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**THE POTENTIALS AND BENEFITS OF INTERNET  
OF THINGS (IoT) TOWARDS BUSINESS  
PERFORMANCE IN TRAVEL AND TOURISM  
INDUSTRY: CASE STUDIES AT KELANTAN**

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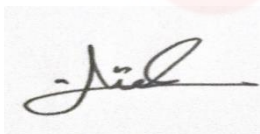
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## ABSTRACT

Through the years, the technology has changed the travel and tourism industry. The biggest impact to increase business performance in travel and tourism industry was the introduction of Internet of Things (IoT). This study aims to study the potentials, the benefits and impacts of Internet of Things (IoT) to enhance the business performance towards travel and tourism industry in Kelantan. This study was carried out using qualitative research approached. The purposive sampling had been used focused on six travel agencies registered under MOTAC. The data collected using in depth interview to get the data from the participants. Next, the data analysis used in this research was thematic analysis, and applied open coding to analysed the data. The response from the interviews of this research showed that the Internet of Things was giving them to enhance their technology use, reduce the cost, benefit in marketing purpose, customer engagement, networks and communication and impacted to gain profit and help to get customer loyalty that has led to their business performance. As the results, this study will help travel and tourism industry know about the opportunities of the Internet of Things.

Keywords: Internet of Things (IoT), Potentials, Benefits, Impacts, Business performance, Travel and Tourism Industry.

## ABSTRAK

Tahun ke tahun, teknologi telah mengubah industri pelancongan dan pengembaraan. Mungkin, kesan terbesar dalam meningkatkan prestasi perniagaan dalam industri pelancongan dan pengembaraan adalah pengenalan Internet Pelbagai Benda (IPB). Kajian ini bertujuan, untuk mengetahui potensi, manfaat dan kesan Internet Pelbagai Benda (IPB) untuk meningkatkan prestasi perniagaan terhadap industri pelancongan di Kelantan. Kajian ini dilakukan dengan menggunakan pendekatan penyelidikan kualitatif. Data persampelan telah digunakan persampelan bertujuan dan fokus pada enam agensi pelancongan yang didaftarkan di bawah MOTAC. Data dikumpulkan dengan menggunakan temu ramah mendalam untuk mendapatkan data dari peserta. Seterusnya, analisis data yang digunakan dalam penelitian ini adalah analisis tematik, dan menerapkan pengkodean terbuka untuk menganalisis data. Hasil daripada temu ramah dalam kajian ini menunjukkan bahawa Internet Pelbagai Benda (IPB) dapat meningkatkan penggunaan teknologi, mengurangkan kos, manfaat dalam tujuan pemasaran, mendapatkan pelanggan, mudah berkomunikasi dan memberi kesan dalam meningkatkan keuntungan dan membantu mendapatkan kesetiaan pelanggan. Oleh itu, kajian ini akan membantu industri pegembaraan dan pelancongan mengetahui tentang peluang Internet Pelbagai Benda (IPB).

Kata kunci: Internet Pelbagai Benda (IPB), Potensi, Manfaat, Kesan, Prestasi perniagaan, Industri Pelancongan.

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## LIST OF ABBREVIATIONS

### Abbreviations

IoT	Internet of Things
ICT	Information Communication Technology
NFC	Near Field Communication
HVAC	Heating Ventilation Air Conditioning
OBD	On-Board Diagnostics
ITU	International Telecommunications Union
RFID	Radio Frequency Identification
WSN	Wireless Sensor Network
IERC	International Energy Research Centre
HVAC	Heating, Ventilation and Air-Conditioning
V2X	Vehicle to all
OBD	On-Board Diagnostics
SMS	Short Message Service
MPRS	Mobile Personal Response System
MOTAC	Ministry of Tourism, Arts and Culture
MCO	Movement Control Order

# CHAPTER 1

## INTRODUCTION

### 1.1 OVERVIEW

Through the years, the technology has changed the travel and tourism industry. Probably, the biggest impact business performance in travel and tourism industry was the introduction of the Internet of Things. This research focuses on the potentials and benefits of Internet of Things (IoT) towards business performance in the travel and tourism industry in Kelantan. Where, the researcher will discuss the potentials and benefits of Internet of Things (IoT) towards business performance in travel and tourism industry. Then, followed by problem statement, research questions, research objectives, significant of study, scope of study, structure of study and closed with the chapter summary.

### 1.2 BACKGROUND OF THE STUDY

Tourism is one of the fastest growing industries in the world (Luv Verain, 2015) and become major of the contributions to the economy in many countries. And the travel and tourism industry are the one of the largest and fastest growing sectors in Malaysia. As an increasing number of tourists in destinations, hotels, transportation and many more.

The new technology like the implementation of Internet of Things (IoT) has influenced the travel and tourism sectors enabling new ways of doing their business such as in making the solutions to promote their products and services. Internet of Things represents a great opportunity for travel and tourism industry to influence their business in order to have high business performance.

In general, there is various of definition about the internet of things. According to Kevin Asthon (2015), who are expert on digital innovation, the first version of the internet was about creation of data by human being itself. Meanwhile, the next version basically about data created by many things hence it called Internet of Things (IoT). According to International Energy Research Centre (IERC,), IoT was defined as a dynamic global network architecture with self-configuring capabilities based on standards and interoperable communication protocols; physical and virtual' things 'have identities and attributes in an IoT and are able to use intelligent interfaces and be incorporated as an information network.

The Internet of Things (IoT) is a collection of linked devices, computers, and digital machines with specific identifiers that transmit data across the network, according to Allyson Larcom (2015). First, the Internet of Things (IoT) component is the smartphone, laptop, wearable, sensor, as long as they are linked and exchange data, and they are all part of the Internet of Things (IoT). In addition, the Internet of Things (IoT) often involves a human with a heart rate implant or a vehicle that alerts a driver to low tyre pressure (Jacob Morgan, 2014). The Internet of Things (IoT) encourages smarter work and more influence in the travel and tourism industry. In a variety of sectors, companies are rapidly

using IoT to function more efficiently, better understand consumers and offer enhanced customer service, facilitate decision-making, and maximize the value of the enterprise.

The Internet of Thing (IoT) platform is connectivity platform for system management, cloud platforms, platforms for application enablement, and integrated platforms for analytics. As the name suggests, communications frameworks are based on the networking aspect of IoT systems. It provides customers with the applications, hardware for networking, and data management required to keep their devices online. The networks typically assume that current carrier providers and wi-fi customize the connection in a manner that allows for basic IoT to be discovered (Brian Ray,2020).

The type of Internet of Things (IoT) is location information. Businesses operating in travel industry can also use website to send exact location information to their customer and collect important data (Jacob Morgan,2014). By combining gadget such as smartphone and laptop that capable with beacon technology or other sensor, these messages can be forwarded to visitor at the most relevant arriving place. For example, this might send messages about local places and usual operations hours or to point out nearby public transport (Brian Ray,2020).

Another great use of Internet of Things is related to streamlining for their customer's experience across every aspect in the travel sector (Chris Newmarker,2011). In airport, this can be used for sensor and sending information to passenger's phone and remind them when their baggage is release and can allow them to locate it. At the accommodation places such as hotel or apartment, the check in procedure can be made seamless with owner sending e-card to guest's room without them go through receptionist desk. Sensors

also can be used to alerting restaurant staff when a guest arrived and automatically send them the table number

Table 1.1: Internet of things (IoT) unit installed based by category (millions of units)

<b>CATEGORY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2020</b>
Consumer	3963.0	5244.3	7036.3	12863.0
Business Cross-Industry	1102.1	1501.0	2132.6	4381.4
Business Vertical Specific	1316.5	1635.4	2077.7	3171.0
<b>Grand total</b>	<b>6381.8</b>	<b>8380.6</b>	<b>11196.6</b>	<b>20415.4</b>

Source: Gartner (2017).

The table shows the Internet of Thing (IoT) unit install by category unit between 2016 and 2020. According to Gartner an approximate 12.86 billion units will be use in consumer segment by 2020. The consumer segment has largest of quantity of user between business cross industry and business vertical specific.

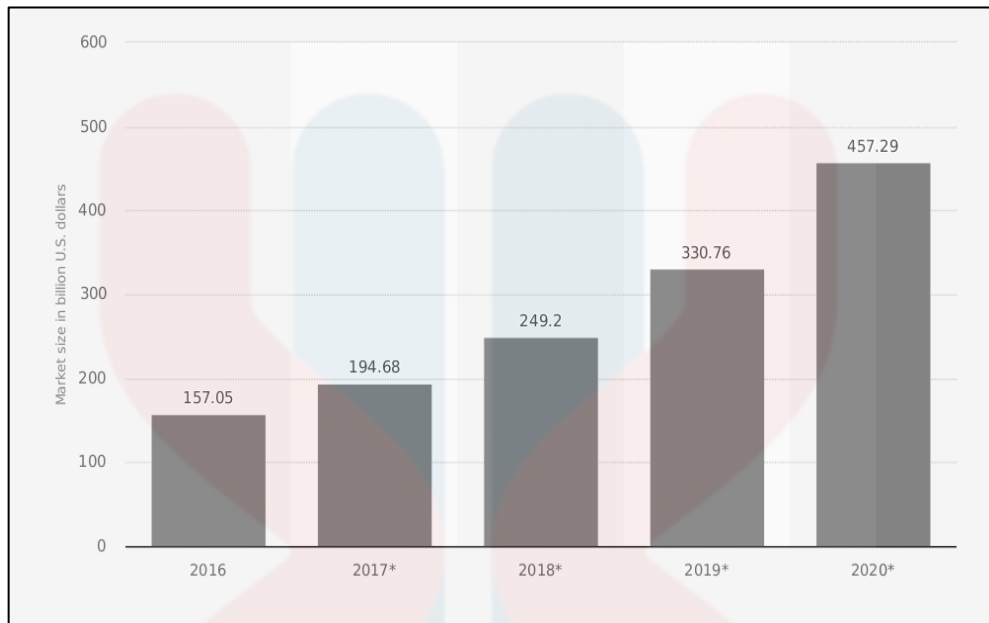


Figure 1.1 : Size of the IoT market worldwide from 2016 to 2020  
Source: Growth Enabler Statista (2019)

The statistics show in (figure 1.1) the Internet of Thing (IoT) market size worldwide, from 2016 to 2020. the Internet of Things (IoT) market is forecast to reach 457.29 billion U.S dollar. The number concerning the Internet of Things (IoT) will help mangers and others in tourism to understand the potential that IoT technology holds.

Today, the internet of thing (IoT) is a convergence of smart device that generate data through sensors to create new information and knowledge to boost human intelligence, efficacy and productivity to enhance the quality of life. “The internet is no longer a web that we connect to. instead, it’s a computerized, networked, and interconnected world that we live in.

### 1.3 PROBLEM STATEMENT

The tourism sector is one of the main contributors in Malaysia's economy. By using the technologies Industrial Revolution 4.0, travel and tourism industry now are creating a new brand travel trends and has transformed the way of their operation and services. In addition, the represent of technologies in this industry, it was helping tourism industry to increase their business performance and provide an efficient way in conducting business. In addition, in today's scenario, the Internet of Things (IoT) can be viewed as a global infrastructure for the information society, enabling advanced services by interconnecting (physical and virtual) things based on existing and evolving interoperable Information and Communication Technologies (ICT) (ITU, 2015).

With the help of the Internet of Things, one can easily communicate, sharing information, selling and buying with just a finger's touch. In addition, the important files or folders are digitally sent across the globe instantly. Now, no more waiting and everything is possible in a few seconds or minutes. Thus, this attractiveness of opportunities this emerging technology such as Internet of Things (IoT) will bring more performance in business. And, according to Statista, (2019), there are 29 million people were accessing the internet in Malaysia. With the growing number of internet users in Malaysia, it has represented Internet of Things (IoT) now become a significant part of the daily life and as a new trend in travel and tourism industry.

Currently, it gives a limitation movement to all people or organizations. Because of that, people feel stuck and cannot follow a normal scenario anymore. So, with pandemic of Covid-19, the users of people were connecting with the internet has increasingly use to 30.44 users and it predicted will grow to 33.5 billion in 2025 (Statista,2021). Thus, this



trend has made a new opportunity to travel and the tourism industry develop the internet as a main in conducting business to connect with anyone, anywhere, and anytime. So that, with the internet help, travel and tourism industry can connect with supplier, staff, customer and others more easily.

However, even though IoT now are representing as an opportunity in travel and tourism industry business, there are still lacking in travel and tourism sector. They might still use traditionally in their operation, promoting, selling, buying, provide service and now, that this, actually can be done with many non-traditional methods. If travel and tourism industry not aware on today's environment, it might be old fashion or even obsolete tomorrow (Osterwalder, 2010). With IoT it looks to be catalyst that could force the tourism industry to be more tech-forward.

Therefore, this research focused on how Internet of Things (IoT) can be impact in business performance to travel and tourism industry and provide an insight into Internet of Things (IoT) and explore how Internet of Things solutions provide opportunities for travel and tourism industry to better serve customers, increase the efficiency of operations and provide differentiated services. This research will discuss and illustrate more on the potentials, the benefits, and the impacts of Internet of Things (IoT) in travel and tourism industry and also how these potentials, benefits, impacts of Internet of Things (IoT) will affect in their business performance.

#### **1.4 RESEARCH QUESTIONS**

This study intends to know on how Internet of Things (IoT) can impact in business performance and explore how the Internet of Things provides opportunities for the travel and tourism industry in business performance. In order to know the impacts IoT in business performance to travel and tourism industry, the following research questions were constructed as below:

1. What are the potentials of using Internet of Things (IoT) with respect to business performance in travel and tourism industry?
2. What are the benefits of using Internet of Things (IoT) with respect to business performance in travel and tourism industry?
3. What are the impacts of using Internet of Things (IoT) with respect to business performance in travel and tourism industry?

## **1.5 RESEARCH OBJECTIVES**

The main objective of this study is to provide an insight into Internet of Things (IoT) and explore how Internet of Things solutions provide opportunities for travel and tourism industry to better serve customers, increase the efficiency of operations and provide differentiated services. The specific objectives are as below:

1. To identify the potentials of Internet of Things (IoT) towards business performance in travel and tourism industry.

2. To examine the benefits of Internet of Things (IoT) towards business performance in travel and tourism industry.
3. To examine the impacts of Internet of Things (IoT) towards business performance in travel and tourism industry.

## **1.6 SIGNIFICANCE OF THE STUDY**

The finding of this study will redound to the Internet of things considering that, the IoT plays an important role in business performance in tourism industry today. The Internet of Things is the window to new ideas, information, and a whole new world of communication. It has grown and evolved and developed or influence how we interact, conduct the business, learn and proceed day to day.

With the growing technology trends, the (Ministry of Tourism & Culture [MOTAC], 2018) has claimed in Malaysia's 2018 assembly ceremony that, "society now is facing the Fourth Industrial Revolution (Industry 4.0) which, the ministry saw the Internet of Things is in almost aspect of daily life." Meanwhile, according to MyGovernment.com, (2019) Malaysia has a good position to seize the economic opportunities generated by the IoT. This show that the government can implement the Internet of Things as an improvement for a better quality of life and all performance industry sector in Malaysia and as well to performance in tourism industry.

Hence, this research hopes that this study will contribute useful information to enhance travel and tourism industry a knowledge on the impacts of Internet of Things in business performance. Also, assist the way to help the travel and tourism industry increase their performance with using Internet of Things.

## 1.7 SCOPE OF STUDY

This study is focusing on travel agencies company in Kelantan. This study also focuses on the travel agency use Internet of Thing (IoT) for their business performance. The aim of this study wants to know the potential, benefit and impact of Internet of Thing (IoT) towards business performance in travel and tourism industry.



Figure 1.2: Maps Scope of Study in Kelantan

Nowadays, the numbers of Internet of Things are increasingly used by people. By having Internet of Things making our daily life easier and giving huge impact in travel and tourism industry. Such as, lead to the smart booking, smart transportation, smart hotel and so on. So, in this study, the researcher wants to know whether the potentials, the benefits, and the impacts Internet of the Things influence business performance to travel and tourism industry.

### **1.8 STRUCTURE OF STUDY**

This study consists of five chapter. The first chapter consist of the introduction, background of the study, problem statement, research question, research objective, scope of the study, significant study, structure of the report and summary. In the background of the study will be explain about the definition of the Internet of Thing (IoT), type of the study Internet of thing related to tourism industry as well as the trend of Internet of Thing. The significant of the study will contribute a knowledge to the travel and tourism industry and researcher about the Internet of Things (IoT).

The second chapter will discuss about the literature review. This chapter is focusing on the introduction, discussion of the issue on potential, benefit, and the impacts of Internet of Things (IoT) in travel and tourism industry. This chapter will end with the summary.

In chapter three, it is about the research methods. Which, it will discuss the method has been use by researcher in this study. This chapter consist of introduction, research design and the strategy, sampling strategy, data collections method, how researcher discussed about data analysis process and end with the conclusion.

## **1.9 CHAPTER SUMMARY**

This chapter summarize general information of overall study with the aim for the objectives and research question are well understood. This chapter summarises that, the Internet of Things (IoT) is one of the platforms that showing a huge opportunity in enhancing business performance for travel agency in Kelantan and growing tourism sector in Malaysia.

In this chapter provides background of the study which telling about the briefing of Internet of Things (IoT) that has been used widely in all sectors whether in outside country or in Malaysia. This research also includes background of study, problem statement, research objective, research questions, structured of the report for updating the progress of this research.

In achieving a clear track in this study, in next chapter, will be discuss on the Internet of Things (IoT) also the potentials of Internet of Things, the benefit and the impacts of Internet of Things (IoT) in business performance to travel and tourism industry.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The previous chapter already discussed the Internet of Thing (IoT) and stated the problem statement in the study and also provided relevant significance about Internet of Thing to provide value in this study, scope of the study that has done in chapter one. In this chapter two, it will discuss about the previous studies related to Internet of Things. This chapter discusses the important information and details which are found by study and research from related previous study. The discussion starts with the study of business performance towards travel and tourism industry and discuss about the potentials, the benefits and impacts Internet of Things to the travel and tourism industry. It is important to study these concepts because they are the main idea of this study.

#### 2.2 THE INTERNET OF THINGS

The Internet of Things idea has been around for more than a decade. There was various definition of Internet of Things concept that has been established from various parties. To describe the specific definition on Internet of Things, it can be said that it is still comprehensive and complex to explain. This is because, the Internet of Things can

be included in various and wide scope according to the field who use the IoT and it is possible to get the consent on the definition of Internet of Things because it gives different meaning on each individual or an organization. Therefore, before beginning to see the potential, the benefit, and the impact Internet of Things in Travel and Tourism industry, it is necessary to define and explain the concept of IoT.

The Internet of Things (IoT), was first introduced by Kevin Ashton in 1999. Where, known as executive director of the Auto-ID Centre who was characterize how Internet of Things can connect with anything, anyplace and anywhere by technologies of Radio Frequency Identification (RFID), Wireless Sensor Network (WSN), and 3G/4G/5G mobile communication, according to agreed protocol (Mingjun,2012). Where it can identify, track, locate, monitor and manage smart objects. Meanwhile Sethi and Sarangi, (2017) define IoT as a paradigm where objects connected with sensor, actuators, and process communication with each other to give a meaningful purpose. Furthermore, Gubbi, (2010) define that IoT was an interconnection of sensing and actuating devices can give the ability to sharing the information to all platform through a unified framework, and developing a common operating picture for enabling innovative applications.

Then, there are a few organizations also define the Internet of Things. Such as, International Telecommunications Union (ITU) define Internet of Things as a global infrastructure for the information society give and advance services by interconnecting (physical and virtual things based on existing interoperable information and communication technologies (ITU,2015). Meanwhile, International Energy Research Centre (IERC) define Internet of Things as a dynamic global network infrastructure with self-configuring capabilities based on standard communication where physical and virtual



“things” have identities, physical attributes and virtual personalities and use intelligent interfaces and are seamlessly integrate into the information network. (IERC,n.d). Moreover, Gartner (2019) define the Internet of Things as a network of physical objects contains embedded technology to communicate to feel or to interact with their internal and external environment. From the definition, it showed that with the Internet of Things, anything will be able to communicate to the internet or devices at any time from any places by any network to anyone.

Figure 2.1: The component of IoT



From the figure above (Figure 2.1), there a few main components that can lead Internet of Things (IoT) work successfully. First, it is the sensor or device. Where, it is can be defined as an object capable of thinking and response to a situation for each program that has been set. Then, the sensor will respond to the stimulus physical and change to the device. Sensor are able to respond to all kinds of stimuli and condition such as heat, temperature, location, pressure, movement, and five human senses that be main force to the Internet of Things (IoT) (Zhou,2013).

Second, it is connectivity. Where it is supports the device to realize Internet of Things (IoT) function to make the devices interconnected with the Internet of Things and

able to communicate and interact with each other. There are two ways on how IoT can communication between devices. Which it is through wireless networks and with wired networks (Zhou,2013).

Third is user or mover. User is an individual who are take advantage on Internet of Things, and there is various sector who are implement this IoT. For example, in tourism industry, hotel industry, airline industry, transportation industry, agriculture industry, constructions industry and others. These users will benefit the IoT and created a new performance in their business especially with just using IoT.

