP

Exercise 5.1

Answer all the questions.

Question 1

Explain type of ownership for the St. Regis, Kuala Lumpur.



Photo : St. Regis, Kuala Lumpur.

(Photo Credit: HRS.com)

Question 2

List down **FIVE (5)** differences in facilities and services among the Hotel properties.

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____

Question 3

Explain the hotel classification by Location with an example.

CONGRATULATIONS! END OF CHAPTER 5

CHAPTER 6

FOOD AND BEVERAGES SECTOR

INTRODUCTION

The food service or catering industry refers to any business, institution, or company that oversees any meal prepared away from home. Additionally, this term refers to the process of preparing, presenting, and serving food and beverages to customers.

The food and beverage sector has evolved from its beginnings of meeting basic food and beverage service needs to an ever-increasing demand for unique experiences and expanded options. The growing awareness and demand for organic, sustainable, local, or specialty options in food and beverage, as well as special dietary needs, continues to present challenges to this industry. Furthermore, to better attract and serve a diverse range of diners, the food and beverage industry has segmented themselves into different services. The following images are the examples of fast food restaurants which will be further explain in this Chapter.

Examples of Fast Food Restaurant



Photo: Subway

This image was taken from Google Image.



Photo: McDonald Kiosk

The logo for Secret Recipe, featuring the brand name in a red, cursive script font with a registered trademark symbol (®) at the end.

Photo: Secret Recipe Logo

This image was taken from Google Image.

COMMERCIAL RESTAURANT

Commercial Restaurant is the most common food and beverage sector that serving the public and travellers who dine for reasons that range from need and convenience to entertainment and pleasure. Commercial restaurant operations vary all the way from fast food (quick service) and take-out to elegant, full-service, and sit-down operations. Commercial operations can be categorised into three categories, which are independent, chain and franchise restaurants.

An **Independent Restaurant Operation** is usually owned by an owner or owners who have one or more properties that have no chain relationship. The menu might not be identical among properties. Food purchase specifications may differ, and operation procedures are varied.

Chain restaurants represent an important source of growth in the commercial foodservice industry. A “chain” foodservice operation is distinguished by the fact that all the individual restaurants are virtually identical in market, concept, design, and name. The same menu, food quality, level of service, and atmosphere can be found in any one of the restaurants. The chain usually has greater buying power and credit resources. A chain may be family owned or owned by a corporation, franchise company, or management company.

A **franchise** is a form of restaurant ownership commonly utilised by chains. A franchise property is a connection with a chain. A chain property is not necessarily a franchise. Franchises are business arrangements between an individual business operator, called the franchisee, and the franchise company, called the franchisor. The franchisor sells the franchisee the right to use its name and logo, its products and concept. The franchise company then gives the individual a business with an established identity, along with training, advertising support, start-up assistance, and tested operating procedures. While the franchisee is the legal owner of the company, he or she does not function completely independently due to the franchisor's requirements. The franchise owner typically pays the franchisor an annual fee depending on sales. Owning a franchise of a popular chain can enable the restaurateur to reap considerable profits.

NON-COMMERCIAL RESTAURANT

Non-commercial restaurants and commercial restaurants are distinguished by the markets they serve. Institutional Operations are another name for Non-Commercial Restaurants. The Non-Commercial Restaurant Operation serves people who are members of societal institutions, such as hospitals, colleges, schools, nursing homes, military, and industry. These institutions provide foodservice not as their primary mission, but as an auxiliary service to their members and constituents. Institutions offered inexpensive and nutritious, if not very exciting, food, because there was neither expectation nor incentive to do otherwise. Their reason for being was to provide sustenance for the body, economically and efficiently.

