

PROGRAMME BOOK

# ICoHoTS 2023

2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
HOSPITALITY, TOURISM & WELLNESS

**HYBRID CONFERENCE**

Online: Zoom | Hotel Grand Riverview | Kota Bharu, Kelanta, Malaysia

**24<sup>th</sup> - 25<sup>th</sup> NOVEMBER 2023**

*Synergy of Hospitality, Tourism and Wellness Industry in  
Driving Momentum for Sustainable Global Economic  
Recovery in the Era of Digital Transformation*

# INTRODUCTION

## **2nd International Conference on Hospitality, Tourism and Wellness 2023 (ICoHoTS 2023)**

The recovery of the hospitality, tourism, and wellness industries from the widespread impacts of global issues offers a significant opportunity for a transformative moment that addresses longstanding challenges, vulnerabilities, and inequalities, incorporating lessons learned from the past to forge a more sustainable path forward. Under the theme "Synergy of Hospitality, Tourism, and Wellness Industry in Driving Sustainable Global Economic Recovery in the Era of Digital Transformation," the 2nd International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2023) seeks to establish a platform for experts, researchers, and students in these fields to present and discuss the latest innovations, trends, practical challenges, and future solutions. The conference aims to share the most recent discoveries in hospitality, tourism, and wellness research by presenting research papers and enhancing the publications. This is in harmony with the university's aim to progress in publishing and research initiatives, contributing to the goals of both the university and the faculty. ICoHoTS 2023 will be scheduled on 24-25 November 2023, and take place both online and in person at the Grand Riverview Hotel in Kota Bharu, Kelantan, Malaysia. The conference has garnered nearly 30 participants from both local and international backgrounds.

Research in hospitality, tourism, and wellness has gained significant importance in the sustainable development of related fields since the last conferences, notably the 1st International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2021). Previously, ICoHoTS 2021 was conducted entirely online via Zoom on 13-14 December 2021. It was concurrently held with the 4th Hospitality and Tourism Conference (HTC) 2021, organized by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM) Malaysia. The goal of this conference to attract a broader audience, facilitating the exchange of ideas and experiences in fostering creative tourism in response to the unprecedented pandemic that has reshaped the landscape of the global hospitality, tourism, and wellness industry.

In sum, we anticipate that the outcomes of this conference will offer scholars the opportunity to broaden their perspectives, recognizing the importance of hospitality, tourism, and wellness research as a catalyst for advancements in other fields of study and as a means to foster greater interconnectedness in the future.

We wish you a very successful conference and enjoyable stay in Kota Bharu, Kelantan, Malaysia.

# MESSAGE FROM THE VICE CHANCELLOR UNIVERSITI MALAYSIA KELANTAN

Universiti Malaysia Kelantan warmly welcomes all participants to the 2nd International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2023). I extend my sincere thanks to the strategic partners, namely Universiti Sultan Zainal Abidin (UniSZA), Prince of Songkla University, and World Trade Centre Kuala Lumpur (WTC KL), for their instrumental role in making this event a reality. Gratitude is also extended to the keynote speakers and presenters hailing from various corners of the world, whose generous sharing of expertise, insights, and experiences at ICoHoTS 2023 has provided a valuable foundation for contemplation.

As the hospitality, tourism, and wellness industries strive to bounce back from the significant disruptions caused by the global pandemic, there is a compelling opportunity for researchers and students to convene in Kota Bharu, Kelantan, Malaysia. Together, we can engage in discussions regarding the challenges, prospects, emerging trends, and future projections that are shaping the trajectory of these industries. The chosen theme, "Synergy of Hospitality, Tourism, and Wellness Industry in Driving Sustainable Global Economic Recovery in the Era of Digital Transformation," underscores the importance of forward-thinking in reevaluating potential future scenarios and understanding their implications for policies and strategies.

I fervently hope that we can participate in meaningful discussions and contribute to enhancing both our professional and personal views as we tackle the challenges presented by emerging markets.

My best wishes to everyone.

Thank you.

PROF. DATO' DR. RAZLI BIN CHE RAZAK  
Vice Chancellor, Universiti Malaysia Kelantan



# MESSAGE FROM THE DEPUTY VICE CHANCELLOR (RESEARCH & INNOVATION) UNIVERSITI MALAYSIA KELANTAN

I am pleased to extend a warm welcome to everyone attending the 2nd International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2023). This year, ICoHoTS 2023 is being presented in a hybrid format under the theme, "Synergy of Hospitality, Tourism, and Wellness Industry in Driving Sustainable Global Economic Recovery in the Era of Digital Transformation." In an era marked by rapid technological progress, our hospitality, tourism, and wellness industries are significantly influenced in terms of knowledge and connectivity.