Basically, the IoT consists interconnection of the physical and virtual world (Ma,2011) through the wireless networks of objects (Zhou,2013) where, things or object have unique identification are connected to the internet. And, according to Cisco Internet Business Solutions Group, (2011) argues that in 2020 there were already 12.5 billion things were connected to the internet, and this number is expected to grow to 75.44 billion in 2025 according to Statista, (2019), (in figure 1).

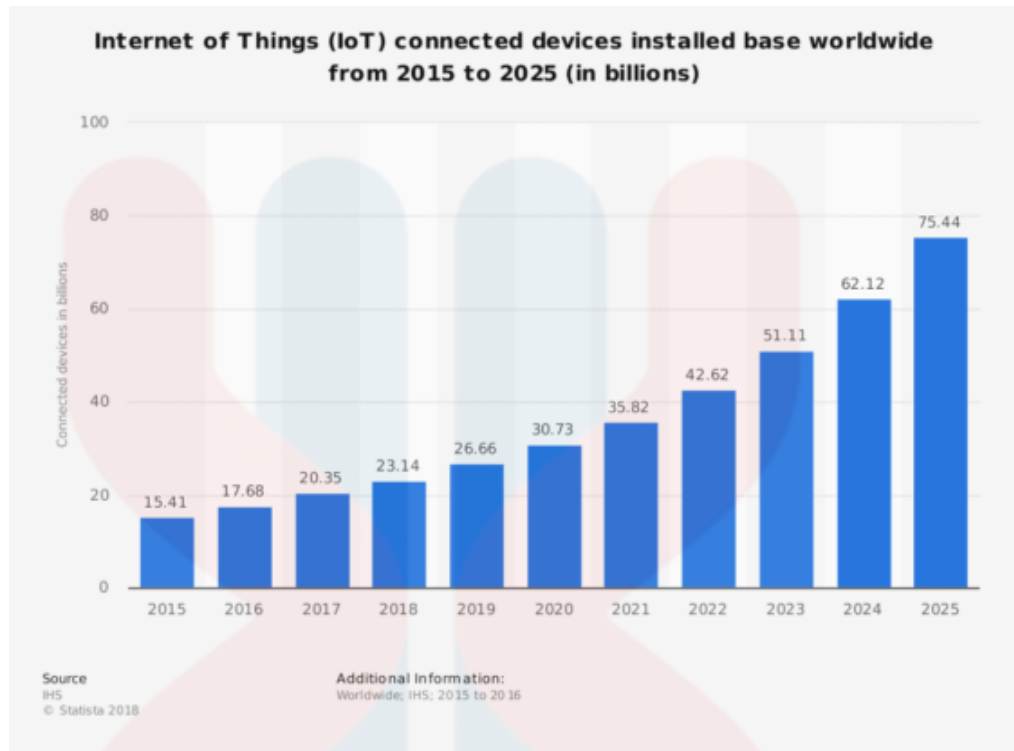


Figure 2.2: Evolution of IoT (Statista,2017)

According to Bandyopadhyay & Sen (2011), IoT network where object or things are connecting with other object and people, where change their environment, the amount of information generated is very wide and immediately accessible. Where, nowadays Internet of Things (IoT) known as technology changes that give a great impact to all people or to all sector. The environment that IoT provided, has given convenience to the management in a daily day to all people and to all sector as well in travel and tourism industry.

Since, the Internet of Things giving a big potential and giving opportunities to create a new business performance to all industry, hence, the travel and tourism industry should take this paradigm for the implementations various benefits to the travel and tourism industry. Now, Internet of Things (IoT) influencing various way in this travel and tourism industry such as in traveling, hoteling, booking, transportation, destination and

attractions, and also in food and service. This means, Internet of Things has overwhelmed the industry with multiple upgradation (Verma & Shukla, 2019).

### **2.2.1 Internet of Things in Hotel**

Hotel industry is the most important in tourism industry. Where, hotel industry types or form of business relating to the provide overnight accommodation and essential services for travellers. There is a wide variety of rating hotel where it has from one-star hotel until five-star hotel. All of this rating hotel have their own systems. With the emerge of new technology of Internet of Thing could give a potential to hotel industry improve their business and system.

According to an article by Ajay Aluri West Virginia University, “the IoT platform is a “shortcut” to get things done effectively and efficiently for consumer and businesses” (Aluri,2016). The upcoming innovation technology of Internet of Things, has begun influence the hotel industry in enhanced their customer’s satisfaction, saving the cost, and enhance business profit.

MALAYSIA

KELANTAN

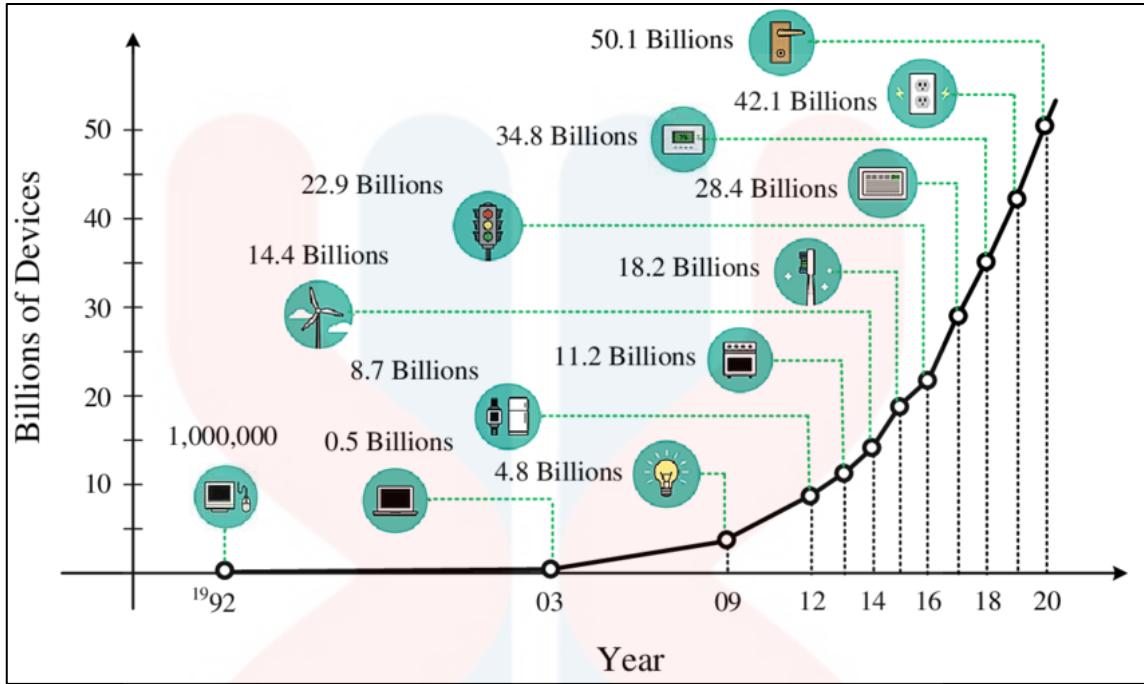


Figure 2.3: Expected number of connected devices to the internet (Cisco & Ericsson,2015).

In figure 2.2, this is show that the Internet of Things (IoT) has influence and create new experience in tourism and hospitality industry. Where, this future hospitality industry will get competitive edge in the market with the interconnection of device such as sensors, actuators, identifying tag, through the internet (Kansakar, 2017).

Thus, this upcoming innovative technology IoT, will give a huge opportunity in tourism and hospitality in enhance their business performance and will operate effectively.

**2.2.2 The Internet of Thing in Transportation**

Transportation is one of the common types in tourism industry. In order to take tourist from one place into another place to reach the destination, travel and tourism need transportation services. The transportation usually used in travel and tourism industry such as flight, cars, boat, ferry, bus and others. Now, it is affected with the emerge of Internet of Things.

With the IoT in transportation, it will give more easy way for travel agency to booking the transport as well. With using application in easy booked, the ticket will help this travel and tourism industry in enhanced their business performance with more efficiently.

## **2.2 THE POTENTIAL INTERNET OF THINGS (IoT) IN TRAVEL & TOURISM INDUSTRY**

Given Gartner, (2019) prediction that there will be 43 billion IoT connected devices by 2023, tourism companies should become aware of the significance of technology and the huge of opportunities provided for their modern businesses. Through Internet of Things, cloud computing, and other modern technologies in tourism, it can enhance the tourism experience, industries development, and it help the tourism industry make new form with using this technology, (Wu,2017). Where IoT can be seen as enable further automation, personalise, and also in giving great customer experience. Such as it can help to streamline day to day to accomplish the task that the tourism companies running (Revfine n.d)

Internet of Things (IoT) technology has various potential, especially as a tool that provide new, improve existing, solutions in the process of creating tourism products and services (Car, Stifanich & Šimunić,2019). For example.in giving an interaction to provide services such as with using web, and mobile services. With this potential in can give an improvement for the business performance of an industry, and it is able to make it a trend in their business.

When the IoT viewed as a global infrastructure for the information society, enabling advanced services by interconnecting (physical and virtual) things based on existing and evolving interoperable information and communication technologies (ICT) (Amit Verma & Vinod Kumar, 2019). This has made new offer and new opportunities to connect with the physical and digital world. Which, the connection is more active and enable to make more direct interconnection between the tourist, hotel, tourism product and also destinations (Car, Stifanich & Šimunić, 2019).

According to Amit Verma & Vinod Kumar, (2019) in the airport, As the international ACI the airport council confirms the potential of the IoT in the airport and aviation industry through increased operations and data exchange between stakeholders. Moreover, data sharing between collaborative stakeholders will enable them to make better decisions that are to better customer service in passenger inspections, checkpoint management, and identity management with real-time processing in the lane and across borders and agencies security. This system opens up the air travel market with new low-cost options and is poised to transform many new approaches, such as improved aircraft communication and baggage tracking. Accessible around the globe and also quick to deploy.

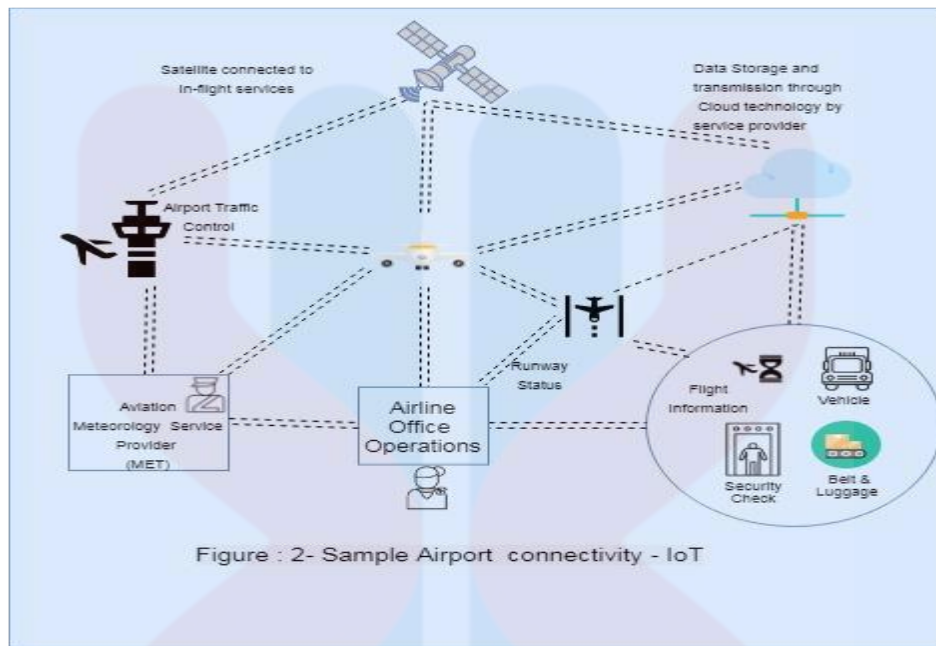


Figure 2.4: Sample of IoT connectivity in an airport

In addition, according to Amit Verma & Vinod Kumar, (2019) real-time aircraft remote connectivity is just the beginning of the trend of linked capability and more complex aircraft control with the help of higher satellite power. This usefulness would minimize the time spent at the airport by passengers during their check-out by submitting passenger flight details and making airport operations easier for physical protection by face recognition and virtual walls. Any of the industry's early awards include seamless flying, personalization, care, and great repair. Via the assistance of service providers back and forth, runways, ATCs, airline operators and airports, the sensor-activated aircraft wing can relay information and data via satellite and cloud to different stakeholders using such data for smooth operation and customer comfort of airport arrivals and departures.

The hospitality industry relies on the best service standards and their implementation with intangible features. In such a complex industry, innovative Internet of Thing technologies have begun to influence its pursuit of customer satisfaction, cost



savings, and business profitability. Apart from personalized rooms, Internet of Thing repair and maintenance expectations will enhance the guest experience also through the Electronic Key Card sent by the hotel on your mobile phone to access the room directly without wasting their precious time at the hotel reception. The hotel can also charge guests such as removing beer cans from the in-room minibar without additional staff.

One of the potential Internet of Thing to the hotel industry is that the intrusion detection system can inform passengers about the status of doors and windows if something is not as expected will tell the guest to take the necessary action. Guest safety and hotel security will save costs will be one of the main reasons for choosing customers. Guest health records and patterns can be monitored through sensors and can be communicated in the event of an emergency to the hospital. Security for any hotel is an important feature and requires more investment and attention to keep guests safe. Internet of Thing with intelligent video can monitor suspicious behaviour in surveillance camera footage and can inform and seize possible theft or intrusion.

According to Amit Verma & Vinod Kumar, (2019). restaurants and kitchens of star hotels or in any Tourism area will be safe and healthy because IoT technology is not just for its popularity. While it will also simplify operations, reporting, certification, efficiency of each equipment, energy saving, Heating, Ventilation, and Air Conditioning (HVAC) (“IoT,” 2016), employee productivity, timely maintenance of equipment and supply real-time data to monitor services, implementation, and satisfaction by linking divisions front and back. Moreover, the influence of IoT is seen in compliance with food safety regulations, automating and standardizing some of the restaurant’s key processes and monitoring the condition and status of kitchen appliances.

“Cooking Values: How to Improve Commercial Kitchen Performance with the Internet of Things”, (2019) refer to Amit Verma & Vinod Kumar, (2019). This claims that IoT can increase the precision of inventory, minimize food waste Cooking with IoT in Commercial Kitchen, (2016) and track the quality of food across the kitchen at all three stages of the food supply chain (from producers to manufacturing plants to shops and shops to customers). Some nations, such as China, started introducing it in 2011 and, in a new pilot project, the European Commission has included food and agricultural security through the Internet of Thing.

Again, tourism has changed with technological change over the years and has shown a lot of progress in its operations and processes. Other technological trends from Internet of Thing are turning Tourism into Smart Tourism and Internet of Thing is the core technology to transform the tourism industry with the help of cloud computing, mobile communications, blockchain, big data and artificial intelligence coordinated to enhance the tourist experience (Verma & Shukla, 2019).

A smart city is a city that takes decisions to save time to prevent illegal crime, pollution, and illness using data and technologies. Emerging smart cities and the use of those developments are strong causes for 70% of sustainable development targets to be accomplished. Smart cities are an appropriate means of encouraging productive and efficient ways of fulfilling society's needs. This technology optimizes infrastructure, serving a community that is more connected, efficient and sustainable. Smart city capital and facilities can be saved from 10 to 30 per cent on the basis of core quality of life metrics, according to the McKinsey report.

Due to the huge potential on business across many sectors in tourism industry. The implementation of IoT has provided business opportunity in increasing efficiency which it can improve all tourism business sector.

### **2.3 THE BENEFIT INTERNET OF THINGS (IoT) IN TRAVEL & TOURISM INDUSTRY**

Benefits are all that generates effects that are positive or beneficial. The Internet of Things (IoT) is able to offer advantages in a number of industries other than the tourism industry. In other sectors, such as the shipping sector, the hotel industry, the food industry, and so on the Internet of Things technology has also been used in the industry to promote and streamline their affairs. The advantages obtained from the use of IoT in their organization will provide successful results.

According to Nallapanei Manoj Kumar & Archan Dash, (2017), Internet of Things Technologies should be used in the automotive industry to address traffic challenges in the most creative way. The Internet of Things has provided the extension of vehicle-to-all (V2X) linked networks, which ensures that automated and connected cars driving on the road will exchange data with everything required to help the seamless flow of traffic. Other aircraft, signals, and traffic signs can be communicated by cars assisted by sensors and other electronic equipment. Through this to prevent congestion, they may chat in order to move routes.

In addition to traffic control, vehicle health care such as bus cars and so on is meant to ensure that the vehicle is in good shape before embarking on a ride. In order to enable car owners to detect faults or harm to the engine, cars are currently fitted with a diagnostic port or On-Board Diagnostics (OBD). This technology enables owners of vehicles to monitor their own vehicles' condition and performance. Users can track their vehicles' wellbeing remotely on a smartphone or laptop by directly connecting external equipment such as automatic adapters to their On-Board Diagnostics (OBD). This allows individuals to decrease repair costs and conduct maintenance on the basis of forecasts and requirements to decrease the time caused by mechanics scheduled auto inspections. The advantages of this application also span the area of industry. Fleet businesses should monitor the optimum efficiency of their fleet vehicles to ensure timely delivery of cargo. IoT allows fleet operators to track the condition of their fleet vehicles from remote locations and accordingly manage fleet operations. This can also improve the performance of car companies and airlines.

The Internet of Things device can be used in fleet management to map the routes taken by fleet trucks. In addition, to ensure that the transported cargo is safe and secure, variables such as truck weight and trailer temperature can also be monitored remotely. Fleet managers may establish simulated territorial boundaries using geofencing techniques to be notified any time their vehicle travels. This improves management skills that further increase delivery protection and enhance the operating phase of the fleet. Further control of variables such as fuel usage and leisure time often tends to minimize excess costs for the fleet manager. The introduction of the Internet of Things also relieves drivers from regular manual logging duties, further reducing delays in the supply of cargo.

Apart from transportation, Internet of Thing benefits are also available from hospitality that refer to IoT Smart Hotels: Technology in The Hospitality Industry, (2020) have found that the field of hospitality also benefits from the use of Internet of Thing. Past studies have found that smart hotels, to build a stronger guest experience and a simplified hotel management framework for employees and managers, IoT-connected devices are leveraged. To boost smart hotel rooms, the hospitality industry offers numerous ways to use automation technologies. Guests benefit from greater comfort and ease, and hotel owners and operators benefit from improved efficiency, cost savings and satisfaction for guests.

According to IoT Smart Hotels: technology in the Hospitality Industry, (2020). One of the advantages when using Internet of Thing is that smart hotel rooms are an opportunity to have a positive impact on the comfort and convenience of guests. When visitors discover an Internet of Thing app in a regular hotel room, their overall experience will be enhanced. Internet of Thing solutions tailored for hotels include devices such as lights that guest can operate with the app on their phones or smart thermostat guests can program for maximum comfort at night or during the day.

Other than that, the automatic smart door lock is one of the excellent security features with Internet of Thing hotel rooms. Guests living in smart rooms with IoT-capable door locks may use the safe program on their phones to unlock their hotel room doors instead of using keys that could be misplaced or stolen. Hotel owners and building management workers profit immensely from the future data collection for the Thing hotel rooms internet. IoT-capable sensors are claimed to be able to provide real-time data on

specific rooms - data such as occupancy data, lighting and energy usage, plumbing and water consumption as state by IoT Smart Hotels: Technology in the Hospitality Industry, (2020).

Other benefits obtained are Solutions for Smart Space Sustainability. Smart hotel processes and structures can be revolutionized by IoT-capable sensors which refer to Smart Hotels: Technology in The Hospitality, (2020). In terms of their potential for improved sustainability, wired hotels are unmatched. IoT-connected systems will automatically make energy-saving changes, such as turning on or off lighting and adjusting temperatures, when occupant sensors sense empty space.

In addition, it is believed that the destination can also get some benefits through the use of this Internet of Thing. Location data is how many modern companies make sense of their procedures, their products and or services, and how individuals interact with all of the above. Refer to the Location Data: IoT Applications and Benefits, (2018), it helps corporations to map capital through oceanic black holes. It enables them to seamlessly map customer journeys. It is the instrument they use to optimize the routes of vehicle swarms that weave through smart cities. Understanding the particular market priorities and using the proper form of position data technology for the mission is the tricky part.

Wearables make extensive use of location data is one of the beneficial data locations. A wearable camera the size of a tortilla chip that geotags your photographic memories in real time and serves them on your iPhone is created by the Swedish company Story, although you may not think of wearing a camera as a normal example. According to Location Data: IoT Applications and benefits, (2018) it is definitely not easy to

determine the location of each "memory" or photo; it takes a system for location monitoring that can accurately relay data in a variety of environments.

Smart wearables are not only important tools; they can save lives as well. Consider the "ROAR" device from Athens: a tiny flare that enables women to post their position to selected contacts without conflict via SMS when they feel endangered. Accurate and specific location data helps emergency personnel and loved ones to identify people in seconds that have concerns. Or think Philips Life Line Go Safe: a mobile personal response system (MPRS) primarily marketed to the elderly and the disabled who wish to warn them about injuries such as falling.

