



3rd ICTTBM

P R O G R A M B O O K

3rd International Conference on Tourism, Technology and Business management 2020 (3rd ICTTBM 2020)

**13 - 14 DECEMBER 2020 |
VIRTUAL CONFERENCE**

Organized By:



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WELCOME NOTE

3rd International Conference on Tourism, Technology and Management 2020 (3rd ICTTBM 2020)

Greetings from Global Academic Excellence (M) Sdn Bhd-GAE!

Assalamualaikum Warahmatullahi Taala Wabarakatuh and Blessings.

On behalf of GAE, it is my great pleasure to welcome all the delegates' to 3rd International Conference on Tourism, Technology and Business Management 2020 (3rd ICTTBM 2020) with the main theme "Tourism & Hospitality; Technology & Information System; and Entrepreneurships & Business Management".

The conference supposedly will be held at Kuala Lumpur, however due to Covid 19 pandemic, we have changed the way we work, learn and interact according to new social norms which has led to more virtual engagements both professionally and personally. Now you can present your paper from the comfort of your home. Just send us your 10-15 minutes pre-recorded video presentation and slide. The video will be posted in GAE YouTube channel and Facebook page on the conference day. It saves time, money and more importantly, we stay safe. It's the New Normal!

My profound thanks go to the whole team for the impressive work they have done. Nothing would be possible without the excellent work of a very hard-working team, particularly Ms Zafira and Ms Atikah, whose have put together and engaging programme. Additionally, I would like to warmly thank all the authors who, with their presentations, generously contributed to the lively exchange of knowledge and information that is so vital to the endurance of virtual Conference of this kind.

Thank you and my best wishes to all.



A handwritten signature in black ink, consisting of several fluid, overlapping strokes.

MUHAMAD FIRDAUS ABDULL RAZAB

Director

Global Academic Excellence (M)Sdn Bhd

CONFERENCE COMMITTEES

Chairman	Dr. Ahmad Shahrizal Muhamad
Treasurer	Zafira Zainudin
Technical Committee	Nuratikah Amid Dudin
Technical Reviewer	Dr. Zaleha Mohamad Universiti Malaysia Terengganu
	Dr. Yusnita Yusof Universiti Malaysia Terengganu
	Assoc. Prof. Dr. Noor Azimin Zainol Universiti Utara Malaysia
	Dr. Dayang Affizzah Awang Marikan Universiti Malaysia Sarawak
	Dr. Muhamad Firdaus Ramli Universiti Pendidikan Sultan Idris
	Dr. Hariyaty Ab Wahid Universiti Pendidikan Sultan Idris
	Dr. Adekunle Qudus Adeleke Universiti Malaysia Pahang
	Assoc. Prof. Dr. Norasibah Abdul Jalil Universiti Pendidikan Sultan Idris
Liaison Officer	Nuratikah Amid Dudin

TENTATIVE PROGRAM

- 1) Due to Pandemic COVID-19, all the presentation will be conducted through Online Video Presentation (OVP)
- 2) Participants can view Online Video Presentation (OVP) Slot through our YouTube Channel (Global Academic Excellence GAE: <https://www.youtube.com/channel/UCY0GQIQ5qY0kDT1VooKLrLw>) or our Facebook Page (GAExcellence: <https://www.facebook.com/GAExcellence>)
- 3) The list of Presenter will be provided in Programme Book that can be download in our website on the conference day.
 - <https://submit.confby.com/thisconf/dwnl?view=download&acid=817>
 - <http://icttbm2020.egax.org/?ref=&option=template>
- 4) Participants can respond if there is any comment in the video. Presenter should answer any comment/question from the audience.
- 5) Certificate and Proceeding will be emailed to participants within a week after conference day.