TYPES OF RESTAURANT SERVICES

Quick Service Restaurant

In the food service industry, quick service restaurants are defined as establishments where customers go to the counter and place their order, pay, wait while the order is prepared, and then get their order. Quick Service Restaurants are dominated by brands, chains, and franchises. The quick service category today is characterized by a relatively low price, limited menu offerings, utilitarian décor, and modified counter service. Factory-like food production processes make possible the preparation of large quantities of menu items to exacting standards of quality and consistency. McDonalds, Pizza Hut, Taco Bell, Burger King, and Wendy's are just a few examples.

The use of kiosks and carts to serve consumers in high-volume, non-traditional locations is a rising trend in the food service industry. Kiosks require a much lower capital investment, since the square footage needed for operation is generally reduced. Airports, shopping centres, universities, hospitals, office buildings, and hotels are among the places where you may find an express food kiosk.

Fast Casual Restaurant

Fast Casual restaurants focus on higher quality ingredients than Quick Service Restaurants and provide made-to-order food in an environment that does not include table service. Customers usually queue and order at a counter. The sitting area has been upgraded to be more elegant and comfortable. Customers may watch their food being cooked in open kitchens, which are popular with fast-casual restaurants.

Café is a restaurant that does not offer table service. Customers place their orders at a counter and then self-serve their meals at a table. Traditionally, a café menu includes items such as coffee, espresso, pastries, and sandwiches, among many. E.g. The Coffee Bean & Tea Leaf.

Bistro is a café that offers full meals. The word bistro originates from the French *bristot*, which refers to a small place where simple dishes are served at affordable prices. The terms "bistro" and "café" are occasionally used interchangeably.

Pub refers to a public house that is permitted to offer alcoholic drinks. The pub's atmosphere offers and provides a relaxed environment in which to spend extended amounts of time listening to pleasant, unobtrusive music. The menu has substantial entrees as well as many appetizers, salads, soups, and desserts. It is mostly a wide variety of various types of beers, as well as certain wines and ciders.

Bar is a licensed place which serves soft and alcoholic beverages, including draft and bottled beer, spirits, wine, and cocktails to its customers. The term "bar" means a specialised counter on which drinks are served by the staff called "bartender". Appropriate glassware is to be used according to the customer's drink preferences. The ambience is often filled with loud music and dance floors. The menu served is minimal, often just light appetizers and/or pizza and wings or no food.

TYPES OF RESTAURANT SERVICES

Casual restaurants

Casual restaurants cater to middle-income diners who enjoy dining out but want to avoid the high costs and formality of fine dining establishments. It offers cuisine ranging from reasonably priced to upscale food in a more casual/informal setting. Casual eating establishments often feature a complete bar with its own bartenders, a bigger beer selection, and a limited wine menu. This sector is dominated by chains such as Chili's, Red Robin, and Cracker Barrel, as well as many independent restaurants in regional or local markets.



Photo of Chili's Restaurant

(Credit Photo: Google Image)



Photo of Nando's Restaurant

(Credit Photo: Google Image)

Family Restaurant

Family restaurants offer economical menu selections that appeal to a broad range of consumer preferences. Additionally, they have the operational flexibility in terms of menu selection and restaurant layout to accommodate big groups of customers. Family restaurants are often less refined in their theme or ambience and alcohol is rarely sold. A review of family restaurant menus shows a high level of operational methods such as menu item cross-utilisation, in which a few essential components are reused in many ways. This industry is thriving with both chain and independent restaurant owners.



Kelabit Restaurant, Miri.
Gerai Nuba Laya.

(Credit Photo: Gerai Nuba Laya Facebook)

Ethnic Restaurant

Ethnic restaurants are often a reflection of the owner's cultural identity. While these restaurants are popular in a wide variety of markets, they are often of special appeal to tourists and new immigrants looking for a specific environment and other people with whom they share a shared culture. The ethnic restaurant category involves businesses that are intrinsically tied to their own cultures. These restaurants are located in areas with a high concentration of members of the cultural group. The cuisine is often genuine rather than derivative, and the menus and language may be in the indigenous language.