The advantages possessed by IoT are able to provide benefits to the travel agency business. Advantages in IoT such as automatic or smart energy saving can offer financial benefits of travel agency business. In a hotel, for example, internet-capable devices and sensors can allow the room temperature to be adjusted continuously, which means heating is only used when it is really needed. The same is true for lighting. Some hotels are already using IoT technology to control when the lights are on and off. The sensor automatically detects the level of natural light in the room, reducing the power of the light bulb in the process, which means less energy is wasted, and high -powered lighting is only used when natural light is insufficient. with this, the travel agency company will be able to increase the number of customers to use the travel services of the agency and thus will increase the profitability and performance of the travel agency company.

Travel companies can also use the Internet of Things (IoT) to send location - specific information to customers and also collect other valuable data. By combining

Smartphone capabilities with other beacon or sensor technology, messages can be sent to travellers when they are most relevant and based on where they are. For example, orders about local attractions can be sent with information about the times when they are busiest, or orders showing nearby public transportation services can also be sent, as well as messages and alarms depending on when people use certain hotel facilities at different times. Until the number of staff required is adjusted. This will make it easier for travel agency to deal with customers and attract customers more easily. Therefore, it will improve the business performance of a travel agency.

#### **2.4 THE IMPACTS INTERNET OF THINGS (IoT) IN TRAVEL AND TOURISM INDUSTRY**

The effect is an impact of something or an action performed. The effect received whether good or bad depends on many factors. In the use of Internet of Thing, an industry or organization is able to produce a good effect in improving the performance of their business. With the features available on the Internet of Thing, various industries other than travel agency companies that will be affected by the use of this Internet of Thing technology. Indeed, this Internet of Thing is able to have an impact on the industry in Malaysia.

Smart sensors are one of the consequences of the Internet of Things (IoT) on the travel and hotel industry refer to Young, (2015). Smart sensors in connected devices such as "smart" thermostats, drop-cams, coffee makers, connecting mirrors, robot butlers and smart light bulbs can work together to automatically optimize the atmosphere for visitors



based on distance and activity trends in hotel facilities and operations. Lighting and temperature can be automatically adjusted based on sensor data from IoT products, enhancing efficiency and eliminating waste. In the aviation industry, gate agents can distinguish passing passengers through Near-Field-Communication (NFC) flares, speeding up departures.

Furthermore, the distribution of customized services is the effect of the Internet of Things (IoT) on the hotel industry. With the new 'intelligent' developments, travellers and visitors will expect a drastic rise in service. The hotel will deliver electronic key cards to the mobile devices of its guests automatically, including self-check-in facilities and full room locks. Upon request for improved security, smart locks with Near-Field-Communication (NFC) readers will allow guests to limit access to facilities. In addition, the hotel can save room collection and load it automatically on each tour for returning visitors, ensuring that all guests have a personalized and reliable experience (Young, 2015).

According to Young, (2015) also Logistics and Security is affected by the use of this IoT, the function of daily travel business and hotel business can be dramatically improved through automation provided by IoT innovation. The hotel is able to track the supply chain more effectively through sensor-enabled delivery, which allows they anticipate any eventuality to stop interruption of service to visitors. With unified control of IoT cameras and these proximity sensors that can be run from either laptop or mobile computer, hotels and airlines can now conveniently and more economically use protection measures in facilities and systems.

IoT is able to have an impact on customer service by a travel agency. IoT helps serve customers in a better way because of the availability of relevant data refer to Nidhi Dave, (2018). Knowledge of the likes and dislikes of customers can help provide them with exceptional service. Before a complaint is made, they can be curbed. This may be able to please every customer, which leads to brand loyalty. Travel businesses can engage and entertain their customers every time they visit. Airlines can easily determine if guests' special requirements were not met the last time they travelled, resulting in an increase in service at the time they travelled. The effect given by the use of IoT is able to increase the number of customers of a travel agency and thus be able to increase business performance and increase the travel profits of the agency.

According to Nidhi Dave, (2018), the IoT effect is also able to aid maintenance in air transport. For rear-end operation, sensors on jet engines and aircraft parts will be able to provide accurate time information about aircraft parts and systems and when those items need to be replaced or repaired to maintenance personnel. IoT applications will be able to increase overall costs and fuel consumption by considering energy prices. They will give you clues when and where to refuel, and how much to save for fuel. This will to some extent be able to reduce maintenance costs in the field of air transport in sending tourists to travel. There will increase the profits of transport companies in the field of tourism and thus can increase the performance of the travel agency company.

## **2.5 CHAPTER SUMMARY**

This chapter discussed the relevant previous studies on the Internet of Things (IoT). This study providing the definitions of Internet of Things such as the component and how it influences the tourism industries. Also, this chapter described more on how IoT gives the potentials, the benefits, and the impacts towards business performance in travel and tourism industry. This chapter are giving the general explanations from the research objectives.

The next chapter discuss more about this study. In chapter 3 ‘Methodology’ will discuss the method used to gain information for this research. Since this study use qualitative study, researcher will conduct an interview in order to get information for this study.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

In previous chapter, researcher have had elaborated the objectives in literature review. In this chapter, research methodology played an important role in delivering a reliable and valid researched study. In this chapter three, the researcher would discuss about the method that was used to acquire the information for this research. This includes researched design and strategy, sampling technique, data collections method, data analysis process and end with the chapter summary.

The action on collecting and gathering relevant information was for the aimed of the studied. This researched, intended to understand the potential of internet of things in business performance, to explore the benefit of internet of things in business performance, and identify the impacts of internet of things on business performance towards travel and tourism industry.

#### **3.2 RESEARCH DESIGN AND STARTEGY**

The purpose of this studied to identify how the internet of things (IoT) could have given impacts for travel agency to enhance their business performance. Therefore, this study focused on qualitative research design where, it might just know in advance what to looked for (Creswell, 2014).

Qualitative research design focused on individual life experience, on a phenomenon, grounded theory, case study, critical case study, that focus on society, and culture as determined by ethnography and some critical studies (McMillan & Schumacher,2011). This method process, would help researcher collected the data to build a concepts, hypothesis or theory rather that hypothesis deductively as in positivist research (Merriam,2009). Researcher chose qualitative research design because, this approached giving a significant attention to detail observation in an effort produced a description “rich” and “deep” (Morrison,2002). Then, through this qualitative research, researcher would have a chance to explore understand the view and discover new thoughts to an individual perception or thinking.

In this studied, researcher as an important instrument, and went to the research location (Marshall & Gretchen, 1995) to ensure that this research and the data collection produced the meaningful finding (Marohaini Yusoff, 2001). The main task for the researcher was to record the interview session, did the observation and collected the data.

Moreover, in order to collect the data, researcher would interview travel agencies in Kelantan. Then, researcher would be conducted in basic research. Where, researcher used thematical analysis to describe and identify the phenomenon. To get more

understanding and explanation and dive deep into the problem that had been stated (DeFranzo, 2011).

### **3.3 POPULATION AND SAMPLING STRATEGY**

Sampling technique that would be used in this researched was purposive sampling. Where, this technique has had been chosen because researcher could have relied on own judgement when choosing members of population to participate in this researched. In choosing the right participant in this researched, the participant should expertise in their field, had a good in spoke and could have elaborated their opinion from their perspective, willingness to help researcher to obtain data (Merriam,1998), easy to access and have had special achievements or an ordinary individual but could've fulfil according to the studied (Creswell,2007).

According to portal in MOTAC, there were 112 travel and tour agencies registered in Kelantan. Using this sampling technique would be an effective way because the researcher will only be focused on a small number of participants that would be a primary data source. Therefore, in the Table 3.1, researcher have had stated the travel agency that would be in this researched. Travel agencies that researcher would choose was:

**Table 3.1:** Selected Travel agencies chosen participants

<b>Participant Chosen</b>	<b>Addresses</b>
Juara Travel	Jalan Damai Perdana 2/62, Taman Damai Perdana,15150 Kota Bharu,Kelantan
Rayhar Travel Agency	Lot No.2007 (Block G) Seksyen 37, Mukim Beting,Jalan Pengkalan Chepa, 15400 Kota Bharu,Kelantan
Maqbul Travel Agency	PT 4947,Tingkat 1&2,Taman Kota Harmoni,Jalan Cempaka Merah,Tanah Merah, 17500 Tanah Merah,Kelantan
TM Travel and Tours	Unit 49-Level 1,Kota Bharu City Point,Section 11, 15000 Kota Bharu, Kelantan
Wan Vacation	Lot 1287, Kampung Pulau,16150 Kubang Kerian, Kelantan
Emraz Travel and Tours	Pt 678 Tingkat 2 Jalan Kuala Krai Bandar Baru, Kampung Tunjung, 15100 Kota Bharu Kelantan.

### 3.4 DATA COLLECTION METHOD

Qualitative data was descriptive, it could've have been an oral or written word about human behaviour which, it could've have been observed (Taylor & Bogdan,1984).

Qualitative data has three types of data that the researcher usually uses: observation, in-depth interview, focus group discussions and document analysis (Patton,2001). In this researched, the researcher used in-depth online interview by using online platform.

### **3.4.1 In-Depth Interview**

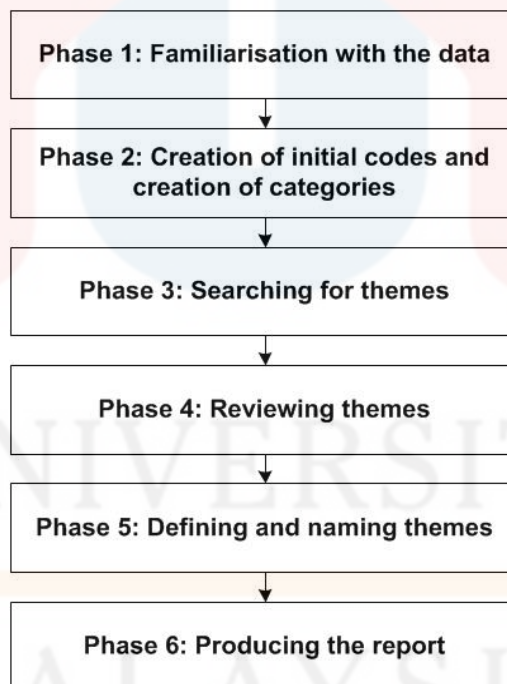
An in-depth interview was discussing on how to collected data in qualitative researched, also it was an important instrument in this data collection method. This method involved in conducting interviews in a small number of participants to knew their perspectives on an area and situations. (Kumar, Salim Abdul Talib, & Ramayah, 2012). Through this method, a researcher could've gained a perfect understanding by deepening about that topic. Data would be collected by interviewing owner travel agency in Kelantan whether using online interview or faced to face by recording the voiced and videos of conversation between participant and researcher at that moment. Before the interview, usually there were a few questions would be determined in interview and it would become main source of data in this qualitative studied.

## **3.5 DATA ANALYSIS PROCESS**

Data analysis would be conducted after the data collection process. Data analysis was the most important component of research. This researched using thematical analysis



because it was providing the flexible method and suitable in making improper interpretation of data. And, it was also suitable to approach something about knowledge, people view, opinions, and experience to get the data. Thematical analysis was a way to analyse data to found themes through data that have had been collected (Braun & Clarke, 2006). This method was very effective method to a researcher explained on how the phenomenon occurs in the researched. Even, (Holloway & Torres, 2003) said that, “thematical analysis was the basis or foundation for the purpose of analysing in qualitative research”. The aims of this researched were to generate a new theory based on the data and support by the previous studied (Gabriel, 2013). Thematical analysis involves six different phases, the most usual from follows as shown in table 3. 1.



**Table 3.2:** Six steps of thematical data analysis (Larkin,2016)

In this thematical analysis, researcher had familiarised the data through reading and re-reading transcript. This is for the researcher began to understand and found something in the data related to research questions. Then, has generate of initial codes through line

by line from the research transcripts. According Strauss and Corbin, (1990) there were three types of coding. Firstly, opened coding, axial coding and selective coding.

Open coding was a process of testing, detailing, comparing, conceptualizing, naming and describing the phenomenon found in the transcript. While doing this coding process, researcher has read line by line and found the answers. Opened coding as a set of activities used to found ideas, concept, and theories using the written text analysis. For example, from interview, newspaper, articles, and video tapes (Corbin, Juliet, Strauss, Anselm, 2014).

Selective coding was a process of selecting core category (Strauss & Corbin, 1990), and giving systematically connect to the category. The selective coding process, was an important to made a description about coding the story and story line and there was a belief that such core concepts always exist (Steve Borgatti, 2017).

Axial coding a process to set the data making connections between categories and subcategory through combination of inductive and deductive thinking. In axial coding process, researcher identifies a phenomenon.

Thus, these three types of coding could've have been conducted in qualitative data analysis. Where, researcher has been applied the codes to represent a them. All code needs to assign in meaningful tittles. Therefore, in this research, researcher used open coding to analyse the data. After researcher has done with the transcript interview data, then researcher has analysed the data to make the coding. Researcher has read line by

line then highlighted the important data and marked it as a code. This is because, open coding process derived from data directly.

### **3.6 CHAPTER SUMMARY**

This chapter basically had been explained all the details about the research methodology of the study. Qualitative research method was considered as the reasonable because by adopting this method, sampling strategy, data collection, and data analysis, the researched objectives and questions will be achieved. This chapter has acted as a guidance in the next chapter of chapter four for analysis the data.

## CHAPTER 4

### INTERPRETATION OF DATA AND DISCUSSION

#### 4.1 INTRODUCTION

The previous chapter discussed methodology as it related to the Internet of Things (IoT) and its effect on business performance in the travel and tourism industry in Kelantan. It describes the data sources used to gather information and the sampling process employed by the researcher.

In this chapter, researcher shows the result and discussion gained after the interview sessions with the travel agency registered under MOTAC. The participants who participate in this research are, Juara Travel Agency, Rayhar Travel Agency, Maqbul Travel, Wan Vacation Sdn Bhd, TM travel and tours, and Emraz Travel and Tour. Next, the first section begins with the demographic of participants and then divided into three small section which are related to the objectives (i) potentials of using Internet of Things (IoT) to business performance in travel and tourism industry, (ii) benefits of using Internet of Things (IoT) to business performance in travel and tourism industry, (iii) impacts of using Internet of Things (IoT) to business performance in travel and tourism industry in Kelantan. Therefore, in this chapter, researcher will reveal the data that we gained from interview with the participants.

The second section in this chapter focus on the discussion from the previous interpretation on Internet of Things (IoT) and its effect on business performance in the travel and tourism industry in Kelantan. Researcher also discuss about the significance of the objective which are potential, benefit and impact of internet of thing (IoT) towards business performance in travel and tourism industry.

## **4.2 BACKGROUND OF THE PARTICIPANTS**

The findings were present from the data taken from our participants in our interview session from travel and tourism industry that conduct internet of thing (IoT) towards business performance in Kelantan. The gender in sample was not balance which are male is 80% and female 20%. Most of participants are providing system Internet of Thing (IoT) rather than activity travel agency. The majority of our participants have a variety of educational backgrounds, with the majority of them holding a bachelor's degree. Table 4.1 indicate the findings of demographic profile from participants that researcher had interview.

Table 4.1: Frequency distribution of participant demographic profile.

Informants	Number (n) and Percentage (%)		
		(n)	(%)
Gender	Male	5	80%
	Female	1	20%
Age	20-30	5	80%
	31-40	1	20%
Types of Business	Travel Agency	6	100%

**Participant 1:**

Since 2017 until 2021, almost four-year Participant 1 have been worked in travel agency. He also one of trusted and hard worker staff that take in charge in hotel reservations for his customer. His background educational is diploma and degree in tourism at University Malaysia Terengganu (UMT). He interested when have a job in the field of Arabic. Start from young age until now. That is why he studied in Arabic school, even high school also in Arabic school. Because of his talent can communicate and understand Arabic, choose Juara because it is one of Malaysia's top five travel agencies and as a part to explore and use his talent and his interest in travelling.

**Participant 2:**

Participant 2 was worked in this industry almost 7 years old. The level of education is SPM. Rayhar Travel Agency began operations in 1990 and has now been in operation for

31 years. They began by bringing Jemaah Haji, and then upgraded packages Haji to Umrah, as well as outbound and inbound activities. Then, for regular customers, services are provided according to discount, followed by categories based on promotion via Instagram, newspaper, Facebook, or WhatsApp status. The purpose of him entering a travel agency because he wanted to gain and find experience and want to train himself to face in front many people. Besides, he wants training himself to know human behaviours and how to deal with it, particularly that of his customer.

**Participant 3:**

Participant 3 was worked in this industry almost 5 years at Maqbul Travel. The level of education is degree. She graduated from matric Penang Island and continued study at University Sultan Zainal Abidin (UniZa) with bachelor's in computer network security. She was 28 years old. She works for a travel agency as marketing and customer services officer. As a marketing officer, she had the most beautiful moments by attending events in schools, mosques, and villages to promote travel agency services. The bitter experience experienced by the participant was the lack of public confidence in him due to the young age factor and lack of experience in managing a travel agency.

**Participant 4:**

Participant 4 was worked in travel agency almost 11 years. The level of education is SPM. He started running the travel agency in 2010 and he work as a director of this company. There are two directors in this company, which participant 4 and his mother. This company was founded by his mother. When his mother leaves this company, he will take full control of this company and for the time being, his role is that of an administrator. This company was built with the help of his entire family. Whereas he has five siblings,

four of whom involved in company renovation, customer service, and other activities. He continued his studies at UNIMAS for two years before abandoning them because his mother required his assistance in running the business from 2014 to the present. He learned how to handle and manage a variety of situations from here. For example, accounting maintenance, air conditioning and electric service, and time table activity are all manageable.

**Participant 5:**

Participant 5 was worked in travel agency almost 10 years. He started as a tour guide, and from that he started to love traveling and thus made him to venture into the field of travel agency. His job title is senior manager for product development, and he is responsible for showing or showcasing interesting products or places to customers who have never seen them before, as well as showcasing attractive tourist packages. Participant 5 is also interested in domestic tourism. he is motivated to work in this field because he enjoys travelling. It's what drives his to be happy when he travels because it provides an experience that can't be bought with money. The experience of travelling and seeing the culture of the character, among other things, makes it an unforgettable experience for the participant 5.

**Participant 6:**

Participant 6 was worked in travel agency almost 4 years. The level education is diploma Haji Umrah. His current position is admin administration under human resource department. His motivation for choosing travel agency as a career and as a part of his business stems from his interest in the field and a desire to start his own business. Emraz Travel and Tours is the name of the company. Having started out as a car rental company



in 2015, the director decided to expand into a travel agency in 2018. The company is primarily focused on Hajj and Umrah. He is also a Lecturer and an engineering Doctor of Philosophy. As a result of his frequent visits to Mecca, he came up with the concept of renting a car and opening a travel agency.

#### **4.3 INTERPRETATIONS OF DATA**

In this interpretation of data, researcher have been done a few processes in order to interpret the data. Researcher had chosen and selecting six travel agencies that has been registered under MOTAC to participate in this study. The six travel agencies that has been confirm in participation are Juara Travel Agency, Rayhar Travel Sdn.Bhd, Maqbul Travel Agency, TM travel and tours, Wan Vacations Sdn.Bhd and Emraz Travel.

Researcher had done with the online interview session with the participants. To achieve three objectives in this research, researcher need to transcribe the data and read the transcript, from line to line to categories the data in order to find the theme and label it as a code for researcher guidance. Then, after labelling, researcher used an open coding to analyse the data. There are three objectives that researcher drawn up for this data. There are three objectives that should be compiled for this data, namely the potentials of using Internet of Things (IoT) to business performance in travel and tourism industry, benefits of using Internet of Things (IoT) to business performance in travel and tourism industry, impacts of using Internet of Things (IoT) to business performance in travel and tourism industry in Kelantan and suggested the use of Internet of Things (IoT) to travel agency Kelantan.

#### **4.3.1 Objective 1: The Potentials Internet of Things (IoT) towards business performance in travel and tourism industry in Kelantan**

Internet of Things (IoT) fundamentally, has grabbed the attention from the travel agencies and as well as for their customers because its ability to connect devices, people and goods over a global network. Gartner (2017) forecasted that IoT will reach 14.7 billion by 2023, up from 10.6 billion in 2021. Accordingly, it can be realized the intensity of influencing power of IoT technologies are going to bring out the opportunities especially in increasing business performance.

Based on participants from interview session, they were clearly informed to the researcher that, there is potentials with using the Internet of Things (IoT) in order to increase their business performance for their company.

- 1) Key theme finding : Enhanced technology use
- 2) Another themes : Reduce cost

Table 4.2: Summary of findings for Potentials Internet of Things (IoT) in business performance towards travel and tourism industry in Kelantan.