PRESENTATION INFORMATION

Presenter Name: Salina Mohammad Sipellizan , Nadzlin Nadzari & Nur Izzah Syazwani Abd Manaf

Institutions: Politeknik Ibrahim Sultan

Paper Title: Faktor Yang Mempengaruhi Pemilihan Pulau Pinang Sebagai Destinasi Pelancongan

Video Link: https://youtu.be/AW32bGvyN_I

Presentation Slide Link:

<https://drive.google.com/file/d/1kC7Sqz7JMw6GKifPDnIccjP1JhbqJW1M/view?usp=sharing>

Presenter Name: Wan Noorhaslinda Wan Ramli & Salina Mohammad Sipellizan

Institutions: Politeknik Ibrahim Sultan

Paper Title: Kesediaan Dalam Pembangunan Pelancongan Berasaskan Komuniti Berdasarkan Sumberjaya Di Kampung Johor Lama

Video Link: <https://youtu.be/mhh7AGJHR0c>

Presentation Slide Link:

<https://drive.google.com/file/d/18dF6mYaERA2q3zMqlZkak6OAYdA4rsRi/view?usp=sharing>

Presenter Name: Salina Mohammad Sipellizan & Nadzlin Nadzari

Institutions: Politeknik Ibrahim Sultan

Paper Title: Kesediaan Penduduk Malaysia Untuk Melancong Di Dalam Negara Selepas Perintah Kawalan Pergerakan Berakhir

Video Link: <https://youtu.be/rBXthNf-uCM>

Presentation Slide Link: <https://drive.google.com/file/d/1txnNZPKaVEpANmYAHnYcI4T-WdRvIxI3/view?usp=sharing>

Presenter Name: Nur Hidayah Binti Zulkifli & Wan Rosnani Binti Wan Mohamad

Institutions: Politeknik Ibrahim Sultan

Paper Title: Factors And Impacts Of Community Involvement Towards Cultural Tourism In Kuching, Sarawak

Video Link: <https://youtu.be/ULWSzeoTfiw>

Presentation Slide Link:

<https://drive.google.com/file/d/1LMc11RAGwxnVnDFTqwFOhjUFSvDyw8yb/view?usp=sharing>

Presenter Name: Nur Faizi

Institutions: State University of Jakarta

Paper Title: O-Farm (Open Farm) as a Place and Empowerment to Optimize the Marketing of Food Crops and Ornamental Plants for the Community as an Effort to Improve the Regional Economy

Video Link: <https://youtu.be/xRyNCTrgUjY>

Presentation Slide Link:

https://drive.google.com/file/d/1hS8Uu8A_OXQOHbSKxGOeEWdThaK35Tmp/view?usp=sharing

Presenter Name: Rina Ilyana Zainal & Wan Rosnani Wan Mohamad.

Institutions: Politeknik Ibrahim Sultan

Paper Title: Kualiti Perkhidmatan Tarikan Pelancongan Di Hatyai, Thailand

Video Link: <https://youtu.be/e9T5xfDs-GM>

Presentation Slide Link: <https://drive.google.com/file/d/1Pc-jKdKTTE2gSctY-7tNLIzZc8ixszi-/view?usp=sharing>

Presenter Name: Noraini Mohamad Idaris & Wan Aklimima

Institutions: Politeknik Sultan Idris Shah

Paper Title: Potential Of SMEs Tourism At Sabak Bernam Selangor: A Qualitative Approach

Video Link: https://youtu.be/e8KH6WIU_hw

Presentation Slide Link: https://drive.google.com/file/d/1dGtF-_AvAAhV95LqsZIZeGp3taMQIDL-/view?usp=sharing

Presenter Name: Delly Mahachi Chatibura

Institutions: University of Botswana

Paper Title: An appraisal of TripAdvisor reviews during the COVID-19 crisis: The case of Botswana

Video Link: <https://youtu.be/ZLvEilSaIEU>

Presentation Slide Link:

https://drive.google.com/file/d/1_CVMuASY7IAHUCgYM3Oh8QcASPUpdwvp/view?usp=sharing

Presenter Name: Mohd Rahimi Mohd Shahimi, Nadiatul Aini Kamarudin, Norsuriaty Binti Sopi

Institutions: Politeknik Muadzam Shah

Paper Title: Kajian Tentang Kepuasan Pengunjung Mengenai Media Interpretasi Grafik Di Terowong & Galeri Muzium Sungai Lembing