TYPES OF RESTAURANT SERVICES

Full-Service Restaurant

Consumer expectations and demands are greater in a full-service restaurant than in a quick service restaurant. The menus provided vary, but often represent the restaurant's image or the consumer's intended experience. Major segments include fine dining, family/casual, ethnic, and upscale casual.

The fine dining restaurant is defined by a high level of attentive table service, upscale furnishings and décor, and fine cuisine. Prices are at the upper end of the scale. Menus are created and prepared by highly trained professional chefs. In an upscale setting with table linens, fine chinaware, crystal stemware, and silverware, meals are delivered to the table by professional waiters with solid culinary and beverage expertise.

Theme Restaurant

Theme restaurants approach delivering a unique eating experience differently. Whereas fine dining businesses strive to create an atmosphere of elegance, theme restaurants strive to give customers an experience that transports them to another era or location. Thus, themes assist restaurants in distinguishing themselves from the crowd of everyday dining establishments. The risk in a theme restaurant is that the concept will not be attractive to a substantial number of people.

A theme restaurant may emerge in several places depending on the geographic area and the emphasis of the restaurateur. Many theme parks feature themed restaurants to incorporate the park's concept into all aspects of the visitor's stay. Because of the high number of new visitors to the region, larger tourist sites may also feature theme restaurants.

Food Trucks

Food trucks are another very popular restaurant idea. These food trucks have gained popularity for several reasons. They have benefited from lower start-up costs, low labour costs and minimal overhead required. Furthermore, because of its mobility, it may move the company to various places depending on demand at different times of day, days of the week, and so on. A trademark of a food truck business is the use of social media to announce where the truck is each day. Many businesses choose a food truck over a restaurant site due to the high cost of acquiring a restaurant property, while food trucks are much less costly.



Photo of Nature – Theme Restaurant
(Botanica+Co @ Bangsar) South.

(Credit Photo: www.facebook.com/BotanicaCo.my/)

TYPES OF RESTAURANT SERVICES

Catering Service

A caterer performs the service away from his or her own establishment. In other words, the caterer brings the food and the service to the guests. This can occur at many different locations. Caterers have a distinct advantage. They have a rough idea of how many people they will serve and what the menu will be. This allows them to predict how much food to order and prepare precisely, reducing wastage.

SUMMARY

The food service industry is one of the most diverse in the world, with a vast variety of Asian and Western Cuisines widely available in a variety of dining formats, from stalls to full-service restaurants. Malaysia's food service industry is quite diverse, offering Malay, Indian, Chinese, and Western cuisines. Within commercial and non-commercial food service, there is wide variety of establishments and segments. A commercial food service establishment is one that is primarily concerned with production and sale of food and beverages. A non-commercial foodservice institution is integrated into organisation that does not have a primary concentration on food and beverage, such as healthcare, education, the military, or transportation. Businesses must find all possible way sto predict and prepare for future developments in the food and beverage industry. This includes promoting safe practises and hygiene, as well as adapting to changing market trends in the food and beverage industry.



Photo of Lepau Restaurant in Kuching, Sarawak. One of the best theme Restaurant in Kuching.

(Credit Photo: my.openrice.com/)



Photo of Thirty8 Restaurant, Grand Hyatt Hotel Kuala Lumpur.

(Credit Photo: www.tableapp.com/)

QUICK RECAP

Exercise 6.1

Fill in the box provided with the suitable types of restaurant.

1. Restaurants that offer economical menu selections that appeal to a broad range of consumer preferences.
2. A restaurant that performs the service away from its own establishment. For examples, bring the food and services to the guests.
3. This restaurant delivers a unique eating experience differently.
4. A restaurant which is owned by an owner or owners who have one or more properties that have no chain relationship.
5. It is one of the restaurants establishments where customers go to the counter and place their order, pay, wait while the order is prepared, and then get their order.