<b>The Potentials Internet of Things towards business performance in travel and tourism industry</b>						
<b>Participant</b>	<b>TA 1</b>	<b>TA 2</b>	<b>TA 3</b>	<b>TA 4</b>	<b>TA 5</b>	<b>TA 6</b>
<b>Key Theme</b>		Enhance Technology		Enhance Technology	Enhance Technology	Enhance Technology
	Reduced cost		Reduced cost	Reduced cost	Reduced cost	

## **KEY POTENTIALS OF INTERNET OF THINGS TOWARDS BUSINESS PERFORMNACE IN TRAVEL AND TOURISM INDUSTRY IN KELANTAN**

### **1. Enhance technology use**

The adoption Internet of things in their business process, it has brought many opportunities. Where, there is a lot of activities which it is before done by traditional ways like distribute pamphlets face to face, go to the bank to accept payment by check, open booth to make promotions, and so on. This, make a company difficult to do their task and more waste their time. However, with the implementation of IoT in their company it will really help them to bring convenience in done their works. The participant from travel agencies pointed out:

*“With the internet use, it can be said, that it is really quick the process, efficiently, not waste our time and gives a convenience for us to do our works.”*  
(TA 4)

*“With the internet of Things (IoT), I can say that, it is really convenience to attract customer, and it is really effective in increasing our sales in this company”*  
(TA 6)

From the interview session with the participants, they always mention that with the Internet, they could do everything in a quick and in a convenience process such as in promoting, communicating, networking, financing, and others within a day without waste their time and they can easily attract customer widely. From the technology enhancement, it can be said that it is also can help a business in marketing enhancement, gets closer to the customer, better business flexibility especially in improve customer services and manage all the works efficiently.

By adopting IoT, it can be seen in helping a company improving in working up with efficiently in a minimal time, and effective way. From the participant opinion, now, internet and technology tools are playing main role in their business in many ways. For the example, some of the company has created their own system for centralize their systems with the headquarters and link it with their all branches.

*“We also using a systems which it is called A.sistance systems. Where this system was created for our company use. This system gives an effective way in fill all the customer’s information and link it to our Headquarters. And we will make a booking using those systems, so we don’t need to book*

*for our customer and system will work it out and our work done”*  
(TA 2)

However, even some of the company had their own systems for centralise their business process and activities, it's still had a company who is still looking for a software or a system that can help their business in an efficient and smooth way for their company and for their customer as well.

*“For now, we are still looking for a new system or software for people and especially for our company to make sure people can easily book with us direct through online”*  
(TA 5)

By implementing Internet of Things, the travel and tourism industry now has saw the potentials and the opportunities of IoT in enhanced their technology use in their company and as well in increase their business performance.

## **2. Reduce cost**

Internet of Things can potentially a business into evolving and becoming more relevant in growing a business. By connecting the devices, internet tools or system, even a small business can save money and reduce the cost such as in marketing tools, and they just use internet tools for their marketing strategy. This will help the business make more efficient use of resources and minimize unnecessary expenses. The participant also stated that, with using the internet can reduce their cost for the example,

*“Usually, we always use internet tools and media social especially in our promotions and sharing information about our packages and services, and*

*with using the internet it has reduce our cost while having many profits”*  
(TA 1,4 and 5,)

From the participants views, they believed that with using Internet, they easily can share their promotions, share their information about their packages, and services to their customers rather than they sell directly to the public. So, when having Internet of Things, such as mobile phone, internets tools, social media, this would reduce their cost rather than print their pamphlet, their flyers, then distributes to the public. This might be an inconvenience way for their staff and might be difficult to attract the customer and as well can decrease their staff motivations and reduced the profits.

Moreover, with the internet helps, a company can manage their customer and their business such as, gather the customer data, sharing business information like discount, price changes through the distribution channel, and more. From the view of participants, they saw Internet can minimal the cost rather than do it offline way.

*“I see, with the internet it can minimal the cost rather than do it offline”*  
(TA 3)

With the implementing Internet of Things (IoT) in their business, this particularly giving potentials to their company to enhance their business performance while reducing their cost in their business operations.

#### **4.3.2 Objective 2: The benefits Internet of Things (IoT) towards business performance in travel and tourism industry in Kelantan**

Internet of things (IoT) provide various of ability to uncover business insight and opportunities. Where, when a business now was conducted by IoT, it can help a company into strategize their sales and do their marketing approaches as well as for enhance their business performance.

From the previous interview session, they were clearly informing to the researcher that there are a few factors that determining the benefits of using Internet of Things (IoT) in their company. The results from the collecting, revealed the following factors are most been the benefits of Internet of Things (IoT) in business performance towards travels and tourism industry.

- 1) Key theme findings : Marketing purpose
- : Customer engagement
- : Networks and Communications

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Table 4.3: Summary of findings for Benefits Internet of Things (IoT) in Business Performance towards travel and tourism industry in Kelantan

<b>The Benefits Internet of Things (IoT) in Business Performance towards travel and tourism industry in Kelantan</b>						
<b>Participants</b>	<b>TA 1</b>	<b>TA 2</b>	<b>TA 3</b>	<b>TA 4</b>	<b>TA 5</b>	<b>TA 6</b>
<b>Key Theme</b>	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose	Marketing Purpose
	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement	Customer Engagement
	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication	Networks & Communication

**KEY BENEFITS OF INTERNET OF THINGS TOWARDS BUSINESS PERFORMANCE IN TRAVEL AND TOURISM INDUSTRY IN KELANTAN.**

**1. Marketing Purpose**

Internet of Things has revolutionized their marketing strategy on how a company making their sales. Usually, all of the participant are using Internet tools for having their marketing purpose. The participant believed internet marketing now is a business necessity to improve their business. In addition, all of the participants are using media social as their marketing platform such as, Facebook, Instagram, Tik-Tok, WhatsApp, and Tweeter.



*“We are running our business using social media, such as Facebook, Instagram and zoom meeting and it is completely good and useful for us to share our packages and services to our customer” (TA 1)*

*“Basically, when we want to attract customer, usually we use our website, Facebook, WhatsApp status, Tik-Tok, Instagram, to promote and sharing our promotions, packages, sharing our price, discount that we provide in our company”  
(TA 2,3,4,6)*

From using these media social, they easily can attract the customer in all ages such as, Instagram, Tweeter, Tik-Tok. For people around 20-30 years old and Facebook for around 40 years old and above. Plus, with having social media it does not have any limit to market their packages to all states in Malaysia and it might be in whole country in the worlds.

Moreover, from the view of participants, they stated that, to make sure people can know about their company and attract customer, now they need to deal with digital marketing through social media and much more. Thanks to the IoT, because it can allow the company to interact with the customer, talk to them, and engage with the customer more than ever just through social media channels. Through social media channels, it can give the customer more personalized experience in multiple way with many devices such as using famous icon, viral power and much more. Like the participants said,

*“To make sure people know about our company and attract people to use our services products and packages, we are using famous icon in Facebook. And, we also learned to promote our company with using Viral Power through social media platform. And it really helps us market our company” (TA 5)*

In fact, with the Internet tools such as social media it can be said it playing main channel and best opportunity for the implementation of marketing purpose. This internet tools reinforces the role IoT on business sales and marketing strategies that may result in high performance in a company. Such as helping the company to get a better grasp of customer preferences, their behaviour of buying trends and others.

## 2. Customer Engagement

The key component of customer engagement is by having interconnection with the internet tools in variety channels such as website, email, social media, and more for their marketing strategies in order to attract customer. Since customer now are usually use media social platform to get or know about the company, about their packages, their products and their services, it helps the company to reach their customer to closing deals, without limit their energy to go a place to another place and not waste the time. A travel and tourism industry also will be able enrich the conversation to offer customer something new in their company. For example, the participant said

*“Now, almost everyone used WhatsApp and sometimes, we also closed sales, making deals with customer and make decision just using WhatsApp. For me, WhatsApp is an important tool in closing deals and making decisions”*

*(TA4)*

From the participants views, customer engagement is built with every online interaction. With the internet tools, each of interactions will provides opportunity to enrich customer’s experience such as addressing their

customer needs and delivering solutions and recommendations to their problem regarding choose the packages and services which are the best and suitable for their customer demand, and make the easily payment, and many more. In relation to that, with using the media social interaction, this has helped the company easily engaged with their customer from everywhere and really easily can attract their customer to use their product and packages. Like participants said,

*“With using Internet, I can say that, it is really help our company and also we can get customer widely from everywhere”.*

*(TA 3)*

*“Moreover, it is really giving benefits when we are using Internet tools that I have been told earlier. From that tools, we easily can attract and get more customer to use our packages and services”*

*(TA 1,2,5, and 6)*

Ideally, a travel and tourism industry can engage with customer across with internet tools. For example, with the social media platform, a business easily can share the packages provided by the company, the picture or video uploaded in media social, all of that have their own attraction to make customer engagement within a company to a customer.

### **3. Networks and Communications**

Networks and communication can be considered as the backbone in a company. It is the main channel in operating activities in a business which it is connected to the internet to send data widely, receive instructions, share information, gathering information, having online meeting and more.

Having a network in a business is a process where it is for establishing relationship with their potentials customer and making interaction with worker even far away with just using the devices connected to the internet. It can be said that, the network are intangibly gains made by communicating. From the view of participants said, with having their own systems, it helps them in do it the correction if their making mistake regarding the booking session. By using their system and just using the internet connection with the devices they easily can having network with their headquarters and easily communicate and sharing their information regarding their problems.

*“I can say that with using systems that was created for us, we easily can get and fill the data and information of our customer, and easy to communicate with the staff if any problem regarding booking the ticket flight, hotel and others”  
(TA 2)*

Some of the participants mentioned that, with using Internet of things, it can help them having networks to attract their potentials customer to visit their website, follow their media social account and if the customer is really interested to buy their packages and services then they will be having a conversations through their media social, or their portal and so on.

*“Other than use social media for promotions, we also use media social to transfer data, sharing information about our packages, products, and services, get information data from our customer”  
(TA 3,4,5 and 6)*

In a business, Internet of Things would bring the efficiencies to deliver for their daily works whether with customer and staff or staff with staff in their

company. Today, it seems difficult to have meeting face to face because of the pandemic Covid-19. Thus, the participants also stated that they feel the benefits from using the Internet of Things (IoT), they easily can communicate and interact with their customer with using online meeting platform. For the example, participant said that,

*“With the Internet use, we easily can communicate well with customer even we are not meet face to face but we can use zoom meeting platform for having meeting”*  
(TA 1)

Undoubtedly, the network and communication are playing main tools to having a quality of conversations, sharing information, having connection with other staff and customer. With the connections using the internet, all things become easier and easy to use by all.

### **4.3.3 Objective 3: The Impacts Internet of Things (IoT) towards business performance in travel and tourism industry in Kelantan**

The Internet of Things, has a dramatic impact on how a business work. Implementing Internet of Things (IoT) means that the company does something differently than what they had previously. With the adoption Internet of Things (IoT) use in a travel and tourism industry, has transforming their business as the technology continue to drive their business growth and make the business become easier and efficiency.

From the previous interview session, the participant was clearly informing to the researcher that their company are achieving a great impact of using Internet of Things (IoT) in their company. The results from the collecting, revealed the following factors are most been the impact of Internet of Things (IoT) to business performance in their company.

- 1) Key theme finding : Enhance Profit
- 2) Another theme : Customer Loyalty

Table 4.4: Summary of Findings for the Impacts Internet of Things to Business Performance towards Travel and Tourism Industry in Kelantan

<b>The Impact Internet of Things in Business Performance towards Travel and Tourism Industry</b>						
<b>Participant</b>	<b>TA 1</b>	<b>TA 2</b>	<b>TA 3</b>	<b>TA 4</b>	<b>TA 5</b>	<b>TA 6</b>
<b>Key Theme</b>	Enhance Profit	Enhance Profit	Enhance Profit	Enhance Profit	Enhance Profit	Enhance Profit
<b>Other Theme</b>		Customer Loyalty			Customer Loyalty	

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**KEY IMPACTS THE INTERNET OF THINGS (IoT) IN BUSINESS  
PERFORMANCE TOWARDS TRAVEL AND TOURISM INDUSTRY.**

**1) Enhance Profit**

IoT technology presents endless opportunities for business and also it can be leveraged to enhanced business operations and profits in various way. With using Internet of Things (IoT) tools, it can increase productivity, improve customer experience, improve in streamline business operations and others. From that, company will gain many profits with the implementing new technology in their company. Participant also mentioned that, they gain many profits by using the Internet.

*“Before this, in 2009 we only got 500 customers in a year, but now, with using Internet, we have reached 20,000 customers from 2010 until in 2019. It makes our profit increased year by year.”*  
(TA 1)

*With using internet tools, in a year before pandemic Covid-19, we got RM 200,000 to RM300,000.” (TA 5)*

From the participants view, before use the internet tools in their company, they still get many customers, but it is much better now than before. It can be said that, with having internet tools and interconnection with anything, anyone and anywhere. It has given many advantages to their company and business. Which it has impacted their business in gaining more and more profit form the internet use

Moreover, with the use of technologies, such as IoT, it has saved their cost such as their time, their money, and others. Some, of the participants said that, they usually gain profit from their online marketing. People nowadays, majority are using media social such as Instagram, Facebook, Tweeter and many more. So, they believed with having media social it can help to promote their business and gaining profit.

*“In this company, we have seven branches, and among the seven branch we are the highest gain sales using media social platform. We usually got RM100,00 and above”*  
(TA 3)

*“We gained many profits through packages that we promote using media social, especially through package to the overseas, and also we can issue the ticket into the whole destination in every country except for the forbidden country”*  
(Travel Agency 4)

Apart from that, the participant said that, with their customer satisfactions and with the best services from their business with using IoT technology, they also get known as one of the big companies who got licence from Tabung Haji to use. Thus, their business has got a recognition and trusted from Tabung Haji and from their customer.

*In my company, usually we got I a year, 500 customer that buy our packages and services and we also known one of the big company that got Tabung Haji licence to use.”*  
(TA 2)

Therefore, with the technology implementing in their company, it has provided new opportunities for growth and to increase profitability in their business. In addition, the adoption of these new technology, it has given a huge impact for their business to get more customer trust to buy their



packages and services as well. This brought their business into enhance the profit of business along with its efficiency.

## **OTHERS THEME**

### **2) Customer Loyalty**

Customer loyalty is a customer who like to repeat business with a company. With the customer satisfaction, positive customer feedback or experiences, has considering the proven value of opportunities that Internet of Things provide into build trust with the packages and services that participant's company provide were something good for the company. To keep customer loyal to their packages and services is not an easy task. But, somehow, for the participant it is still can be manage.

*“Usually, the customer who went or use our packages and services with our company, they will repeat it again because we have gain customer trust”*  
(TA 2)

*“Mostly, with the online virtual live, we got high demand for outside country and we also accepted demand from Malaysia itself”*  
(TA 5)

To get customer loyalty is a difficult task. But, when the business provided an excellent and good quality of services, it will bring the customer loyalty itself to the company. In facts, the customer loyalty might be a good platform for the company to enhance their profitability by having the good feedback and share it with other community.

#### **4.4 DISCUSSION BASED ON RESEARCH OBJECTIVES**

The purpose of discussion is to interpret the data according the research questions and objective to explain the importance of the findings based on what researcher already understood about the problem of this study. And it also to clearly identify the understanding or new insight into the problem after consideration by the researcher.

##### **4.4.1 The Potentials of using Internet of Things (IoT) with respects to Business Performance in Travel and Tourism Industry in Kelantan**

The result of the interviews of 6 travel agencies in Kelantan, support the expected of the research questions. The finding concerning that, there is potentials of Internet of Things towards business performance with respect to the travel and tourism industry in Kelantan. It was found that, Internet of Things (IoT) more attached to give opportunities and potentially to the travel and tourism industry in Kelantan. In order to have a better business performance, travel and tourism industry should adopt technologies nowadays. This is because, technologies and IoT is the fast-growing technologies and expected to be the main role in the future.

With the fast growing of technologies such as IoT, the travel and tourism industry can take the opportunities in enhancing the technology use in their business

and for their company. Related to that, when the business has influenced by the technology use, it can help in reducing the cost. It is because, through IoT, it has given the connectivity and fast communication among the devices towards customer, business and staff. This, unfortunately, had reduce response time and cut the unnecessary expenses.

The Internet of Things (IoT) is improving day by day. For a company who is running business should implement the new technology in their business because it can improve efficiency and enhance effectiveness in their business performance. In advancing, the company who are using Internet of Things (IoT) in their business will have a great potential in enhancement of technology use. Where, from the technology used, the company can have an essential and convenience way in providing their packages, product, and also their services. Such as, to connect physical and digital worlds, which it helps in enables more direct and active interaction between customer, booking the hotels, destination and more (Car, Stifanich, Simunic,2019).

Thus, with the potential of new technology used in a company or in a business, it will have the ability to reduce the cost as well. The technology use is really giving convenience to the user. Where, this technology is able to solve many of things for their task easily. For example, the company can use the technology to create application in booking their packages through online platform, to market their product, packages and services they just need to use internet tools to help them and others. Thus, the potential of Internet of Things is intending to make business performance in travel and tourism industry

#### **4.4.2 The Benefits of using the Internet of Things with respects to Business performance in Travel and Tourism Industry.**

The result of the interviews of 6 travel agencies in Kelantan, support the expected of the research questions. The finding concerning that, there is benefits of Internet of Things towards business performance with respect to the travel and tourism industry in Kelantan. It was found that, the Internet of Things (IoT) represent many benefits towards business performance and were able to change their part of their business.

The ability of Internet of Things (IoT) created various of benefits that by who implement it. The ability of IoT brings to the enhance the effectiveness in a business. Where now, Internet of Things are accessing the influencing into positively on sales and marketing strategies of a business. For travel and tourism industry, these opportunities should be implementing in their business in order to make their business performance enhance.

With the IoT, the company or a business now can benefit it in do the marketing purpose. Which, they easily can reach their customer with the online marketing. Where they can share their products, their packages and their services into all people just in one minute with one touch with using internet tools. Where,

there is no doubt that, the adoption of IoT creates new opportunities and will affect the way we do business today (Car, Stifanich, Simunic,2019). This will make the business improve efficiently in their works.

Having a good marketing platform in a business means that having a good connection with the customer and people. The ability of Internet of Things in having digital business has guides the company into having enhancement in business performance while having customer engagement. Moreover, with benefits of IoT in a business is giving an easy networking and communicating with the customer and also for the company. Networks and communicating is very important and become main role in a business. Where, with these networks and communications in a business, it will give an accessibility and an effective low-cost marketing method while develop sales opportunities and contact. For example, having virtual meeting, communicate the customer using media social, send the data using email or transfer it by using system and so on. Thus, Internet of Things, has bring the various of benefits in order to help travel and tourism industry increase their business performance.

Thus, as technology become cheaper, powerful and as well as easier to use, it has bring the benefits of Internet of Things towards business performance in travel and tourism industry. Apart of them is for the marketing purpose, easy to make customer engagement, and solving solution in making interaction in networking and communicating with the customer and business.

#### **4.4.3 The Impacts of using Internet of Things (IoT) with respects to Business Performance in Travel and Tourism Industry in Kelantan**

The result of the interviews of 6 travel agencies in Kelantan, support the expected of the research questions. The finding concerning that, there is impacts of Internet of Things towards business performance with respect to the travel and tourism industry in Kelantan. It was found that, the Internet of Things (IoT) represent impacts towards business performance and continues provide business with the news opportunities in growing and increasing the travel and tourism industry profitability.

Through implementation of Internet of Things, it provides business with opportunities of increasing efficiency which it can improve growth of a business and improve business performance. Using Internet of things significantly make the company more convenient since there are many services can be access on device. Additionally, with the used of Internet of Things, it provides a higher standard of efficient, and flexible services through cost reduction by effective enforcement and improve forecasting and user empowered environment (Brous and Janssen,2015). Hence, a business can also save times, reduced cost and get and gain customer satisfaction and loyalty.

Therefore, with the Internet of Things (IoT) it has impacted a company or a business in enhancing their profitability and easily can engage with the customer as well gain customer satisfactions and loyalty to their company services.

#### **4.5 CHAPTER SUMMARY**

This chapter focuses on the interpretation of data obtained from interviews with the travel and tourism industry in Kelantan. This chapter discusses the benefits, potential, and impact of Internet of Things (IoT) towards business performance in travel and tourism industry in Kelantan as well as the proposed use of Internet of Things (IoT) to travel and Tourism Industry in Kelantan to increase their business performance in tourism industry.

Researchers have identified the Internet of Things (IoT) used by travel agencies and it has increased their business performance. Where, with its potential in enhance technology use and reduced the cost in a company had given them a huge potential in enhance their business performance. In addition, with the benefit that participant get from using Internet of Things such as can use for marketing purpose, customer engagement and easy in networks and communications with each other are giving the business an efficient way to increase their profit in their company as well as in their business performance. Moreover, the participants also get the impacts while using the IoT such as, they can enhance their profit and get customer loyalty.

The next chapter will discuss “recommendations and conclusions”. Researchers will discuss the suggestions on using the Internet of Things (IoT) for travel agencies in Kelantan. Moreover, in the next chapter we will show the limitations of this study to achieve the objectives of this study.