Video Link:

Presentation Slide Link: <https://drive.google.com/file/d/1CpMO-xHRqXMeMWPV5CJEg8gJbTxyykVy/view?usp=sharing>

Presenter Name: Mohd Rahimi Mohd Shahimi, Nadiatul Aini Kamarudin

Institutions: Politeknik Muadzam Shah

Paper Title: Model Aplikasi Online Easy For U Yang Mesra Pengguna Di Pd Forest Sungai Menyala, Negeri Sembilan

Video Link: <https://youtu.be/WpXZmsuRNac>

Presentation Slide Link:

<https://drive.google.com/file/d/1wM3ldMMa9Dyerlg6fCDYyciri2YedlZl/view?usp=sharing>

Presenter Name: Hariati Hamdan, Farrah Waheeda Azan

Institutions: Politeknik Muadzam Shah

Paper Title: Menguji Tahap Keberkesanan Terhadap Penggunaan Alat “Hiker Tracker Notification System” Untuk Digunakan Di Dalam Rekreasi Bukit Pelindung, Kuantan Pahang

Video Link: <https://youtu.be/cOa8n5MjC-g>

Presentation Slide Link: <https://drive.google.com/file/d/1ihk2Iq-CKoic4nYUaJcXirsIa613cFr1/view?usp=sharing>

Presenter Name: Siti Nurhafizah Ahmad
Institutions: Universiti Teknologi Malaysia
Paper Title: Current Issues And Emerging Trends Of Social Media Effectiveness In Volunteer Organization

Video Link: <https://youtu.be/NR15m099aD8>

Presentation Slide Link:

https://drive.google.com/file/d/1ddusO1gmUhu3chXC_hmX79RZ6JpLTjA/view?usp=sharing

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Presenter Name: Khairul Anuar bin Abdullah
Institutions: Politeknik Kota Bharu
Paper Title: Problem Solving Assessment Calculator (Prosac)

Video Link: <https://youtu.be/zYWBO6aw2yc>

Presentation Slide Link: https://drive.google.com/file/d/1a7kMQ6G5F8xsdTA6BUC0f-w_C-79HmHq/view?usp=sharing

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Presenter Name: Ahmad Najid Bin Omar
Institutions: Politeknik Kota Bharu
Paper Title: Keberkesanan Program CSR (Tanggungjawab Sosial Korporat) Di Kalangan Pelajar Politeknik Kota Bharu Untuk Masyarakat Setempat

Video Link: <https://youtu.be/RDCSXQ4p5R8>

Presentation Slide Link:

https://drive.google.com/file/d/1RthQRZFqv1OGhXZer2ophlkypFni_w0K/view?usp=sharing

=====

Presenter Name: Ahmad Najid Bin Omar
Institutions: Politeknik Kota Bharu
Paper Title: Persepsi Dan Minat Pelajar Kursus Computer Application (DBC20012) Terhadap Learning Management System (LMS) iaitu Aplikasi CIDOS 3.5 sepanjang Proses Pembelajaran dan Pengajaran (PdP) dalam suasana Wabak COVID-19 Di Politeknik Kota Bharu.

Video Link: <https://youtu.be/0xuAiCFG2nY>

Presentation Slide Link:

<https://drive.google.com/file/d/1gTdiwplNSJtL34lboxdwQZ83ETLY1cjoL/view?usp=sharing>

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Presenter Name: Luke Kenny Doring
Institutions: Kolej Komuniti Kuching
Paper Title: Attendance System Based On Face Recognition In Kuching Community College

Video Link: https://youtu.be/PtuR_dhQIIw

Presentation Slide Link: https://drive.google.com/file/d/1VGno-Ii0COTgwI3K3BNdg19NP6yGSHr_/view?usp=sharing

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Presenter Name: Nurul Shakirah Mohd Zawawi