Catering Service

Theme Restaurant

Family Restaurant

Quick Service Restaurant

Independent Restaurant Operation

CONGRATULATIONS! END OF CHAPTER 6

CHAPTER 7

TRANSPORTATION SECTOR

INTRODUCTION

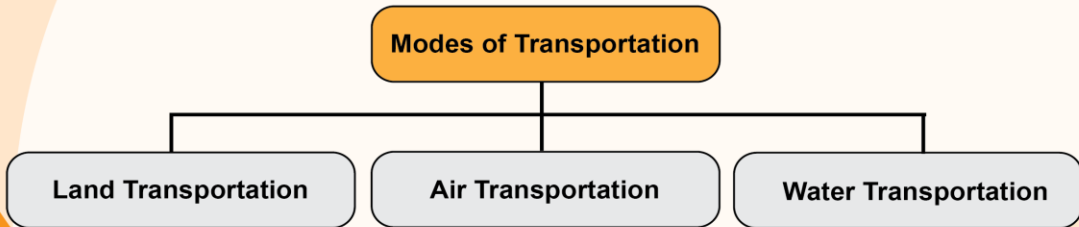
The transportation sector includes businesses that provide services to move people and products, as well as infrastructure for transportation. Air freight and logistics, airlines, maritime, road and rail, and transportation infrastructure are all part of the transportation sector. Air freight and logistics, airlines, marine, railroads, trucks, airport services, highways and rail tracks, and marine ports and services are all sub-businesses of these industries.

In this Chapter, all types of transportation are critical for tourism since they permit visitor mobility from point of origin to point of destination. Transportation allows tourists to be transported to sites where additional (tourism) services are available.



MODES OF TRANSPORTATION

'Mode of transport' is a term used to describe various modes of transportation or modes of conveying people or things. Air, water, and land transportation, which includes rails or railways, as well as road and off-road transportation, are the many means of transportation. Pipelines, cable transportation, and space transportation are examples of other modalities. Means of transport, on the other hand, refers to the transportation facilities that are utilized to transport people or cargo, depending on the mode of transport chosen (animal, vehicle, car, airplane, ship, truck, train and so on and so forth). Each form of transportation has a technological answer that is fundamentally distinct, and some require a unique environment. Each form of transportation has its own infrastructure, vehicles, operators, and operations.



Land Transportation

The transportation or movement of people, animals, or things from one area to another on land is known as land transport. Rail and road transportation are the two most common modes of land transportation. From the most basic system of individuals transporting items from place to sophisticated networks of ground-based transportation utilising various types of vehicles and equipment, a variety of land transportation systems have been established. Human-powered, animal-powered, and machine-powered are the three sorts.

a) Human-powered transportation

Human-powered transportation is still widely used in developing countries. Human powered transportation, often known as walking, running, and swimming, is a type of sustainable transportation that involves moving people and/or things using human muscle power. Machines have been able to augment human power thanks to modern technologies. Human-powered transportation is still popular for a variety of reasons, including financial savings, leisure, physical activity, and environmental concerns; in some cases, it is the only option, particularly in poor or inaccessible areas.

b) Animal-powered transportation

The employment of working animals to transport people and commodities is known as animal-powered transportation. Humans can ride some of the animals directly, utilise them as pack animals to transport things, or harness them to pull sleds or wheeled vehicles alone or in groups.

Elephant-powered transportation is also quite common in various Asian nations, such as Thailand, where elephants are used as a mode of transportation.



Photo Above: Broome Sunset Camel Riding in Australia.

(Source: www.australiantraveller.com)

c) Road transportation

A road is a clearly defined route, path, or path that connects two or more locations. Roads are usually smoothed, paved, or otherwise prepared to make travel easier; however, they do not have to be, and many roads were once merely recognizable pathways with no formal construction or upkeep. In urban environments, streets are routes that traverse through a city or hamlet and provide a dual purpose of urban space easement and route.