## CHAPTER 5

### RECOMMENDATIONS AND CONCLUSION

#### 5.1 INTRODUCTION

In the previous chapter, researchers have conducted online interviews by selected travel agencies based on several criteria. The results of the interviews have obtained some information and analysis has also been done on the data. Some results have been issued and theories have also been produced. In this chapter, researchers will discuss the recommendations and views on travel agencies in using IoT. The researcher will also state the problems and difficulties in conducting this study.

#### 5.2 RECOMMENDATIONS

Based on the observations made in this study, researchers will give recommendations to travel agencies in order to increase the use of the Internet of Things (IoT) in their companies. Researchers also recommend to the government and to the customers in utilizing this IoT technology.

### **5.2.1 RECOMMENDATION FOR TRAVEL AGENCY:**

#### **MULTIPLY THE PLATFORM OF IoT FOR TRAVEL AGENCY**

Researchers have recommendations to travel agencies to use IoT to improve their business performance. Firstly, Travel agency increase the number of Internet of Things (IoT) platforms. Some travel agencies do not make full use of the internet network in their business and still use the old method. This is because some travel agencies in Kelantan do not fully accept the internet usage network in their area so they still use traditional methods. The use of IoT should be fully utilized in their business to change the old ways and the new modern ways in line with the changing times. Local authorities need to ensure that the network in the area is good to ensure that travel agencies can take full advantage of the internet in their area. The full use of the internet network will facilitate their business affairs in terms of promotion, communication with customers and also online services. The use of the internet during the current covid-19 epidemic is important in ensuring their business does not stop and continues to move in ensuring the smooth running of the agency.

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### **5.2.2 RECOMMENDATION TO LOCAL GOVERNMENT:**

#### **TO ENCOURAGE THE TRAVEL AGENCY, IMPLEMENT THE IoT TECHNOLOGY**

In the local government's efforts to increase the use of the internet in various industries in Malaysia, the government should also encourage the use of IoT technology in the tourism industry. The tourism industry is one of the industries that contributes a lot to the country's income. Therefore, the government should encourage the tourism industry especially travel agencies in running their business. The use of IoT technologies such as IR Boxes and IoT applications can help the tourism industry in the country grow more advanced. This technology is able to provide a new experience to tourists in the country, thus increasing the number of tourists in the country. With this the tourism industry will continue to grow using this IoT technology. Therefore, the government should encourage the use of this technology to the tourism industry in the future.

### **5.2.3 RECOMMENDATION FOR OUR TOURIST AND CUSTOMER:**

#### **USE THE RIGHT PLATFORM**

In daily life, the use of the internet in daily life is indeed inseparable. The user of the internet in the daily life of society is already ingrained in them. Every day people will use the internet in their daily affairs and one of them is to travel. They use IoT apps like WhatsApp, Facebook and anything else to book packages, hotels

and so on. This is because it is very easy and fast compared to not using it. Researchers suggest to consumers to be more careful and use the right platform in making travel arrangements. Nowadays, many platforms are created to spread fake news or to deceive consumers. There are also fake websites created by irresponsible parties to mislead customers. So, with that, researchers suggest that customers first check the application or website they want to use when making a deal. Customers can check the correct information through the official website of the ministry of tourism Malaysia. Always make checks and confirmations from the right parties so that customers are not deceived by scammers.

### **5.3 LIMITATION OF THE STUDY**

Every study conducted will face obstacles and problems while conducting research. Limitations are aspects in research that researchers cannot handle. This occurs when circumstances, influences, and short -term adventures beyond the control of the researcher create restrictions. This can affect research results. In this section, the researcher will list each of the limitations that occurred during the conduct of this study.

#### **5.3.1 LACK OF COOPERATION WITH THE TRAVEL AGENCY**

One of the main difficulties that been face is lack of cooperation with the travel agency. This is because due to the government order to close all tourism sector during pandemic Covid -19 and the Movement Control Order (MCO), it is very hard for researcher to reach for their contacts. Many of the office not operate usually, when having the contact number of the travel agency they did not want to give any information regarding the interview and also company background, either to giving response or reply.

. Researcher received many rejected and fake hopes with suddenly cancelled it for last minute. To solve and finished this research, researcher need their commitment and cooperation and this has made our research, become waste our time and drag to more time to settle the interview.

### **5.3.2 COVID-19 PANDEMIC CHALLENGE**

Covid-19 pandemic and lockdown in our regions also become one of the limitations in this research. Where, due to Covid-19 pandemic challenges, researcher having problem regarding meet face to face and discuss properly with each other hence it limits the communications with the travel agency also. All of the discussion and interview was conducted by online platform.

All the participant only reachable via text message as well as phone calling. During the online interview. It also was given a big impact to this research because the technical difficulties and difficult to make an interaction and communicate well

to collect the data. From this point of limitations, the participants are not well answering and clearly talk about the questions that has been ask by the researcher.

#### **5.4 CONCLUSIONS**

This study is designed to determine the potential, benefits and impact of the use of the Internet of Things (IoT) on business performance in travel agencies in Kelantan. Researchers have discussed several elements in terms of the potential and impact of the use of the Internet of Things (IoT) on travel agencies to improve business performance. This also covers the problems and challenges faced by the Travel and Tourism industry and further encourages the use of the Internet of Things (IoT) in the travel and tourism industry. These elements are discussed to identify the potential, benefits and impact of using the Internet of Things (IoT) in the business performance of travel agency. The scope of the study that has been determined is to focus on travel agencies that are registered under MOTAC and operate in Kelantan only. Based on the researcher's study, Kelantan was chosen because there are many travel agencies registered under MOTAC in Kelantan compared to other states. Apart from that, Kelantan was chosen because the travel agency is seen to have potential in the use of the Internet of Things (IoT). The researcher conducted this study because most travel agencies use IoT as one of the platforms in improving the business performance of travel agencies. In addition, some travel agencies still use the old method in the travel agency. Researchers also think that those responsible should introduce the IoT to travel agencies that are still lagging behind in technology so that business performance can be improved.

This study was designed by using qualitative methods in in -depth interviews to obtain the observations of respondents, respondents represented by the owner of the travel agency or the responsible party in the travel agency in Kelantan to obtain data from them. The criteria for qualitative research, may be just knowing in advance what to look for. The method used seems to be effective as it can meet the information accurately and in accordance with the question posed. Researchers have made flow data collection methods, 1) Data collection; the researcher will plan to go to 6 travel agency places in Kelantan based on the research study. 2) While collecting data; the researcher makes an appointment with the provider of the recreation place.3) The researcher will conduct an interview and observation session at: i) Juara Travel Agency. ii) Rayhar Travel Agency. iii) Maqbul Travel Agency. iv) TM Tour and Travel. v) Wan Vacation Sdn Bhd. vi) Emraz Travel.

From the data and finding collected, it was found that, Internet of Things (IoT) will help the travel and tourism industry in giving a huge opportunity and give many benefits to improve business performance. This study has discussed several elements to identify the potentials and benefits of using Internet of Things (IoT) in their business performance. Where, most respondents said that the use of Internet of Things (IoT) in business, potentially help the travel and tourism industry to enhance the technology use and reduced the cost. In addition, with the use Internet of Things (IoT), it has given a lot of benefit in their business marketing purpose, having networks communication and easily can make customer engagement. By doing so, it can achieve a better customer satisfaction.

In conclusion, this chapter researchers have given some suggestions to travel agencies for them to improve in using Internet of Thing (IoT). The suggestions given are important to ensure that the travel agency travel can make full use of the internet network properly. The challenge faced by researchers throughout the study is also to provide motivation and encouragement to conduct this study successfully. Therefore, this study believed that with using Internet of Things (IoT) it will give a great potentials, benefits, and great impacts towards Travel and Tourism Industry to ensure the successfulness of their business performance in their company



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# APPENDIX

## APPENDIX I

### Turnitin result

T09

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ORIGINALITY REPORT

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SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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<b>8</b>	Guerra, Diogo André Gomes(Amaral, Paulo Cardoso do). "The internet of things :	<b>1%</b>

## APPENDIX II

### Student Confirmation Letter



UNIVERSITI  
MALAYSIA  
KELANTAN

Fakulti Hospitaliti, Pelancongan dan Kesejahteraan  
*Faculty of Hospitality, Tourism and Wellness*

RUJ. KAMI (Our Ref.) : UMK.A11.600-4/4/3 (27)  
TARIKH (Date) : 25 MAC 2021

#### KEPADA PIHAK YANG BERKENAAN

Tuan/Puan,

MEMOHON KEBENARAN UNTUK MENJALANKAN KAJI SELIDIK  
NAMA KURSUS : HTP40103 - PROJEK PENYELIDIKAN PELANCONGAN (II)  
NAMA PENYELIA : DR. ROSLIZAWATI BINTI CHE AZIZ

Dengan hormatnya saya diarah merujuk kepada perkara di atas.

2. Sukacita dimaklumkan bahawa pihak Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan (UMK) memohon kebenaran pihak tuan/puan supaya membenarkan pelajar kami menjalankan temuduga di premis tuan/puan sebagai melengkapkan tugas yang telah ditetapkan dalam kursus yang diambil pada semester ini. Senarai pelajar yang terlibat adalah seperti berikut :

BIL.	NO. MATRIK	NAMA PELAJAR	PROGRAM
1.	H18A0021	AIDA AQILAH BINTI ABD LATIF	SAP
2.	H18A0193	LIM CHUN KEAT	
3.	H18A0165	KHABIR HASIF BIN MOHD KHAIRUDIN	
4.	H18A0218	MOHAMAD AMIRUL SYAFIQ BIN ISMADI	

3. Sehubungan dengan itu, pihak fakulti memohon kerjasama daripada pihak tuan/puan untuk membantu pelajar-pelajar yang terlibat dengan memberikan kebenaran kepada mereka untuk melaksanakan tugas ini dengan jayanya. Untuk makluman, hasil pemerhatian/temuduga hanya akan digunakan sebagai rujukan bagi kursus yang dinyatakan di atas sahaja.

Segala kerjasama dan perhatian tuan/puan berhubung perkara ini amatlah dihargai dan didahului dengan ucapan terima kasih.

Sekian.

"RAJA BERDAULAT, RAKYAT MUAFAKAT, NEGERI BERKAT"  
"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"  
"BERKHIDMAT UNTUK NEGARA"

Saya yang menjalankan amanah,

(DR. NUR HAFIZAH BINTI MUHAMMAD)  
Timbalan Dekan (Akademik dan Pembangunan Pelajar)  
b.p. Dekan

## APPENDIX III

### Interview Protocol

#### Informed Concept Form

Faculty : Hospitality, Tourism & Wellness (FHPK)  
Project : Case Study about the potential and benefits of Internet of Things (IoT) towards Business performance in travel and tourism in Kelantan.  
Researcher : AIDA AQILAH BINTI ABD LATIB, MOHAMAD AMIRUL SYAFIQ BIN ISMADI, KHABIR HASIF BIN MOHD KHAIRUDIN, LIM CHUN KEAT  
Contact detail :016-5362779 (Aida), 014-6720744 (Amirul), 019-7494847 (Khabir),  
016-4818265 (Lim)

Email:

<b>Description:</b> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>	
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>	
Name:	
Signature:	Date: 19 April 2021

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:

## Interview Protocol

Questions for Recreation provider during interview session

### Introduction

- 1) Introduce myself as a degree student and greet participant
- 2) Interview provide a general introduction and explain about the cases of thesis and research objectives of the study.
- 3) Request a consent to recording the interview session for later reference also as a key point to do a finding in the thesis report.
- 4) Briefly inform participant that will record the interview sessions

### Background of the Interview

#### a) Demographics profile of respondent:

- Owner's name, age, marital status, gender, Level of education, Permanent resident.
- How long has been setting up a travel agency, and What are the position.
- What is the motivation that motivate you choose travel agency as your business?
- Can you share your working experience in this field?

#### b) Demographics profile of a company:

- Can you briefly tell us about your company?
- Company profile
- are your products, services, that you offer to customer?
- What are the packages that you provide?
- What are the systems that you use in this company?
- Picture (Ask for picture)

**Explore the research objectives Internet of Things in Business performance towards travel industry.**

**Research objective (i): To identify the potentials of Internet of Things (IoT) towards business performance in travel and tourism industry.**

- 1) Based on your experience, in this industry, what types of systems/internet tools that has been used to run your business?
- 2) How you see/face with these elements? (Refer Question 1)



**Research objective (ii): To identify the benefits of Internet of Things (IoT)**

**towards business performance in travel and tourism industry.**

- 1) From using internet tools to run your business, how do you provide service, product, packages to your customer/people?
- 2) How did you use or manage it with?
- 3) From your experience, how do you see internet can attract more customer to use your services, products?
- 4) How you do the transaction?
- 5) How you share your services, product, packages to people??

**Research objective (iii): To identify the impacts of Internet of Things (IoT)**

**towards business performance in travel and tourism industry.**

- 1) From your last year, how much did you get profits to your company?
- 2) How much sales that you get in a month?
- 3) With using internet of things, would you tell us, how much sales that you will get?
- 4) Is it help you running your business? And how with using internet give impact to run your business?
- 5) From your opinion, with using the internet will give improvement in doing your business now and for future?

**Finally:**

- Ask for follow up question if needed
- Thank the interviewees for participating in the study
- Provide interview with my contact information, for question or concerns

MALAYSIA

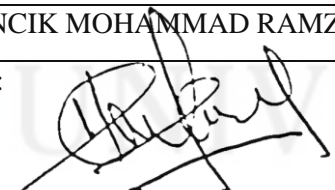
KELANTAN

## APPENDIX IV

### Informed Concept Form Taken From Participants

Email:


<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>

Name: ENCIK MOHAMMAD RAMZI ADHA	
Signature: 	Date: 19 April 2021

WITNESSED BY RESEARCHER OBTAINING CONSENT

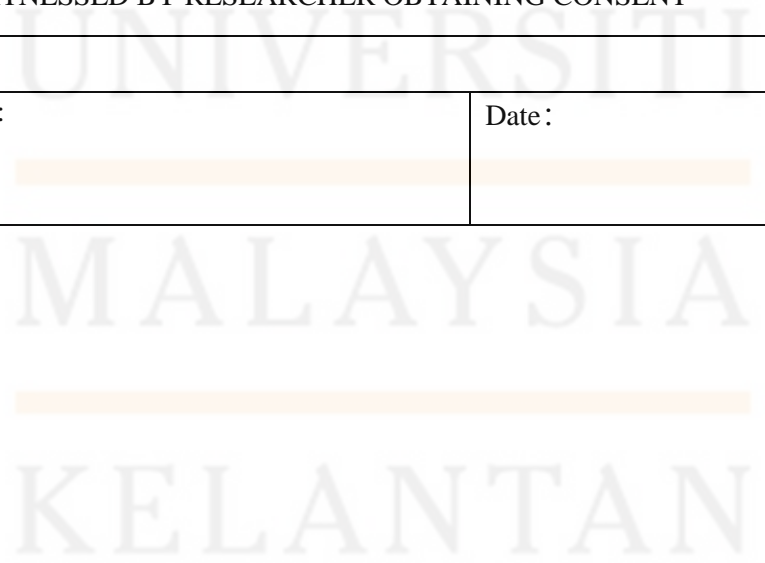
Name:	
Signature:	Date:

<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>

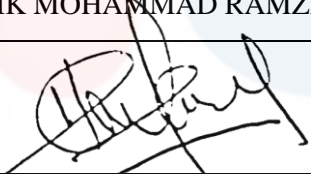
Name: ENCIK MUHAMMAD MUHAIMIN	
Signature: 	Date: 10 April 2021

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:

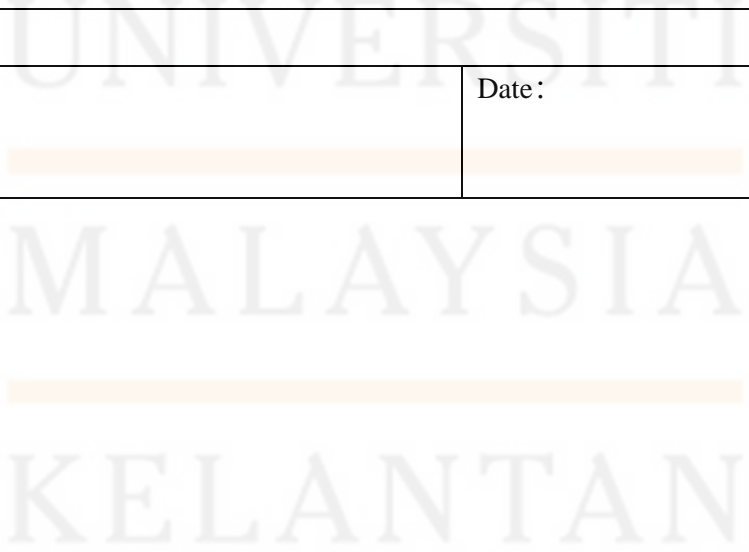


<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>

Name: ENCIK MOHAMMAD RAMZI ADHA	
Signature: 	Date: 19 April 2021


WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:



Email:

<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>

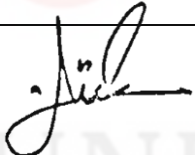
Name: ENCIK NURUL MUHAMMAD BIN MOHD ZALINI	
Signature: 	Date: 18 April 2021

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:

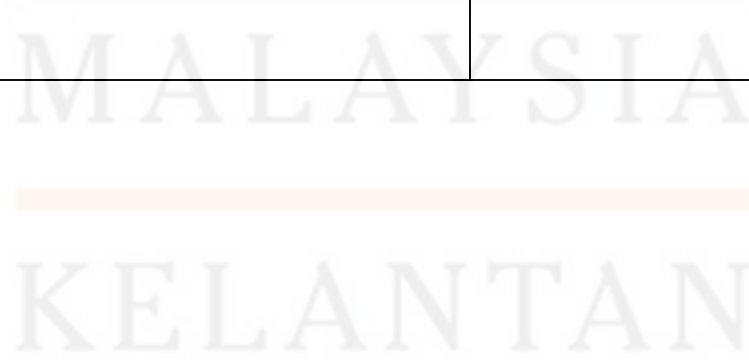
Email:

<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
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Name: PAVIL A/P MUTHU	
Signature: 	Date: 20 April 2021

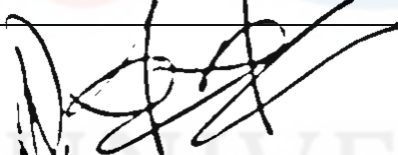
WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature: _____	Date: _____



Email:

<p><b>Description:</b></p> <p>This project is a Tourism Research Project under University Malaysia Kelantan (UMK). The purpose of this research is to identify the potentials and impacts of Internet of Things (IoT) on travel agencies registered under the Ministry of Tourism, Arts, and Culture (MOTAC) in Malaysia. This case study can identify the potentials and benefits of Internet of Things (IoT) use on the business of travel agencies. The interview will last about an hour, and the interview will be done online. Participants can stop the online interview at any time, if the question is not appropriate to answer. This interview will be recorded audio. All information is used for case study purposes only to maintain the confidentiality of participants.</p>
<p>The aim of this study has explained to me and I understand what is wanted from me. I take part in this interview as volunteer and I can stop to take part in the interview and refused to answer when the question is not suitable. I understand all the information that I provided will uses as no names and kept the information privacy.</p>

Name: ENCIK ANAS BIN ABD SAMAD	
Signature: 	Date: 21 April 2021

WITNESSED BY RESEARCHER OBTAINING CONSENT

Name:	
Signature:	Date:

MALAYSIA  
KELANTAN

## APPENDIX V

### Transkrip Data

**PARTICIPANT 1** : Juara Travel Agency Sdn Bhd  
**TITTLE** : Interview Transcript Data  
**DATE** : 18 April 2021(11 AM)  
**INTERVIEWEE** : Mr.Muhammad Muhaimi (TA 5)  
**INTERVIEWER** : Aida Aqilah (R1), Amirul Syafiq (R2), Khabir Hasif (R3), Lim Chun Keat(R4)

NAME	TRANSCRIBE INFORMATION	CATEGORIES	THEME
Introduction session and greeting participant Demographics profile session			
R1	Okay. Can we start now?		
TA 5	Yes you're welcome please.		
R1	First of all, We would like to thank Mr. Muhaimi for taking the time to answer this interview. Maybe Lim told you about the study we did. Now I will invite my friend Khabir to explain a little bit about our study.		
R3	Hi good morning everyone. Sorry your name is Mr. Muhaimi right ?		
TA5	Yes, I am.		
R3	First, we start this study in the state of Kelantan. We choose this company as one of the travel agencies to conduct a study on the impact of IoT on travel agencies.		
R1	I will introduce a little about my friend. My name is Aida, who said Khabir earlier, another name for Amirul. The one who contacted Mr. was Lim,		



	Lim Chun Keat. Can you please introduce yourself a little?		
TA 5	Sure no problem. My name is Muhaimi, Muhamaad. What's more, thank God I'm young again. Already married, education level up to Diploma. You all have a degree, I have a diploma again. I've been working for 4 years.		
R1	What is your position in this company sir ?		
TA 5	For now, we have a branch manager. But he stopped. I am currently a business developer and already work more than 4 years in this company.		
R1	Wowww! 4 years already, its not easy !		
TA 5	Yes! Thanks gods for blessing me for this. Last time I worked in a small branch.	-	
Objective 1: potentials the internet of things			