ICoHoTS 2023 functions as a forum for envisioning the future of hospitality, tourism, and wellness through substantive dialogues among academics, researchers, and students. I am confident that the collaborative spirit of this conference will lead to fruitful discussions, fostering new perspectives and pushing the boundaries of knowledge. As we delve into the various dimensions of hospitality, tourism, and wellness, let us not only identify challenges but also seize the numerous opportunities to shape a more sustainable and connected global future.

I extend my sincere gratitude to all keynote speakers and participants for your invaluable contributions and dedication to the research and advancement of the diverse field of hospitality, tourism, and wellness. Thank you for being part of ICoHoTS 2023, and I eagerly anticipate the remarkable contributions that will emerge from this conference.

With warmest regards,

PROF. TS. DR. ARHAM BIN ABDULLAH  
Deputy Vice Chancellor (Research & Innovation),  
Universiti Malaysia Kelantan



# MESSAGE FROM THE DEAN

## FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

On behalf of the Faculty of Hospitality, Tourism, and Wellness, Universiti Malaysia Kelantan, I extend a warm welcome to all delegates attending the 2nd International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2023) under the theme, "Synergy of Hospitality, Tourism and Wellness Industry in Driving Momentum for Sustainable Global Economic Recovery in the Era of Digital Transformation."

It is my sincere hope that ICoHoTS 2023 will offer fresh perspectives for revitalizing the hospitality, tourism, and wellness industry in the region, serving as a catalyst for more robust research in the era of digital transformation that will benefit Malaysia, the Asian region, and the global economy.

Recognizing the intricate connection between our present actions and the legacy we leave for the future, this conference serves as a crucial platform for fostering dialogue, sharing knowledge, and instigating positive change. Our objectives vibrate harmoniously with the values of our partner universities. To endure, it is crucial to perceive adversity as an opportunity in disguise. Embracing challenges as constructive forces that promote learning and personal growth empowers us to thrive in the dynamic landscape of the hospitality, tourism, and wellness industry. Throughout this conference, we are confident that the wealth of new knowledge shared will empower us to transform adversity into a strategic advantage. Envisioning positive outcomes will further fuel our commitment to sustainability, propelling us forward with renewed vigor.

I express my sincere gratitude to Universiti Malaysia Kelantan, with special commendation to the Vice Chancellor, Prof. Dato' Dr. Razli Bin Che Razak, for the generous support of this conference. Finally, I encourage delegates to carefully consider the empirical findings presented, contributing to academic knowledge, and envisioning various avenues for applying this knowledge to the benefit of Malaysia, the Asian region, and the global economy.

Best wishes,

ASSOC. PROF. DR. ROSLIZAWATI CHE AZIZ,  
Dean, Faculty of Hospitality, Tourism and Wellness





# MESSAGE FROM THE CHAIRMAN, OF THE 2ND INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND WELLNESS (ICoHoTS 2023)



It is a great pleasure and honour to welcome you to the 2nd International Conference on Hospitality, Tourism, and Wellness (ICoHoTS 2023) on behalf of the organizing committee. This conference is hosted by the Faculty of Hospitality, Tourism, and Wellness, Universiti Malaysia Kelantan with the theme, "Synergy of Hospitality, Tourism and Wellness Industry in Driving Momentum for Sustainable Global Economic Recovery in the Era of Digital Transformation". We are delighted to receive submissions from a diverse group, including postgraduate students, international students, academicians, researchers, and industry practitioners, all eager to share their insights and ideas on hospitality, tourism, and wellness perspectives.

This significant achievement has elevated the conference to a remarkable platform for the exchange of new findings and research ideas. I would like to take this opportunity to extend a warm welcome to participants and co-organizers from various states in Malaysia and international countries such as Thailand, Indonesia, United Arab Emirates, and Saudi Arabia.

Additionally, I extend a hearty welcome to our esteemed keynote speakers: Assoc. Prof. Dr. Pornpisanu Promsivapallop from the Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand, and Mr. Syamsul Faizal Ahmad from World Trade Centre Kuala Lumpur (WTC KL).

My sincere gratitude goes to Prof. Dato' Dr. Razli Bin Che Razak, Vice Chancellor of Universiti Malaysia Kelantan, and Assoc. Prof. Dr. Roslizawati Che Aziz, Dean of the Faculty of Hospitality, Tourism, and Wellness, Universiti Malaysia Kelantan, for their unwavering support of the organizing team. I would also like to express thanks to our sponsors, co-organizers, and industry partners for their valuable support for this event. Finally, a heartfelt thank you to my dedicated organizing team for their commitment, persistence, and passion in bringing this conference to fruition. I appreciate your collaborative efforts in accomplishing this task.