The automobile is the most prevalent road vehicle; it is a wheeled passenger vehicle with its own motor. Buses, trucks, motorcycles, bicycles, and pedestrians are among the other road users. There were 590 million vehicles on the road in 2002. Automobiles have contributed to air pollution, which has resulted in the progression of Asthma. Road transport gives route users entire flexibility to move their vehicles from one lane to the next and from one road to another as needed and convenient. Other forms of transportation lack the flexibility to change location, direction, pace, and timings of journey. The only way to give door-to-door service is to have access to a car. Now, there are more public transport facilities with the existence of eHailing such as Grabcar, MyCar, EzCab, Ryde and so on that make it easier for visitors or tourists to move from one destination to another.

d) Rail transportation

A train runs along two parallel steel rails, known as a railway or railroad, in rail transportation. To keep a consistent distance apart, or gauge, the rails are fixed perpendicular to ties (or sleepers) made of wood, concrete, or steel. The rails and perpendicular beams are supported by a concrete foundation or compressed soil and gravel in a ballast bed. Monorail and maglev are two other options.

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A train is made up of one or more connected rail vehicles. A locomotive, which pulls a train of unpowered vehicles that can carry people or freight, is often used for propulsion. Steam, diesel, or electricity from trackside systems can all be used to power locomotives. A multiple unit, which can power any or all of the automobiles, is another option. Horses, cables, gravity, pneumatics, and gas turbines are all options for powering a train. Trains are more energy efficient than ships because they travel with less friction than rubber tyres on paved roadways. Examples of rail transportation in Malaysia are the Tanah Malayu Railway (KTM). Now, in Malaysia, there are also light rail transit (LRT), Monorail and Mass Rapid Transit (MRT) systems that facilitate the movement of the public, especially in Kuala Lumpur, Malaysia.



Photo: Rapid KL in Malaysia.

(Source: Tunnel Time, Google Image)

Air Transportation

Passengers and freight are transported by aircraft such as planes and helicopters. Air travel has surpassed all other modes of common-carrier travel. When vast distances must be traversed, high-value cargoes must be moved, immediate needs must be addressed, or surface terrain precludes easy movement or greatly increases transport costs, the highest efficiency and value are gained. Even though the time and cost savings drop as the distance travelled decreases, air travel is typically profitable even for short distances. Air transportation also provides a communication or medical link between the various groups of individuals being served, which is sometimes critical.

a) Airplane

A fixed-wing aircraft, or aeroplane, is a heavier-than-air flying vehicle in which the wings' specific geometry generates lift, which subsequently elevates the entire vehicle. Small trainers and recreational planes to huge airliners and military transport planes are all fixed-wing aircraft. In Malaysia, there are two types of aircraft flights: flag carrier and low-cost carrier flights. A flag carrier is a transportation corporation, such as an airline or a shipping company, that enjoys special rights or privileges granted by the government for international operations because it is locally registered in a sovereign state. Flag carrier also known as a national airline or a national carrier. A low-cost carrier or airline (also known as a no-frills, budget, or discount carrier or airline, and abbreviated as LCC) is a type of airline that focuses on minimising operating costs while also providing some of the traditional services and amenities normally included in a fare, resulting in lower fares and fewer comforts.

b) Helicopters

Helicopters can be used for short distances or in areas without runways. (Other aircraft types, such as autogyros and airships, do not account for a substantial fraction of air transport.) A helicopter is a rotorcraft with horizontally spinning rotors that provide lift and thrust. The helicopter can take off and land vertically, hover, and fly forward, backward, and laterally as a result of this. Fixed-wing aircraft and many types of VTOL (Vertical TakeOff and Landing) aircraft cannot operate in busy or remote places because of these characteristics. There are other services that provide travellers the opportunity to see the beauty of cities like Kuala Lumpur from the air. In destinations such as Langkawi, Kedah, this service is also available.



Photo of Malaysian Flag Carrier.

(Source: Malaysia Airlines, Google Image)



Kuala Lumpur Sky Tour using Helicopter.