R1	In 4 years here, what is your experience and what do you feel?		
TA 5	The first time I entered the 2017 Travel Agency Champion, I was more into hotel reservations. I first came in, it was more or less this kind of work. We have to be prepared for this champion because there are a lot of tourists. We are always ready. In the past, I was single but now I am married, I have moved to Kelantan.		
R1	What motivation make you choose Juara Travel Agency other than other travel agency?		
R4	Means why you choose to work with this company.		
TA 5	The first, from a young age people said when I studied Arabic school, even high school Arabic school, so I was interested in a job that could be in the field of Arabic. In terms of why Juara, because Juara is the Top 5 in Malaysia, that's why I chose Juara travel agency.	- O1: Impacts in BP	
Objective 2: The benefits Internet of Things			
R1	Woww nice ! Now we want to ask about a little profile about yourself. Company background or personal information, or even the products the company produces		
TA 5	All I know of this Juara Travel Agency, Juara is that		

	<p>caritel name in the last 20 years. But the new boss changed the name from Karitel to Juara. In 2009, only 500 people. But now it has reached 20,000 customers. Most in Umrah packages as well as overseas outbound travel. We will make trips abroad as well as within our country. We also make systems or packages, we sell to other agencies to sell. They can get commission from sales.</p>	<p>O1: potential in BP          -registered          - learned how to promote packages to customers          -systematic</p>	
R2	<p>For example sir ?</p>		
TA 5	<p>For example they take our packages, they can sell online. They can get a commission if they sell. Fifth, we sell another tours guide service.</p>		
<p>Objectives 3: The Impacts of Internet of Things</p>			
R1	<p>In terms of package, is there an Umrah package with Haji only?</p>		
TA 5	<p>Yes you are right.</p>		
R4	<p>Mr. said earlier that there is an outbound package, does that mean a package abroad?</p>		
TA 5	<p>Yes, we have. If outside our country there are many like but our Juara Travel Agency is more in European countries. Asia has less because people say it's easy for people to go on their own, and the cost is cheaper.</p>		
R4	<p>Hi sir, sorry to ask what platform or method Juara</p>		

	uses to attract customers about the new package? Using an online internet system?		
TA 5	We use only 2, namely the agent system and also online. For Umrah and Hajj, we use the current agent system because in each state we have 25 branches. Each of our states has 500 agents.	O1: potential <ul style="list-style-type: none"> <li>- It can access to all of our staff</li> <li>- Agent system, work with agents</li> </ul>	
R4	Okay thanks Mr. This means that the Juara issues a package, if the agent gets sales they will get a commission from the Juara Travel Agency.		
TA5	That's right Lim. Second, we use an online system. Online we use mobile apps. All use the app One more thing, we created a program for the Umrah package. That's the only habit we make.	O1: benefit customer they must used that online platform to book the room	
R1	Ok sir, now we want to enter the objective of our study, the first we identify the potential of this Internet, based on your own experience, is the internet social media such as Facebook, Twitter, Instagram, Google to improve the performance of your company.		
TA5	The internet is good. It's really good. Because from now on, this first Internet for Juara company is indeed very important. Indeed, Juara uses the internet to attract customers.		

R1	Can you list the social media you use?		
TA5	At the moment, for the Juara travel agency, we use Facebook, Instagram and also Zoom meeting. That's all for now. If I use only two, FB and Instagram. If customers want to ask for any information, they can get it from FB.	O1: benefits - running business using social media completely good and useful fo us	
R4	Okay, for the second objective of our study, which uses the internet that you mentioned earlier, how do you provide your product, your package to the customer?		
TA5	I rarely but when in our branch, we always go out to meet the customer to explain. Sometimes we use the internet to send our product information to customers.		
R2	Ok sir, I want to ask if the systems used can help the performance of the Juara travel agency?		
TA5	Like I said earlier, it really helps a lot. The internet is indeed our number one use to attract customers. But HQ Juara uses the internet a lot. For me, I use Facebook and whatsapp a lots only.	O2: benefit Customers will be happy use internet to make their booking or any inquiry and save their time	
R1	Sure no problem sir. The third, about the effect of the internet sir. From last year's performance of your company until this year, how much profit can your company make by using the internet?		

R3	That is the number of customers before covid-19.		
TA5	Ohh okay. For this number of customers, we really don't care. But for my branch, there is no reason for us to focus on selling dates and other things. Most of us meet face to face. Want to meet, whatsapps customer is happy, if happy we meet. That's all for now. Everyone does use the Internet.	<p>O1: potentials</p> <ul style="list-style-type: none"> <li>- use whatsao</li> </ul> <p>O3: impacts</p> <ul style="list-style-type: none"> <li>- Can communicate well with customers face to face</li> </ul>	
R1	Do you feel Internet improvement in your business to perform work or stuff?		
TA5	It really helps a lot. People say that if you use it online, you can get more backup companies to save more for apps. Need to do promotions to improve business performance. But in the future I am not sure whether our company will go up or down but for others, inshallah it will go up. How high, I'm not sure.	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- used fb to attract or promote our services and products</li> <li>- learned hoe to viral using media social</li> <li>- really help us to market MHC</li> </ul>	
R3	Okay sir another question. Will this Covid19 have a profound effect on your company?		
TA5	If this is the case, it is really impressed, so Juara only does 2 things, namely selling dates and nasi arab only, which is the backup for Juara's company's sales at the time of COVID19 now. In terms of other effects, people say there are many. First, many have	<p>O1-Potentials</p> <ul style="list-style-type: none"> <li>-Selling Nasi Arab and Kurma during covid-19 as backup of company for sales</li> </ul> <p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Helps to get more customer</li> </ul>	

	been laid off out of 167 stuff people until now there are only about 50 people to cut costs.	O1: potentials – Online business O2: benefits – connect with all the staff easily	
R3	Wowww that's a lots of stuffs.		
TA5	It's crowded. I lost my friends haha.		
R3	Most of the stuff that was laid off or on its own that quit work?		
TA5	In the 50%, who were fired, the other 50% quit voluntarily. There are also requests to reduce the salary for backup companies at this time.		
R2	I would like to ask your opinion, do FB, IG and Whatsapp users improve the company's performance?		
TA5	At present, it is indeed increasing but not in terms of Hajj and Umrah. In these first 3 months, we reached 50000 sales of arabic dance boxes. The sale of these dates is almost 15000 kg for a cost of about RM50000.	O1: potentials- slowly use digital platform - All thing we want should use online - Provide booking online,transaction online  O2: benefits – so easy to us - Easy process make the works easier and fast - Selling online business	
R2	Want to ask about arabic rice, ready in time or in a box?		
TA5	We don't sell ready -to -eat, I'll show you. We sell in things like this, you see?		

R3 & R4	Wowww looks great !		
TA5	Later, after this, Lim, please give me your address, later I will send me for you to try		
R4	Alright thanks sir so much!		
R1	Thank you sir for cooperating in our interview this morning. That's all for today. Thank you very much		
TA5	Alright thank you all, Lim will send the address, yes I will send rice for you to try.		
R4	Thanks and really appreciate it sir.		



**PARTICIPANT 2** : Rayhar Travel Agency  
**TITTLE** : Interview Transcript Data  
**DATE** : 10 April 2021 (11 PM)  
**INTERVIEW** : En. Mohammad Ramzi Adha  
**INTERVIEWEE** : Aida Aqilah, Amirul Syafiq, Lim Chun Keat

NAME/PARTICIPANT	TRANSCRIBE DATA	CATEGORY
Introduction session, and greeting participant Demograhic profile session		
R1		
TA 1:	Assalamualaikum, my name is Muhammad Ramzi Adha, I am 30 years old, my level of education is SPM and I live at Flat kupu-kupu, Bandar Kota Bharu, Kelantan And I am working in this industry almost 7 years old. Now, my position as Manager Cawangan Negeri Kelantan.	
R1	Owh, Pengurus cawangan... So..Mr Adha, I want to ask, what are the motivation that led you to choose travel agency as part pf your career or part of your business?	
TA 1	Ok.. my primary purpose is I want to gain or find experience, and I want to train myself to face myself Infront many people. Training myself to know the behaviour of people and how to overcome the behaviour of those people especially my customer.	
R1	aa... from the last 7 year in this industry, would you tell us or share your story your experience in this field.	

	<p>Ok...</p> <p>I will share my story at Tanah Suci. Usually, when I went to Umrah before this, Usually people who those went to Umrah, they were divided according their category and among of Jemaah has a few who have a tittle or VIP. My experience and my staff, were fighting with the Jemaah VIP who want to use their tittle or their power in Tanah Suci. And Usually, it is really give problem to us.</p>	
R2	<p>Owh.. that problem were likely become an issue to your company la?</p>	
TA 1	<p>Haah..yes</p>	
R1	<p>I wonder.. emm,, How about the experience that you providing for your services, and for your product?</p>	
TA 2	<p>Experience? It is like feedback right? Ok, usually, customer who went with Jauhar company, they will repeat it again, because we have gained their trusted with our services that we provided. Because, our appealability is we give all keutamaan for customer more than staff.</p>	<p>O3: impacts – will repeat again</p>
R1	<p>Ohh.. I see.. Ok, I would to ask you, how about with your company profile? Would you tell us about your company, your services, your product, your packages or offer that you provide to your customer or people...</p>	
TA 2	<p>From what I know, Ryhar travel agency is start their journey from 1990, now it has been 31 years. Our first operation was, we brought Jemaah Haji, after that, we upgrade packages Haji to</p>	<p>O3: impacts – 31 tahun beroperasi</p>

	Umarah, outbound, and inbound lah... Then, services that we provided is according discount follow by the categories based on promotion through Instagram, newspaper, facebook or whatsapp status for regular customer.	O2: benefit – provide discount, promotion through Ig,Fb,Ws
AMIRUL	From your looking, which platform that you prefer to use?	
TA 2	Now, we are focusing with using facebook, and many of people are now using facebook lately	O1: potensi - Many people use fb lately
R1	Oh...it is look like your company are using online for your business, right?	
TA 2	Haah yes, mostly we use online to run our business	O1: use online
R1	So... I want to ask about your system that you have been used in your business for improve or gaining an effective business for your company, So, what are the system that you use in your company?	
TA 2	Now, the system for Jemaah Umrah dan Haji that we use.. We used ASistance system and supplier is from India. Usually HQ are using this	O1: use Asistance system O2: benefits - Hq using this systems
R1	Sorry, I wonder how did you use that system? Would you tell us?	
TA 2	System is usually HQ are using this, and this system was created for our company lah....	O2: Benefit BP- - Was created for our company
<b>OBJECTIVE 1: THE POTENTIAL INTERNET OF THINGS IN BUSINESS PERFORMANCE</b>		
R1	Based on your experience in this industry, what are the type of system that you use or you can	

	elaborate more about A.sistance can run your business? (10:52)	
TA 2	Ha okay... this A.Sistance system were usually use for get and isi information Jemaah Jemaah for easily process to book our jemaah's ticket, hotel using this system.	02: benefit in BP <ul style="list-style-type: none"> <li>- Get and isi data information</li> <li>- Easily process to book tkiet, hotel using system</li> </ul>
R2	So, all the process are through this system la?	
TA 2	Haah, yes all the process through system. Because we have HQ and cawangan... and usually,this system we run for all cawangan. This system we use to get or isi all customer's informations.. Then, that all the informations, the HQ will see and check it back for confirmations. Means that, we will make a booking using that system la.	O1: potential in BP  O2: Benefit  02:benefit
R2	Interesting, so Mr Adha, I wonder what are the types of internet tools that have been use to run your business?	
R2	Haah yes, do you have use any applications or connection between you and customer?	
TA 2	It is facebook adds? If facebook ads, we are not using that, but we still use portal in website, facebook to promote and others.	O1: potential in BP <ul style="list-style-type: none"> <li>- Use portal in website,fb to promote</li> </ul>
R1	Ohhh... and I have questions from my friend, Khabir..	

	From your experience, what are the potential that you see from using Internet of things to improve your business performance?	
TA 2	As we all known, now we are facing pandemic covid-19, the users of internet now become a priority to do it more promotions, promote our packages and especially booking the ticket using online platform.	O2: the benefit in BP - The internet become priority in do the promotions O2: booking ticket using online platform
R1	Okay, ermm.. From using the system and internet tools, how you provide services, products, and packages to your customer?	
TA 2	Ok.. this system is actually using by account, and obviously using internet, which we used based on portal that we create at google and usually customer will use website to search about our company. Through that portal we provide a space or we open the chat box for any questions from customer who want to ask. Allhamdulillah, from that portal we can manage the customer.	O2: benefit in BP O2: benefits / impacts
R1	Okay, it nice, From your experience, how do you see internet can attract customer to use your product, services, and packages?	
TA2	Basically, when we want to attract customer, usually we use our website to promote and sharing our promotion, packages, sharing our price, discount that we provide in that website. Moreover, with the website many customer are attract to the packages that we provide.	O1: potential in BP - Use website to sharing our promotion ,packages, prices, discount

		<p>02: benefitsQ</p> <p>- Many customer are attract to the packages we provide</p>
<b>THE IMPACTS INTERNET OF THINGS IN BUSINESS PERFORMANCE</b>		
R1	I want to ask, and I wonder, how much profit that your company can gain in a years.	
TA2	<p>Mojority we can get 500 customers that buy our services and packages. Then the profit that we get around</p> <p>The profit that we get are it can be said highest profits among the big company. And Rayhar also is one of the big company that Tabung Haji give license to us.</p>	<p>O3:the impacts in BP</p> <p>O3: the impacts</p>
R1	If monthly, how much sales that your company can get?	
TA2	<p>If by month, we have flight everyday. And we can get 30 customer in a month. And its based on online reservation and from my opinion, this method are quite easy platform to us Ryhar company.</p> <p>Usually, we get customer from social media platform for example, facebook and website. And it can be said that, internet are playing main role in our company beside than offline platform. And its 100% percent helping us.</p>	<p>O2: benefit/potential</p> <p>O3: the impacts in BP</p> <p>O1: potentials</p> <p>O1: potentials</p>
R1	From your opinion, is internet of things can give your company improvement for you to run your business now and future.?	
TA2	<p>Erm it can be said that, now as we can see, internet are playing main role in our promotion, because nowadays, people are using internet, social media especially, so it can help a lot for</p>	<p>O2: benefits in BP</p> <p>O1: potentials in BP</p>

	use now and for future to promote our services, and packages.	01: potentials in BP
R1	Thank you to En.Adha because help us by attend this meeting.	



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Name	TRANSCRIBE DATA	CATEGORY
R1	Assamualaikum kak	
TA3	Waalaiikumsalam	
R1	Boleh kita mulakan sesi temuramah kita	
TA3	Boleh silakan,	
R1	Okey nama saya aida Aqilah, dan ini kawan saya amirul Syafiq dan khabir. Kitaoranag merupakan student UMK, okey sekarang kitaorang ada membuat kajian tentang poetensi dan manfaat internet terhadap prestasi perniagaan dalam travel agency. Okey kalua berkesempatan, saya nak minta akak untuk bantu kitaorang dapatkan sedikit data mengenai internet dan penggunaan internet dalam travel agency dan bagaimana ia boleh mempengaruhi kewangan dalam travel agency.	
TA3	Okey, insyaAllah, boleh teruskan.	
R1	Sebelum itu, izin kan kami untuk merekod perbualan kita, okey, boleh tak akak perkenalkan diri akak, status akak dan sedikit latar belakang akak serta apakah jawatan dipegang dalam maqbul travel?	
TA3	Okey, firstly nama penuh Nur Fatin Amira, asal daripada Kelantan, akak graduated dari matrikulasi pulau penang, dan sambung belajar di Uniza kuala Terengganu, ijazah sarjana muda dalam bidang computer network security, umur kak 28 tahun dan status kak amsih lagi bujang.	
R1	Okey, dah brape lama akak berkerja di travel agency ni?	
TA3	Kak berkhidmat dalam travel agency tuu selama 5 tahun .	
R1	apakah jawatan yang dipegang dalam travel agency?	
TA3	Akak sebgai pegawai pemasaran dan customer service.	
R1	Apa yang memotivasikan akak untuk kerja di travel agency ini?	
TA3	Sebenarnya kerja ni luar daripada bidang belajar sebab belajar bidang lain tapi masatu	



	susah dapat kerja so akak pun try apply. Bila apply tu, rezeki akak dapat dekat situ.	
R1	Boleh tak ceritakan sedikit pengalaman pahit dan manis sepanjang akak kerja travel agency tu?	
TA3	<p>Pengalaman manis, best sebab akak bahagian pemasaran jadi tak duduk dekat office. Kadang akak follow pengurus, kami ada dua staff jadi akak follow staff sorang lagi pergi masjid, sekolah, kadang kadang kawasan kampung. Jumpa orang kampung then promote service tu. Second, akak sempat buat event dekat masjid. Event paling besar dekat masjid la eventnya. Kalau dekat masjid haritu kitaorang jemput dai Fo'ad. Event tu akak &amp; kawan akak yang buat. Pengurus dah berhenti tapi dia bantu sikit sikit.</p> <p>Pengalaman pahit tu, masa tak ada pengurus jadi akak la yang macam pengurus sebab kena handle. Sebab akak muda lagi jadi orang takkenal sangat jadi nak tarik orang guna servis kita macam buat umrah so kekangan sikit sebab orang tak percaya atas faktor akak masih muda.</p>	
R1	Akak, dari segi promote, susah juga?	
TA3	Susah promote sebab nak masuk dengan orang kampung. Susah sangat tu tak sebab akak ada pengalaman tapi akak still boleh handle.	
R1	Okey, boleh tak saya nak tanya sedikit mengenai latar belakang syarikat? apakah product or service yang disediakan oleh travel agency ini kepada customer?	
TA3	<p>Syarikat ni maqbul travel. Akak boleh cakap syarikat ni bawah andalusia juga. Andalusia tu besar juga sebab bawah dia ada maqbul travel, faizi, lambait etc. Tapi bila dah boleh survive sendiri, dah tak berada di bawah andalusia.</p> <p>Kalau untuk maqbul travel ni, hq dekat kampung pandan, kuala lumpur.</p>	
R1	Okey, bolehkah saya tahu service yang digunakan bawah andalusia ataupun dibawah maqbul itu sendiri?	
TA3	Service under maqbul sendiri cuma management macam booking etc tu dia combined sekali dengan andalusia. Ibarat macam share partner tapi bukan semua dengan andalusia.	