Institutions: Politeknik Mersing

Paper Title: Keberkesanan Let's Play SAD

Video Link: https://youtu.be/Z6gN_MpBH3o

Presentation Slide Link:

https://drive.google.com/file/d/13_qyxE6oEWIMXILE8xoBvr94Eco_Zezy/view?usp=sharing

=====

Presenter Name: Zuraihah Ngadengon

Institutions: Politeknik Mersing

Paper Title: Pembelajaran Teknologi Rekabentuk Web Menggunakan Kaedah Gamifikasi

Video Link: <https://youtu.be/vE09P8fMe50>

Presentation Slide Link:

https://drive.google.com/file/d/1OrAAGVJrIvLMeydPrtbHso894WX_zSF0/view?usp=sharing

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Presenter Name: Azilawati Binti Harun, Norhayati Binti Yusof

Institutions: Politeknik Mersing

Paper Title: Kesan Harga Tanaman Komoditi Terhadap Permohonan Tanah Kerajaan Di Daerah Kuala Lipis

Video Link:

Presentation Slide Link:

<https://drive.google.com/file/d/1ZQYUxBkAEovNPoSPlc8J593CYHbW9k0w/view?usp=sharing>

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Presenter Name: Eshaby Mustafa

Institutions: Universiti Utara Malaysia

Paper Title: The Human Resource Investment To Improve Human Capital In Hotel Sector: A Case Study Of The Datai, Langkawi

Video Link:

Presentation Slide Link:

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Presenter Name: Khairiah Mohd Yassin

Institutions: Universiti Utara Malaysia

Paper Title: Analisis Transparensi Prosedur Operasi Standard Kutipan Zakat di Lembaga Zakat Negeri Kedah

Video Link:

Presentation Slide Link:

=====

Presenter Name: Nur Fadillah Mat Ariffin

Institutions: Politeknik Muadzam Shah

Paper Title: Keberkesanan Aplikasi Hi-Smart Travel Dalam Industri Pelancongan Warisan

Video Link:

Presentation Slide Link:

=====

Presenter Name: Mohd Shahril Abdul Rahman

Institutions: Universiti Teknologi Malaysia

Paper Title: Cabaran Semasa Dalam Kutipan Cukai, Fi Dan Insurans Bagi Perumahan Berbilang Tingkat

Video Link:

Presentation Slide Link:

Presenter Name: Mohd Shahril Abdul Rahman

Institutions: Universiti Teknologi Malaysia

Paper Title: Kesan Persaingan Ke Atas Pusat Membeli Belah Dan Strategi Pemasaran Bagi Kelangsungan Perniagaan

Video Link:

Presentation Slide Link:

Presenter Name: Hanisah Othman, Nur Fadillah Mat Ariffin

Institutions: Politeknik Muadzam Shah

Paper Title: Factors That Influence The Travel Pattern Of Public Transportation In Nourlunga Station And North East Road, Adelaide

Video Link: <https://youtu.be/WfpXl2d3vr4>

Presentation Slide Link:

Presenter Name: Khairil Amri Yusof

Institutions: Universiti Utara Malaysia

Paper Title: The Effect Of Innovation Management (Process) On Malaysian Municipal Solid Waste Organization Performance

Video Link: <https://youtu.be/iPcKHOvhif0>

Presentation Slide Link:

Presenter Name: Jassmin Johari

Institutions: Universiti Malaysia Terengganu (UMT)

Paper Title: Satisfaction As A Mediating Factor Towards Response Behavior On Participant In Malaysia Sports Challenge (MySC 2019)

Video Link:

Presentation Slide Link:

Presenter Name: Farma Mangunsong

Institutions: Mahidol University

Paper Title: Senior Tourism and Chance for Tourism Business Players

Video Link:

Presentation Slide Link:

GAE'S CONFERENCES 2021



2nd Penang International Multidisciplinary Conference 2021 (2nd PIMC 2021)

Date: 23-24 January 2021

Venue: Penang, Malaysia

Website: <https://submit.confbay.com/conf/pimc2> @ <http://2pimc2021.egax.org/>

Email: pimcconferences@gmail.com; conference2@egax.org



4th International Conference on Global Business and Social Science 2021 (4th ICBSS 2021)