(Source: KL Sky Tour, New Straits Times)

Water Transportation

A watercraft, such as a boat, ship, or sailboat, transports people and goods over a body of water, such as a sea, ocean, lake, canal, or river. A navigable canal is one that can be successfully navigated by a boat or other vessel. The need for buoyancy binds all watercraft together, making the hull the most important part of their design, maintenance, and aesthetics. When a boat is floating on the water, its hull pushes water away from where it is presently. This is known as displacement.

a) Ship /Cruise

Cruise ships are huge passenger ships designed primarily for leisure travel. Unlike other modes of transportation, ocean liners usually embark on round-trip cruises to numerous ports of call, where passengers can participate in "shore excursions." Cruise ships on "cruises to nowhere" or "nowhere voyages" make two- to three-night round excursions without stopping at any ports. In comparison to ocean liners, modern cruise ships have less hull strength, speed, and agility. Recent vessels have been described as "balcony-laden floating residences," indicating that they have incorporated amenities to cater to water tourists.



Photo: Gondola in Venice, Italy.

(Source: Gondola Operation in Venice, The Star)

b) Canoe/ Gondolas

A canoe is a narrow, lightweight watercraft with pointed ends and an open top that is driven by one or more sitting or kneeling paddlers facing the direction of travel, each using a single-bladed paddle. The gondola (English: /ndl/, Italian: [ondola]; Venetian: góndoa [odoa]) is a typical Venetian rowing boat with a flat bottom that is ideally suited to the lagoon's circumstances. It is usually powered by a gondolier, who sculls with a rowing oar that is not attached to the hull and also serves as a rudder. The gondola is unique in that it is asymmetrical along its length, allowing for more efficient single-oar propulsion.



Photo: 'Perahu Tambang' in Sarawak. Almost Similar to the Venice Gondola. Very unique and famous in Sarawak.

(Source: Photo - BERNAMA, Berita Harian Online)

c) Jet Ski

Jet Ski is the trademark name for a personal watercraft (PWC) made by the Japanese business Kawasaki. The phrase is frequently used to refer to any sort of personal watercraft that is primarily used for enjoyment, as well as to denote the use of any type of PWC. A runabout-style PWC transports 1–3 persons in a configuration similar to that of a bicycle or motorcycle.

Factors that affect visitor's choice

Tourists and visitors are influenced by five variables when deciding which mode of transportation to use: time and distance, cost, comfort, frequency of service, and availability of services.

a) Time and distance

Time and distance between the buyer and seller can require a number of different modes of transport. For examples, the buyer will buy the services if the time and distance of the buyer are met which can be provided by the seller or the transport provider.

b) Cost

Different modes delivery system can add to the price of the services. Normally, traveler looks for the cheaper price for the transportation such as using the low-cost carrier for flight from Kuching to Kuala Lumpur. However, there are some traveler would like to pay more in order to get more experience or added value in the services and product that they choose.

c) Comfort

Almost similar to the cost factor, some of the traveler, they would choose the transportation which can provide comfort to them. People want to travel in comfortable way by seeing the cleanliness, uniqueness of the services and support system used in the transportation that make the journey convenience.

d) Frequency of service

Consistency of the services also another factor why the traveler often see the frequency of service as part of the factor before they choose their transportation. Some area can be access with a consistent transportation that indirectly help the traveler to determine the area of destination that can be arranged based on the frequency of services provided.

e) Availability of services

Availability of services is another factor of people choosing their transportation. It should be available when needed. For example, if Grab Car is not accessible at one area, it will be not convenience for the tourist to choose Grab Car, so they might need Taxi as mode of transportation.

QUICK RECAP

Exercise 7.1

Answer all the questions.

Question 1

List down **FIVE (5)** factors that affect visitor's choice of transportation modes.

Question 2

Why Comfort factor is important in selecting transportation modes before starting our journey?

Exercise 7.2

Match the correct answer.



• Vehicles rental company.

• Airlines company.

• Cruise company.

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