	Akak lupa nak bagitahu. Maqbul ada 7 cawangan. Cawangan dia dekat tanah merah, jerteh, dungun, klang, manjung, batu pahat	
R1	Apakah packages yang disediakan oleh maqbul travel? Macam mana maqbul travel sediakan packages itu kepada customer?	
TA3	Package tu terbahagi kepada tiga, umrah, holiday dan ziarah. Fokus more to umrah direct tu. Kalau macam umrah ziarah tu dia singgah negara lain dulu ibarat ziarah. Holiday tu macam biasa.	
R1	Okey faham, company maqbul travel menyediakan service produk dan juga packages kepada customer, apakah sistem yang digunakan?	
TA3	Maksudnya system macam booking ke atau macam mana?	
R2	Contohnya , penggunaan app , penggunaan sistem ticket dan lain lain. Jdi semua sistem tuu atas HQ? Okey, masih ada sistem lain yang dignukan oleh maqbul travel selain website?	
TA3	Kalau macam booking tu boleh buat direct ke website. Selalunya melalui online booking dekat website dan whatsapp. Kalau ticketing akak tak handle sangat sebab itu more to hq yang handle.	O1: potentials - Booking direct website
R1	Boleh saya tahu, adakah akak menggunakan IG, facebook dan whatapps?	
TA3	Kalau promote tu more to fb dan ig. Buat ads di facebook dan sebagainya. Lebih fokus pada facebook atau ig. Selain promotion secara offline macam edaran iklan, flyers etc, so kita guna fb dan ig.  Kita tengok depends on golongan. Kalau golongan yang lebih berumur, kita fokus more to fb. Tapi kalau untuk ig, dia dalam lingkungan 30an. Untuk facebook, boleh tarik ramai lagi orang yang lebih berumur.	O1: promote more to fb and ig O2: buat ads dan sebagainya  O2: facebook boleh Tarik ramai lagi org
R1	Okey, sekarang kitaorang nak masuk part objektif kajian kitaorang mengenai potensi internet, manfaat dan juga kesan internet terhadap travel agency. jadi untuk potensi internet ini, berdasarkan pengakaman akak, apakah jenis internet tool yang digunakan untuk maqbul travel	
TA3	Fb adds, instagram etc.	O1: potentials

R3	pandangan akak terhadap kebolehan internet terhadap travel agency ini?	
TA3	Bagi akak la, masa buat promosi tu kelebihan dia. Contoh kalau fb, untuk facebook, dia punya attraction tu lebih meluas daripada ig. Sebab kita tengok depends nak tarik siapa pulak kan. Contohnya, macam kitaorang selain fb adds, kitaorang buat juga cara penggunaan ayat tu untuk promote untuk tarik orang tu. Macam mana kita attract orang dengan ayat kita. Macam mana nak dapat kepercayaan orang luar terhadap kita	<p>O2: Benefits</p> <ul style="list-style-type: none"> <li>- Buat promosi</li> </ul> <p>O1: potensi</p> <ul style="list-style-type: none"> <li>- Attraction fb lebih meluas daripada ig</li> </ul>
R1	Okey untuk penggunaan internet yang digunakan, macam mana pihak maqbul travel provide ataupun sediakan service kpd customer?	
TA3	Salah satunya kalau macam diorang pm, kalau kita buat fb adds kita fokus pada jarak customer. Sebab fokus berapa radius. Macam akak, akak kan dari tanah merah, jadi dari situ diorang akan contact akak atau office atau pengurus. Diorang lebih percaya kalau ada tempat, ada office sebab kalau buat dekat luar diorang ingat agent. Contoh kalau orang luar dari kelantan, dia akan berminat, Selalunya akak akan tunjuk lokasi Kalau tak percaya, akak minta diorang refer hq. Depends on diorang nak daftar dekat cawangan atau hq sebab mana mana pun boleh.	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Buat fb ads sebab jarak customer</li> </ul>
R3	macam mana akak gunakan internet toll untuk berhubung dgn customer ?	
TA1	Selalunya akak akan post. Selain post promosi, kitaorang akan post knowledge atau info-info berkaitan umrah ke haji ke etc so boleh attract org terhadap maqbul agency.	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Post promotion, information</li> </ul>
R1	Daripada pengalaman akak sendiri, macam mana aka nampak internet ni boleh attract customer untuk maqbul travel?	
TA3	Kalau internet ini, memang sangat membantu kerana tu salah satu platform yang kita boleh dapatkan customer secara meluas. Selain offline jualan, daripada internet orang boleh kenal kita. Bagi akak benda ni bagus. Sebab sekarang ni yang guna internet dah tak kira umur sebb makcik pun ada guna facebook. Jadi kita manfaatkan la. untuk uar-uarkan pada aornag luar. So internet sangat membantu.	<p>O1: potensi</p> <ul style="list-style-type: none"> <li>-platform yg boleh dpt secara meluas</li> </ul>
R2	okey, saya anak tnye pendapat akak, memandng nmita tengah pandemic covid	

	<p>19, adakah penggunaan internet digunakan secara lebih meluas dalam travel agency?</p> <p>Bagaimana tentang payment, adakah ia digunakan secara atas talian ataupun cash?</p>	
TA3	<p>Payment kitaorang guna dua. Offline boleh online pun boleh. Sebab mostly makcik makcik, jadi kami akan tolong depositkan ataupun secara transfer online. Tapi sangat mudah kalau melalui online, cepat sikit proses kitaorang.</p>	<p>O1: potensi</p> <ul style="list-style-type: none"> <li>- Online payment</li> </ul> <p>O2: Benefit</p> <ul style="list-style-type: none"> <li>- Mudah dan cepat process</li> </ul>
R1	<p>Daripada sebelum covid, boleh tak akam cerita tentang profit yang maqbul travel dapat dalam setahun? Kalau dalam sebulan tuu, barapakah sale yang dapat diperolehi oleh maqbul travel?</p>	
TA3	<p>Kalau sebelum covid tu, profit antara 7 cawangan, cawangan akak dekat tanah merah ni paling tinggi sebab pengurus dan isteri dia buat banyak kerja. Akak pun masih belajar sebab akak masih baru. Kalau profit dalam purata tu ikut package, kalau setahun dalam 100 ribu lebih.</p> <p>Oh sebenarnya kitaorang ada target macam sorang staff tu kena ada berapa jemaah. Tapi kitaorang tak capai target juga sebab dia kira satu musim 500 jemaah, jadi dalam sebulan dalam 30 lebih orang jemaah. Tapi disebabkan ada masalah lain apa semua, jadi tak capai target juga la. Boleh consider sebab maqbul company baru.</p>	<p>O3: Impacts</p> <ul style="list-style-type: none"> <li>- Cawangan akak paling tinggi dapat profit</li> </ul>
R1	<p>Macam mana internet ni boleh bagi kesan terhadap business dalam sesuatu travel agency? adakah ianya lebih bagus untuk run travel agency punya business?</p>	
TA3	<p>Internet pun membantu juga. Sebab kitaorang buat fb adds so dari situ pun orang tahu juga. 60% online, 40% offline</p>	
R2	<p>Okey, ini daripada pandangan akak sendiri, perlukah travel agency lain menggunakan internet untuk meningkatkan prestasi perniagaan dalam sesebuah travel agency?</p>	
TA3	<p>Betulla. Boleh tarik ramai customer dan kita punya company ni akan lebih dikenali la. Jadi lebih ramai yang tahu. Rupanya ada syarikat travel dekat sini, orang tahu dengan lebih meluar. Jadi kesan positif la pada kami.</p>	<p>O2: benefit</p> <ul style="list-style-type: none"> <li>- Tarik ramai customer</li> </ul>

	<p>Kalau sekarang ni kan zaman online, semua kearah IT. Jadi benda ni bagus la jadi semua company digalakkan untuk guna internet Tak kira facebook, twitter atau sebagainya sebab kita banyak apps kan. Semua ada baik dan buruknya jadi atas kita nak guna macam mana. Lebih banyak kita guna adds, lebih ramai customer aware.</p>	
R3	<p>K; Selain itu, dari pandangan akak sendiri, adakah penggunaan internet ni dapat memberikan kesan yang buruk terhadap travel agency ?</p>	
TA3	<p>Ada. Setiap benda ada baiknya dan buruknya. Kesan buruknya macam internet ni kan meluas. Jadi banyak benda kita boleh cari atau selongkar benda tu. Jadi atas kita nak guna macam mana. Terutamanya budak remaja. Perlu dipantau la.</p>	
R1	<p>Bolehkah akak ceritakan sedikit , macam maqbul travel berhubung dengan travel sgency lain, dan juga HQ?</p>	
TA3	<p>Contohnya penggunaan google meet, tak digunakan secara meluar. Jadi kami lebih berhubung dengan ws group atau telefon. Itu sahaja yang kitaornag guna untuk berhubung antara cawangan. Kalau meeting, kitaorang akan jumpa face to face. COntohnya, pengarah datang ke cawangan atau akak akan ke hq.</p> <p>Penghantaran data semua melalui emel. Jadi cawangan akan email atau faks je untuk share customer data. Kalau urgent kami akan guna whatsapp.</p>	<p>O2: benefit</p> <ul style="list-style-type: none"> <li>- Guna GM,Ws untuk berhubung</li> </ul> <p>O1: potensi</p> <ul style="list-style-type: none"> <li>- Penghantaran data melalui email</li> </ul>
R3	<p>pandangan akak sendiri, pandemic covid 19 banyak memberi kesan kpd industri tourism, okey, macam mana kita nak meningkatkan smula travel agency?</p>	
TA3	<p>Cadangan akak la kan, kalau macam company ni dia fokus to oversea. Holiday semua ke oversea. Kalau sekarang ni sebab covid, company sepatutnya fokus pada travel dalam negara. Kalau dulu, kami fokus pada umrah so sekarang boleh fokus pada holiday.</p> <p>Sebabkan covid, better fokus pada holiday. Sebab company tak boleh stop semua benda jadi nak taknak untuk survive, company should focus on domestic holiday. So travel sepatutnya dibuat dalam negeri.</p>	

R1	Thank you akak kerana sudi bagi kerjasama dengan kitaorang dan sudi kongsi maklumat tentang mqnul travel kepada kami.	
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**PARTICIPANT 5** : Wan Vacation, Min House Camp  
**TITTLE** : interview Transcript Data  
**DATE** : 18 April 2021(11 AM)  
**INTERVIEWEE** : Mr. Nurul Muhammad bin Mohd zalini (TA 5)  
**INTERVIEWER** : Aida Aqilah (R1), Amirul Syafiq (R2), Khabir Hasif (R3)

NAME	TRANSCRIBE INFORMATION	CATEGORIES
	Introduction session and greeting participant Demographics profile session	
R1	Okay... would you like to introduce yourself?, your	
TA 5	My name is Mr. Nur Muhammad bin Mohd Zalini, I am married, my level of education SPM, I lived at Kubang Kerian 500m form Min House Camp. Now, I am work from home, because PKP, and I will standby if happened at Min House Camp, I will be there as soon as possible.	
R1	How long has been setting up this Min House Camp? And what are your current position?	
TA 5	It has been 11 years for this year, we start running Min House Camp in 2010. And my current position is, I am a director of this company. Actually, we have 2 director in this company, which it is my mother and me. My mother "Cik Yah", is a founder of this Min House Camp. When my mom quit from min Hous Camp, then I will take over fully on this Camp. And for now, my scope of work is I am as admin.  Min House camp built by envolving of whole my family. Where, I have 5 siblings, 4 from that are involved in running MHC renovation, customer activity, and others.	

R1	<p>What are the motivation that motivate you choose MHC as your career and your business?</p>	
TA5	<p>Oh, this under Wan Vacation ke? Let me clarify you all, MHC. We have 2 actually, Before this, under 2018 and bellow, we have Wan Vacation Sdn Bhd and it consist 2 scope of work, which we have travel outbound and MHC as HQ. and at Kota Bharu we're running local travel agency for agrotourism.</p> <p>But, when 2019 and above, we have separate Wan Vcation into MHC Sdn Bhd.</p> <p>Motivation. So, Kak Yah is actually the founder in 2010. At first, she's not intent to do or build this MHC, So, Kak yah ni just do without having any business planning for 10 years akn datang. She just do slowly, according to customer need and demand. After Kak Yah pension from USM. Then many people request to Kak Yah... They said, Kak Yah have a huge and tanah yang luas, why not Kak Yah try build Homestay. Because that time in 2010, there are not many homestay at Kubang Kerian. So, kak yah start build Homestay,from there, MHC slowly expand. Until now we're still do it the renovation and we're not stick lack profit.</p> <p>When have homestay, we add open kitchen, hall, dorm based on customer demand and request.</p> <p>Motivation that lead Kak yah open MHC because, she interested with nature. If she went to travel, she will find house like bamboo house, rumah kayu and so on.</p> <p>So from the experience she's got from her travelling she's will terapkan in her MHC.</p>	
R1	<p>Uwahn..interesting, okay Mr.</p>	

	Can you share your working experience in this field?	
TA 5	<p>MHC, in 2010, actually a farm... there are a lot of planting, fruit and so on. So, that time I was finished my SPM and Kak Yah told me that she want to build up MHC as homestay. Then we create planning to do the laluan untuk homestay and so on...</p> <p>I actually continued my study at UNIMAS, but after 2 years I have stopped my studies because Kak yah need his help to run this business from 2014 untill now. From here, I learn to handle and manage a lot of things. Such as accounting, maintainance, service aircond and electric, time table activity manageable. Handle group.</p> <p>We have awards Asian community-based tourism. We ask orang kampung o help us to handle group. Because we don't have many staff. We just have 4 permanent staff and the rest all are from orang kampung or we will on call diorang. Then, paper work I also expert on that task. Because Kak yah has teach me doing that.</p>	O1: Impacts in BP
<b>COMPANY PROFILE</b>		
R1	<p>Ok next, we moved to company profile...</p> <p>Can you briefly tell us about your company, what are the product, services, or the packages that your company provide?</p>	
TA 5	<p>Ok, as I told you, we are more to sibling business and focused on agrotourism and before PKP we are focusing for group. Every weekend we always focusing on group like team building concept and the activity are more to nature. After PKP we have to change the concept because when PKP group group semua tak boleh nak buat event.</p>	



	<p>So we change direction, and focused to family, so we provide planting activity, fishing and we want to attract the child to play. And we build pond for children.</p> <p>Then, activity for university student we also kekalkan, such as memanah berkayak cari lokan lebah kelulut. So that are the product that we provide. Alhamdulillah, after we change the direction we can create or find new what are the family want and tackle family concept. So we learn from onather hotel. Now I have been registered with hotel budget Malaysian. So, we learned from them how to setting the rate price, hari biasa harga rendah dan weekwnd kita tinggikan harga.</p> <p>Packages, we are does not have a specific packages because we are not fully understand what the family want or customer want. Moreover, setiap family does not have a specific packages that they want, all are different. All custome. We provide room with breakfast and with 3 activity, but that packages they don't want. So, at last we decided that we are not understand yet what family want then we split.</p>	<p>O1: potential in BP -registered - learned how setting rate price</p>
<p><b>THE POTENTIALS IoT</b></p>		
<p>R1</p>	<p>So, I wonder how about system that you used for running your business?</p>	
<p>TA 5</p>	<p>Okay, now we still in progress setup and we use google calender, all information we will update in google calender and we just set from what the day and the date the customer booked. Then in that google calender we can add transcription and we can put the detail of the information of our customer booking.</p> <p>Then, in google calender, it can set colour tagging. That's mean.. all the</p>	<p>O1: potensi -use google calender -update in GC</p> <p>O2: benefit in BP</p> <ul style="list-style-type: none"> <li>- Just set the date and the day what customer booked</li> <li>- Can put the detail of the information of our customer</li> </ul>

	<p>colour give different groups. For the example,for group it will turn to green colour, for meeting it will turn to red colour, for family it will turn to blue colour and for meeting online it will turn to yellow colour. For yellow tagging it more too for pihak luar nak site visit, or have meeting. And until now, we still use this google calender because it can access to all of our staff</p> <p>But, the bad side of goggle calender is when it can access so it also can be edited. So, for staff who are not experience using google calender, the date that has been booked may be edited and we cannot lock the system. So, now we are still looking for new system or software for customer booked using online, for example agoda, booking.com and so on. And now we we have registered with them. For customer they must used that online platform to booked the room in MCH not direct to us.</p> <p>For accounting, we used ABSS software. Next, we used uni-fi to supply in the MHC.</p> <p>Oh yaa... for now, in agoda, booking.com, I closed all the room and just open one room. Where the room that I opened usually for foreigner because that room small its like, a pondok and the toilet outside. The rest, for now we go to manual first.</p> <p>For my opinion, we are not fully decide yet, to use the whole agoda, booking.com or to use new system where customer can booked through our website or else. We still looking for that. Moreover, if we running our business using agoda and booking.com are completely good and useful for us. Actually, we have a software to link all these 3 platforms, but we cannot</p>	<p>O1: potential</p> <ul style="list-style-type: none"> <li>- It can access to all of our staff</li> </ul> <p>O1:potensi</p> <ul style="list-style-type: none"> <li>- Have registered with agoda, booking.com</li> </ul> <p>O2: benefit</p> <ul style="list-style-type: none"> <li>- customer they must used that online platform to booked the room in MCH</li> </ul> <p>O1: potential</p> <ul style="list-style-type: none"> <li>- used ABSS software</li> </ul> <p>O2: benefits</p> <ul style="list-style-type: none"> <li>- running business using agoda,booking.com completely good and useful fo us</li> </ul>
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	elobrate more because we are still study about that particular software. For now, we were using google calender for running our business.	
Objective 1: potentials the internet of things		
R1	Okay, next we moved to the next questions So, based on your experience in Min House camp, what are the internet tools that you use to run your business?	
TA 5	Okay, in 2019 we use Unifi, while have that Unifi we face a problem because the pencawang tu 400m, so we have contact 5 contractor 4 reject and the fifth berjaya. Then we pay RM700. Because, customer need internet and they will happy use the internet to access all media social or doing their work.	O1: potentials  O2: benefit - will happy use internet to access all social media or doing their work
R3	From your opinion, do you think internet are giving potentials to run your business?	
TA 5	All business are need and require internet to run their business and also to my business. For example, in Min House Camp while PKP we don't have any sale because people cannot come  And what we do is, we create Online Virtual live, Virtual Tourism. We used google meet, then we invited around 20-30 people in one session. And the fee around RM35 per person. So, we will provide 2 hours to surround the camp and show to them the activitie that we provide. For the example, cari lokan, the bakar lokan and makan lokan infront camera. Then we showed how to do hydroponic system to them. Then we will visiting Lebah kelulut. And mostly the high demand we accept are from outside the country and also many we accept from malaysia.	O1: potential - require internet to run their business  O2: benefits - create online virtual live.virtual tourism  O1: potentials - used google meet  O3: impacts - high demand accept from outside country and inside

	<p>Because,actually, Virtual tourism is quite famous at outside the country, Now, almost 32 country have join online virtual live. We re started around Mei 2020 and actually we get the idea from class online, meeting online, so why not we try to do virtual online and show our products and activities. If have a demand from customer want to have private tours, so we will create it. Minimun for RM100 per hours or RM30 per person.</p>	
<p>R1</p>	<p>Okay, would you like to elobrate more about internet tools that have been used in running your business?</p>	
<p>TA 5</p>	<p>Okay, internet tools... as you all know we have Instagram, youtube, google meet,google calender, facebook we are strong and we are more focused on facebook.</p> <p>Like Min House Camp, kita memang more into grouping, that is means, teacher are the mostly know about this camp, like family, they did not know about Min House Camp,</p> <p>To make sure people know MHC, and attract people, We also used facebook to promote our services and products through famous icon in facebook such as Kelantan state, Kelantan kini and many more. And then, we learned how to viral Min House Camp using media social platform and it really help use to market our Min House Camp.</p> <p>Alhamdulillah, we have been three times viral. First, with using Virtual live. When we run Virtual live tour, there are many demand from inside and outside country. Because my brother</p>	<p>O1: potentials</p> <ul style="list-style-type: none"> <li>- ig,yt,Gm,Gc,Fb</li> </ul> <p>O2: benefits</p> <ul style="list-style-type: none"> <li>- used fb to attract or promote our services and products</li> <li>- learned hoe to viral using media social</li> <li>- really help us to market MHC</li> </ul> <p>O3: impacts</p> <ul style="list-style-type: none"> <li>- 3 times viral</li> </ul> <p>O2: benefits</p>

	<p>was doing outbound so he has many friends and kenalan around the worlds. So, we will have a meeting and we will show what are product and services that we will provides. Here, they,I mean group from another country, they just need to find their client who interested in joining virtual tour live in Min House Camp.</p> <p>Second viral when, we build denai Pengkalan Datu bridge.Sungai sepanjang 800m. Google je and type Denai pengakalan datu, Kubang Kerian akan naik gambar. And it is also collaboration with JPS,untuk wujudkan attraction yang uniq di Kelantan.</p> <p>Third, we create pesta lampu in Min House Camp. We also invited local people to sell their food and others. So, we need to think out the box.</p>	<ul style="list-style-type: none"> <li>- Connection from outside country</li> </ul>
<p>Objective 2: The benefits Internet of Things</p>		
<p>R1</p>	<p>I wonder, from using internet tools that you have told just now, can you share to us, how you provide the services, product and packages?</p>	
<p>TA 5</p>	<p>As I have told, that we have have provide free internet for student, Then we used power of viral And the fourt viral that we want to do is, boat.. Maybe after raya we will open seat for 20 boat first.</p> <p>Onemore, our method to attract customer is, we do a contest to customer who stream live while promote our place.</p>	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Use power of viral</li> </ul> <p>O1: potentials</p> <ul style="list-style-type: none"> <li>- Do contest to customer who stream live while promoting our place</li> </ul>
<p>R1</p>	<p>How about transaction payment?</p>	
<p>TA 5</p>	<p>Now, for booking we accept full payment for that accomandation, and they can pay through online transfer to our account. Or they ca come to Min House Camp the pay cash or pay by</p>	<p>O2: benefits:</p> <ul style="list-style-type: none"> <li>- Pay through online</li> </ul>

	using card like pay wave, even we also support a few e-wallet like Touch and go e-wallet, Boost wallet Qr code,	
Objectives 3: The Impacts of Internet of Things		
R1	I want to ask, okay, before Covid-19 until now, in a year how much profit that you will gain?	
TA 5	<p>For 2020, our profit around -RM60,000 and actually, that are normal. Because we still in renovation. And moreover, PKP are too long and we don't have profit at all. But, at the same time we feel that its okay, because we can do renovation without having any problem regarding our customer. The we upgrade many. So costing that</p> <p>Moreover, we do not have any pinjaman daripada mana-mana pihak.</p> <p>Then, costing every months tu tak tinggi..</p> <p>Before covid-19 in a years we can gain around RM200,000-RM300,000 and in a month, we can get RM30-40,000 in a month.</p>	<p>O3: impacts</p> <ul style="list-style-type: none"> <li>- Gain around 200-300 a year</li> </ul>
R1	With using internet adakah sale akan meningkat setiap tahun?	
TA 5	<p>Yes, with using the internet tools it is a lot of things will help us with using the internet.</p> <p>And with using internet it can attract many customer and easy to deliver information to the customer.</p>	<p>O2: benefits – attract customer</p> <ul style="list-style-type: none"> <li>- Easy deliver information to the customer</li> </ul>
R1	How internet can give kesan to running your business?	
TA 5	<p>Now, we are slowly use digital platform because now, people are force into online platform to get anything. So here, we can conclude that all things that we want should use online.</p> <p>Now we also, provide booking online, transaction online and so on. We also</p>	<p>O1: potentials- slowly use digital platform</p> <ul style="list-style-type: none"> <li>- All thing we want should use online</li> <li>- Provide booking online, transaction online</li> </ul>

	<p>develop Qr Code at the table so easy to us.</p> <p>And with internet it can be said it really mempercepat process, efficiently and not waste our time. And really permudahkan kerja kitaorang.</p>	<p>O2: benefits – so easy to us</p> <ul style="list-style-type: none"> <li>- Mempercepatkan process, efficientlt and not waste our time and permudahkan kerja kitaorang</li> </ul>
R2	<p>Okay, overall, based on your opinion, the user of internet how it will improve your business?</p>	
TA5	<p>Yep, internet are really help me and my business to get more customer and gain more sales.</p> <p>Owh yes, we also use walkie talkie online... so we use that to connect with all the staff easily. So it easy la because we don't need to call one by one.</p>	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Helps to get more customer</li> </ul> <p>O1: potentials – use walkie talkie online</p> <p>O2: benefits – connect with all the staff easily</p>
R1	<p>So, I think we don't have any question anymore, and we are really appreciate that Mr Mohammad are willing to spent your time with us.</p> <p>Thank you so much.</p> <p>And if we have any questions, may I have a follow up with you.</p>	

### PARTICIPANT 5 : TM TRAVEL AND TOURS

**TITTLE** : Interview Transcript Data

**DATE** : 20/4/2021

**INTERVIEWEE** : Pavil A/P Muthu

**INTERVIEWER** : Aida Aqilah (R1), Amirul Syafiq (R2), Khabir Hasif (R3)

NAME/PARTICIPANT	TRANSCRIBE DATA	CATEGORY
	Introduction session and greeting participant Demographic profile session	
R1	Bolehkah puan memperkenalkan diri puan secara ringkas seperti nama, umur, tinggal di mana dan lain-lain?	
TA 5	Sudah tentu boleh, selamat pagi. Nama saya Pavil A/P Muthu, saya berumur 38 tahun dan masih bujang. Saya berasal dari ipoh, perak tapi sudah lama tinggal di kuala lumpur selama 28 tahun.	