Date: 20-21 February 2021

Venue: Kuala Lumpur, Malaysia

Website: <https://submit.confbay.com/conf/4icgbss2021> @ <http://icgbss2021.egax.org/>

Email: icgbssofficial@gmail.com; conference2@egax.org



3rd Langkawi International Multidisciplinary Conference 2021 (3rd LIMC 2021)

Date: 13-14 March 2021

Venue: Langkawi, Malaysia

Website: <https://submit.confbay.com/conf/limc3> @ <http://3limc2021.egax.org/>

Email: limcconf2019@gmail.com; conference2@egax.org



6th International Conference on Education, Business, Islamic and Technology 2021 (6th ICEBIT 2021)

Date: 3-4 April 2021

Venue: Ipoh, Perak, Malaysia

Website: <https://submit.confbay.com/conf/icebit6> @ <http://icebit2021.egax.org/>

Email: icebitofficial@gmail.com; conference2@egax.org



5th International Conference Business, Tourism and Technology 2021 (5th ICBTT 2021)

Date: 24-25 April 2021

Venue: Online

Website: <https://submit.confbay.com/conf/icbtt5> / <http://icbtt2021.egax.org/>

Email: icbttofficial@gmail.com; conference2@egax.org



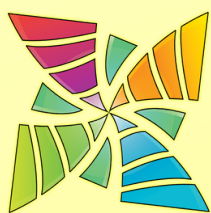
3rd International Research Conference on Multidisciplinary in Social Sciences and Technology 2021 (3rd IRCMST 2021)

Date: 26-27 June 2021

Venue: Cameron Highland, Malaysia

Website: <https://submit.confbay.com/conf/ircmst3> @ <http://ircmst2021.egax.org/>

Email: ircmstofficial@gmail.com; conference2@egax.org



4th ICTTBM 2021

4th International Conference on Tourism, Technology and Business Management 2021 (4th ICTTBM 2021)

Date: 1-2 August 2021

Venue: Kota Bharu, Kelantan, Malaysia

Website: <https://submit.confbay.com/conf/icttbm4> @ <http://icttbm2021.egax.org/>

Email: icttbmofficial@gmail.com; conference2@egax.org



4th IRCHST 2021

4th International Research Conference on Humanities, Social Sciences and Technology 2021 (4th IRCHST 2021)

Date: 21-22 August 2021

Venue: Kuala Lumpur, Malaysia

Website: <https://submit.confbay.com/conf/irchst4> @ <http://irchst2021.egax.org/>

Email: icgbssofficial@gmail.com; conference2@egax.org



3rd PIMC 2021

3rd Penang International Multidisciplinary Conference 2021 (3rd PIMC 2021)

Date: 25-26 September 2021

Venue: Penang, Malaysia

Website: <https://submit.confbay.com/conf/pimc3> @ <http://3pimc2021.egax.org/>

Email: pimcconferences@gmail.com; conference2@egax.org



6th ICSHT 2021

6th International Conference on Social Sciences, Humanities and Technology 2021 (6th ICSHT 2021)

Date: 23-24 October 2021

Venue: Sabah, Malaysia

Website: <https://submit.confbay.com/conf/icsht6> @ <http://icsht2021.egax.org/>

Email: icshtofficial@gmail.com; conference2@egax.org



4th LIMC 2021

4th Langkawi International Multidisciplinary Conference 2021 (4th LIMC 2021)

Date: 20-21 November 2021

Venue: Langkawi, Malaysia

Website: <https://submit.confbay.com/conf/limc4> @ <http://4limc2021.egax.org/>

Email: limcconf2019@gmail.com; conference2@egax.org



5th ICIEL 2021

5th International Conference on Islamic, Education and Law 2021 (5th ICIEL 2021)

Date: 18-19 December 2021

Venue: Ipoh, Perak, Malaysia

Website: <https://submit.confbay.com/conf/iciel5> @ <http://iciel2021.egax.org/>

Email: ircmstofficial@gmail.com; conference2@egax.org

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