R I	Sudah berapa lamakah puan menceburi bidang travel agensi dan bagaimanakah puan memulakannya?	
TA 6	Saya dah bekerja di travel agensi ini lebih kurang sepuluh tahun. Saya sebenarnya bermula sebagai seorang pemandu pelancong, dan daripada situ saya bermula suka dengan travelling dan dengan itu membuatkan saya untuk menceburkan diri dalam bidang travel agen.	
R1	Dalam masa 10 tahun itu apakah kedudukan atau jawatan puan dalam travel agensi itu?	
TA 6	Untuk sekarang jawatan saya adalah senior manager untuk pembangunan produk yang mana perlu menunjukkan atau mempamerkan produk atau tempat yang menarik kepada pelanggan yang mereka sendiri tidak pernah tengok serta mempamerkan pakej yang menarik kepada pelancong. Saya lebih kepada domestic pelancongan.	
R1	Ape yang memotivasikan puan untuk pilih travel agensi sebagai bisnes puan?	
TA 1	Perkara yang memotivasikan saya untuk berda dalam bidang adalah dengan kata mudah saya suka untuk mengembara. Perkara itu yang memotivasikan saya, bersuka ria apabila mengembara kerana ia betul-betul memberikan satu pengalaman yang tidak boleh dibeli dengan wang ringgit. Pegalaman ketika kita melaoncong, melihat budaya orang perwatakan dan segaianya menjadikan ia satu pengalaman yang tidak dapat dilupakan.	
R 1	Bolehkah puan menceritakan sedikit mengenai latar belakang syarikat?	
TA 1	Travel agensi ini ditubuhkan pada tahun 1/1/1991, di mana kita mempunya pakej inbound dan juga outbound. Dan pakej kami lebih banyak kepada umrah dan haji.	
R 1	Sepanjang sepuluh tahun puan bekerja di travel agensi ini, bolehkah puan berkongsi sedikit pengalaman puan sepanjang tempoh itu.	



<p>TA 1</p>	<p>Sudah tentu boleh. Seperti kita tahu terdapat banyak lagi travel agensi lain di negara ini dan ia memberikan satu cabaran dalam bidang ini. Banyak perkara yang memberi cabaran dalam bidang seperti perkhidmatan yang disediakan, pakej yang ditawarkan dan lain-lain.</p> <p>Cabaran dalam travel agensi ini adalah saya melakukan domestic pakej di mana domestic juga memberikan banyak cabaran kerana kebanyakan orang Malaysia ini dia suka travel sendiri. Jadi cabaran saya di sini adalah saya memperkenalkan satu tempat yang baru dan saya Cuma bagitau tempat itu sahaja dan dia tak perlu pakai travel agen dan akan terus ke sana tanpa saya perlu memperkenalkan tempat itu kepada dia.</p> <p>Saya hanya perlu membuat website yang lengkap mengenai tempat tersebut kepadanya dan mereka akan pergi ke tempat itu dengan sendiri tanpa kita yang perlu mengiringi. Ini adalah kerana pelancong luar susah untuk komikasi dengan travel agensi di Malaysia untuk gunakan travel agen sebab travel agen adalah berbayar.</p> <p>Bermaksud kalau travel amik hotel daripada kita, kita akan beri bilik yang terbaik dari segi fasiliti. Tetapi jika mereka pergi secara dalam talian, mereka tidak tahu bilik ape yang akan diberikan dan bila sampai di hotel pihak hotel kata bilik sudah penuh. Jadi perkara-perkara macam ni kita perlu dedahkan kepada umum mengapa perlunya ejen dalam pelancongan.</p> <p>Benda ni adalah sebahagian daripada cabaran saya dalam menukar persepsi masyarakat kenapa nak gunakan travel agen. Jadi masalah nilh kita perlu menggunakan saluran yang betul seperti kita mempunyai MATA yang mempunyai kuasa untuk menjelaskan kepada pelancong mengapa perlunya travel agen ketika melancong terutama sekali bila pelancong mahu menukar tarikh. senang untuk melakukan perkara tersebut jika menggunakan travel agensi</p>	<p>O1: potensi</p>
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	<p>dan pelancong tidak perlu risau ketika melancong dan boleh terus ke destinasi yang dipilih dengan senang. Dan sekali saya bagitahu cabaran utama dalam travel agen ini adalah dari segi harga, walaupun beza hanya 50 sen mereka akan sanggup untuk bertukar travel agensi yang lain.</p>	
R1	Apakah perkara yang manis dalam travel agensi ini?	
TA 1	<p>Ape yang seronoknya adalah apabila kita menjadi pemimpin sepenuhnya dan memimpin pelancong ke serata dunia dan kamu kena merasai keseronokkan serta melihat tempat, negara asing yang mungkin kamu tidak akan dapat dengan sendiri kerana ia terlalu mahal.</p> <p>Jadi kelebihan yang kita perolehi dari travel agensi, kamu memimpin sesebuah kumpulan tetapi kamu tidak punya masa untuk lawat kesemuanya kerana dari lapangan terbang balik ke lapangan terbang. Jadi perkara yang menarik di sini adalah kamu dapat memimpin para pelancong ke luar negara serta dapat melihat perlbagai perkara di negara tersebut.</p>	
R 3	Bolehkah saya tahu travel agensi ini selain umrah dan haji, adakah ade pakej atau produk lain yang dikeluarkan oleh TM travel and tours?	
TA 1	<p>Selain daripada umrah dan haji, kita juga ade menyediakan pelbagai pakej. Kita ade inbound, dalam beberapa keluaran seperti Homestsy, rumah tumpangan, program sekolah dan program-program oleh syarikat tempatan.</p> <p>Dan kita pun ade pengangkutan sendiri iaitu kereta dan juga bas. Kita juga boleh isu tiket ke seluruh destinasi di mana jua. Pakej kita memang banyak, dalam masa kini kita tidak boleh amik dan pilih. Kita buat pakej yang berdasarkan permintaan pelanggan.</p>	
R 3	Bolehkah puan memberitahu kami pakej outbond ape yang disediakan dan ke mana negara yang sering dikunjungi oleh pelancong?	

TA 1	Pakej outbond yang disediakan adalah merangkumi seluruh pelusuk dunia kecuali Israel dan korea utara, dua negara itu sahaja yang tidak boleh. Kita akan bekerjasama bersama dengan kerajaan luar negara tersebut dari segi teknikal, pengangkutan dan sebagainya.	
OBJECTIVE 1: THE POTENTIAL IoT IN BP		
R 1	Apakah sistem yang digunakan dalam TM TRAVEL AND TOURS?	
TA 1	Kami ade menggunakan tiketing sistem, tapi kebanyakannya kami menggunakan alat-alat dari sistem internet seperti facebook, Instagram dan website. Tapi kita mostly menggunakan facebook kerana ia bnyk perkara yang boleh dilakukan melalui aplikasi ini.	<p>O1: potensi</p> <ul style="list-style-type: none"> <li>- Gunakan tiketing system</li> <li>- Fb/ig/website</li> </ul>
R 1	Boleh puan terangkan dengan lebih lanjut lagi ape yang di maksudkan dengan sistem tiketing?	
TA 1	<p>Tiketing adalah sebuah sistem yang dalam erti kata lain galilio sistem, di mana sistem ini khas untuk ticketing sahaja. Ini adalah lebih kepada pembahagian tiket kerana di pejabat kita ape yang paling penting adalah isu tiket.</p> <p>Tiketing atau galilio sistem adalah sistem yang baik apabila kita meletak harga yang salah, kita perlu tanggung kos itu dan lain-lain. Jadi kita mesti mahir dalam membuatnya, dalam pejabat kita memang ade soarang yang mahir mengenai perkara ini. Dalam pengkususan isu tiket hanya akan diberikn kepada sorang sahaja dalam pejabat ini, kerana pembahagian kerja adalah untuk mengelakkan berlakunya salah faham dalam pemberian tiket.</p>	<p>O1:Potential</p> <ul style="list-style-type: none"> <li>- Galilio system</li> <li>- Pembahagian tiket</li> </ul> <p>O1:potensi</p> <ul style="list-style-type: none"> <li>-</li> </ul>
OBJECTIVE 2: THE BENEFITS IoT		
R 1	Daripada menggunakan peralatan internet yang puan nyatakan tadi, bagaimana puan menyediakan produk perkhidmatan tersebut kepada pelanggan.	
TA 1	Pada masa sekarang semua orang mempunyai facebook dengan whastapp, pada masa dulu kebanyakan orang menggunakan e-mail. Masa sekarang hampir semua orang menggunakan whastapp, dan kadang-kadang kita membuat satu kata putus juga melalui whastapp. Tapi bagi saya whastapp adalah	<p>O2: benefits</p> <ul style="list-style-type: none"> <li>- Mempunyai facebook dengan ws</li> </ul> <p>O1: potensi</p> <ul style="list-style-type: none"> <li>- Kebanyakan guna email,</li> </ul>

	<p>satu benda penting sehingga satu tahap dalam membuat perjanjian juga menggunakan whastapp.</p> <p>Dan perkara ini penting apabila kita mempromosikan pakej kita boleh terus masuk ke dalam whastapp sahaja. Jadi ia sangat-sangat berkesan untuk semua orang daripada kita menggunakan e-mail yang memerlukan beberapa perkara untuk berbuat sedemikian. Kalau facebook pula dia lebih kepada berkongsi pengalaman, Instagram pula lebih kepada gambar-gambar.</p>	<p>sekarang guna ws</p>
R 1	<p>Bolehkah saya tahu bagaimana pembayaran dilakukan antara pelanggan dengan TM travel and tours?</p>	
TA	<p>Bayaran kebanyakan dilakukan secara dalam talian. Sekarang dah kurang menggunakan cek, dulu kami menggunakan cek dimana kita akan bagi nama bank serta nombor akaun bank. Bayaran secara atas talian amat berkesan kerana nanti bila bayaran secara tunai dah dilakukan, pelanggan hanya perlu menghantar bukti pembayaran melalui whatsapp sahaja. Amat berkesan, di mana tidak perlu untuk pergi ke bank dan sebagainya.</p>	<p>O1:potensi O2: benefit</p>
R 3	<p>Berdasarkan pengalaman puan sendiri, macam puan melihat internet ini mampu untuk menarik pelanggan kepada produk atau pakej yang ditawarkan?</p>	
TA 1	<p>Sekarang ini kita banyak menggunakan facebook, banyak yang kita muat naik dalam aplikasi tersebut pakej-pakej yang baru hampir setiap hari kita ade pakej yang baru yang kita muat naik dalam facebook TM tours. Di dalam website kita juga ade meletakkan pakej yang kita ade tetapi tidak banyak</p> <p>. Jadi salah satu cara nak memperkenalkan pakej itu kepada pelanggan adalah dengan facebook sahaja. Kerana sekarang kita tiada agensi yang akan mempromosikan pakej kita, jadi kita akan mempromosikan secara sendiri melalui facebook dan juga whatsapp. Keadaan sekarang yang tidak membenarkan kita untuk merentasi sempadan negeri dan sempadan negara membuatkan kita hanya menumpukan pakej kita di dalam negara sahaja. Para</p>	<p>O2: benefits -banyak muat naik dalam aplikasi fb - salah satu cara na perkenalkan adalah melau fb</p> <p>Objective 3: the impact IoT in</p>

	pelanggan boleh untuk mengetahui pakej travel agensi kami melalui facebook Tm tours.	business performance
OBJECTIVE 3: THE IMPACTS OF IoT IN BP		
R 3	Bolehkah kami tahu berapakah jumlah keuntungan syarikat dalam masa 1 tahun?	
TA 1	<p>Jumlah keuntungan kami pada tahun lepas adalah amat sedikit, bulan 1 dan 2 sahaja yang ade tapi itu tidak banyak kerana sudah dalam pandemic covid.</p> <p>Bermula bulan 3 hingga hujung tahun, kami tiada keuntungan. Tetapi sebelum adanya covid kami memperolehi keuntungan yang banyak melalui pakej ke luar negara.</p>	
R 3	Bermula daripada pandemic bulan 3 tahun lepas, bagaimana TM tours mengoperasikan perniagaan?	
TA 1	<p>Sejak pandemic covid ini banyak halangan seperti tidak membenarkan untuk merentasi sempadan. Awal bulan 3 sehingga bulan 7 tidak beroperasi dan akhir bulan 11 juga berlaku perkara yang sama. Jadi kami melakukan sesuatu dalam taliann seperti menyertai shopee, kita promosi kepada tourism Malaysia untuk meningkatkan kembali industry tourism Malaysia.</p> <p>Semua tidak boleh mengembara di luar negara dan kita menumpu kepada dalam negara sahaja. Selain itu juga, kita kena ikut tempat atau kawasan seseorang itu berada seperti di Selangor dan kita akan menyediakan pakej dalam Selangor kepada mereka dan begitu juga dengan negeri lain.</p> <p>Kita sentiasa mendengar permintaan pelanggan yang mahu pakej dalam negeri yang tidak perlu untuk merentasi negeri. Tidak mudah tapi kita perlu melihat pasaran yang ade sekarang.</p>	The benefits of IoT in business performance.
R 2	Pada pendapat puan adakah internet mampu untuk meningkatkan prestasi perniagaan puan?	

TA 1	<p>Pertama sekali benda ni dah 25 tahun internet adalah penting, maknanya kita dah memang menggunakan internet 30 tahun dulu. Jadi benda ni dah lama dan penting berbanding kita menjumpai pelanggan untuk promosi dengan menggunakan internet untuk mempromosia ia sangat penting. Dengan sekarang ini mempunyai pelbagai aplikasi seperti zoom, webinar dan sebagainya membuat kita tidak perlu berjumpa dengan pelanggan.</p>	Objektif 1: Potential (IoT) in business performance
R 3	<p>Bagi pendapat puan sendiri, bagaimanakah industri pelancongan di Malaysia boleh ditingkatkan semula selepas menerima kesan daripada penularan covid 19?</p>	
TA 1	<p>Buat masa sekarang ini, pelancongan Malaysia perlulah memberikan bantuan kewangan kepada travel agensi dan dia juga perlu memberikan boucher kepada pelanggan dalam membeli pakej dari travel agensi. Selain itu, kita perlu memperbanyakkan lagi produk-produk tempatan dengan lebih kerap.</p> <p>Bagi pelancong yang ingin melancong ke luar negeri merentasi sempadan adalah dibenarkan oleh kerajaan dengan syarat perlulah menggunakan kenderaan dari travel agensi itu sendiri dari sesuatu destinasi ke destinasi yang lain. Pelanggan perlulah memilih travel agensi yang berdaftar dengan motac sahaja untuk melancong ke luar negeri, selain dari tidak daftar adalah tidak digalakkan.</p>	
R 2	<p>Berdasarkan pendapat puan, adakah penggunaan peralatan internet ini akan membantu lagi sesebuah travel agensi tersebut dari segi prestasi perniagaan mereka?</p>	
TA 1	<p>Internet itu asas, tanpa internet kita tidak boleh terus kepada pelanggan. Sesuatu cara untuk sampaikan pakej, kesedaran atau yang lain ia harus melalui internet.</p> <p>Internet adalah sangat penting dalam perkara ini. Tanpa internet kita tidak tahu bagaimana untuk menjual produk, seperti seseorang yang mahu melihat pakej kita, bagaimana kita mahu mempromosikan pakej kepada seseorang tersebut jika dia tiada peralatan internet. Jadi ia memang sangat penting.</p>	Objektif 1: Potential (IoT) in business performance

**PARTICIPANT 6** : Emraz Travel and Tours Sdn.Bhd  
**TITTLE** : Interview Transcript Data  
**DATE** : 21 April 2021 (11 am)  
**INTERVIEWEE** : En.Anas B. Abd Samad  
 En.Lutfi  
**INTERVIEWER** : Aida Aqilah, Khabir Hasif

NAME	TRANSCRIBE INFORMATION	CATEGORIES
Greeting participant and Introduction session		
R1	What are your background	
TA6 (R1)	Okay, my name is Anas B Abd Samad, saya tinggal di Cheras, duduk di Putrajaya. My level of education is diploma haji Umarah, age 26 and still working	
R2	Okay, my name is Lutfi, I am marriage, and now will have a daughter	
R1	How long that both of u have been in this travel agency	
TA6	I have been around 4 years in this travel agency and En Lutfi have been 3 year.  My current position is admin administration, bawah jabatan human resource  And mr Lutfi is under Marketing.	
R1	What motivate both of you choose travel agency as a career and as your part of your business?	
TA6	Sebenarnya, ini adalah bidang dan minat saya sewaktu belajar dulu, kita Nampak bahawa travel agensi ni  En lutfi; Sebab awal masuk tu pernah practical dekat sini, Tapi masa saya belajar tu saya tak ambil bidang ni. Sebab kenapa saya pilih travel agensi ni sebab rezeki lah.	
R3	Can you briefly explain about your company?	
TA6	Name of this company is Emraz travel and tours dan kitaorang ada cawangan hamper di seluruh Malaysia. Empayar Raja Zulkarnain, so dia menginspirasi cerita Zulkarnain.  Pada asalny dia hanya buat Car rental dan ditubuhkan pada 2015, pada 2018 director decide buat Travel agency. Dan focusnya adalah pada bidang Haji dan Umrah. Sebab dia selalu kesana. Dia juga merupakan seorang Pensyarah dan	

	<p>merupakan Doktor falsafah dalam engineering. So from his experience yang selalu ke mekah menyebabkan dia dapat idea dari car rental kepada tertubuhnya travel agensi ini.</p> <p>Kemudian, emraz travel juga ada emraz logistic, emraz care, emraz food, dan yang latest kita ada Emraz go kita provide and support industry punya....kita ada jual kurma, choco tab, susu kambing,</p> <p>Emraz go pulak, service delivery yang menggunakan apps Emraz go yang mana kita buan penghantaran makanan kepada orang yang order. Pada awal kita milih untuk terbang dan disebabkan Covid-19 kita kena acari yang luar dari jangkaan emraz travel kitaorang.</p> <p>Packages kitaorang pulak, kitaorang ada travel tempat tempat lain selain Umrah dan haji iaitu, ke turki,Dubai,dan sebagainya, Tapi focus kitaorang tertumpu pada umrah dan Haji, sebab kitaorang ada target.</p> <p>Staff yg terdapat dalam travel agensi ni seramai 140 orang. HQ kita di Putrajaya, cawangan di johor,Kuantan,pulau pinang, Shah Ala,. Melaka, Negeri Sembilan, Tawau, Miri, Sabah, Kelantan dan sebagainya.</p>	
R1	Apa je package yang disediakan?	
TA6	Package yang disediakan adalah pakej yang kita keluarkan tahun lepas sebelum Covid-19. Pakej yang disediakan adalah bronze, silver dan gold. Perbezaannya adalah flight dari KL ke Madinah.	
R1	Okay, saya tertarik untuk ketahui lebih lanjut mengenai system yang digunakan dalam Emraz travel ni?	
TA6	Okay, visa, kita ada system kita sendiri,kita berdaftar dengan	

MALAYSIA

KELANTAN