DR. AHMAD FAHME MOHD ALI,  
Chairman  
2nd International Conference on Hospitality, Tourism and  
Wellness

# KEYNOTE SPEAKERS



**Mr. Syamsul Faizal Ahmad**

**DIRECTOR OF CORPORATE RESOURCES**  
**World Trade Centre Kuala Lumpur (WTC KL)**

## MAKING TOURISM STRONGER AND READY FOR THE FUTURE

The hospitality, tourism and wellness industries of today are becoming more complex, necessitating fresh approaches and ideas to find answers that satisfy the requirements of both leisure and business travellers. The industries are now part of the global conversation and at the heart of both national and international recovery action plans.

The future of this landscape will be coloured by these industries' consistently constructed develop by having new technologies and good talents triggering competitiveness, sustainability, and inclusivity. Experts in the industry could weigh on this by the matter offering new insights and perspectives.

## ADAPTATION OF HOSPITALITY, TOURISM AND WELLNESS CURRICULUM TO INDUSTRY NEEDS

There is a growing demand for professionally educated and trained staff in the hospitality, tourism, and wellness industries. A major challenge facing institutions offering related education is identifying industry needs and requirements and the involvement of industry in curriculum design.

Due to these challenges, education, skills, and training play an important role in having quality employees and whether the provisions of higher education courses adequately meet industry needs.



**Assoc. Prof. Dr. Pornpisanu Promsivapallop**

**DEAN**  
**Faculty of Hospitality and Tourism**  
**Prince of Songkla University, Phuket Campus**

# ICoHoTS 2023

2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
HOSPITALITY, TOURISM & WELLNESS  
**24<sup>th</sup> - 25<sup>th</sup> NOVEMBER 2023**

## CONFERENCE PROGRAMME

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**Day 1**                      **24/11/2023 (Friday) - Online**

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Time	Event
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0800 - 0845	Registration (participants)
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0900 - 0915	Doa recitation.
	Opening remark by Dr. Ahmad Fahme Bin Mohd Ali Chairman of 2nd ICoHoTS 2023.

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0915 - 1230	Online session:
	Parallel session 1 (room 1)
	Parallel session 1 (room 2)
	Parallel session 1 (room 3)
	Parallel session 1 (room 4)
	Photo session

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1235	End of the session
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**Day 2****25/11/2023 (Saturday) - Physical  
Venue: Grand Riverview Hotel, Kota Bharu, Kelantan**

Time	Event
0800 - 0845	Registration (participants)
	Negaraku.
	Terbilang UMK.
	Doa recitation.
0900 - 0945	Opening remark by Dr. Ahmad Fahme Bin Mohd Ali Chairman of 2nd ICoHoTS 2023.
	Speech and official opening by Assoc. Prof. Dr. Roslizawati Binti Che Aziz Dean Faculty of Hospitality, Tourism and Wellness, UMK.
	Gimmick montage
0945 - 1030	Keynote address 1: Making tourism stronger and ready for the future  By Mr. Syamsul Faizal Bin Ahmad Director of Corporate Resources World Trade Centre Kuala Lumpur (WTC KL)
1030 - 1050	Refreshment
1050 - 1140	Keynote address 2: Adaptation of hospitality, tourism and wellness curriculum to industry needs  By Assoc. Prof. Dr. Pornpisanu Promsivapallop Dean, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand
1140 - 1245	Parallel session 2 (Physical)
1245 - 1300	Show / performance Announcement of awards Photo session
1300 - 1400	Lunch & end of the session

# ICoHoTS 2023

## PARALLEL SESSION SCHEDULE

**24<sup>th</sup> NOVEMBER 2023**

**9.00AM- 1.00PM (MALAYSIA TIME) | FRIDAY | ONLINE**

### ROOM 1

CHAIRPERSON: DR SITI FATIMAH BINTI AB GHAFAR

ZOOM LINK: [HTTPS://ZOOM.US/J/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09](https://zoom.us/j/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09)

NO	PAPER ID	TITLE	PRESENTER NAME
1.	ICoHoTS 2023: 017-009	Exploring the Profound Influence of Memorable Reli-gious Tourism Experiences on Subjective Well-Being among Malaysian Pilgrims	Mrs. Nurzehan Abu Bakar
2.	ICoHoTS 2023: 010-010	The Antecedents of Tourist Satisfaction on Heritage Tourism's Authenticity: A Systematic Literature Review	Mrs. Yana Respati
3.	ICoHoTS 2023: 021-013	Increasing Productivity in The Malay Midwifery Entrepreneurial Sector in Kelantan Through Kaizen Theory	Mrs. Siti Nur Anis Muhammad Apandi
4.	ICoHoTS 2023: 019-017	Factors Affecting Malaysian Consumers Perceiving Chinese Smartphone Advertisements and Its Implications for Other Sectors	Dr. Julia Yin Yin Tan
5.	ICoHoTS 2023: 005-003	Conceptualizing The Decision Motivation of Tourist Behaviour using Neuro-Tourism Analysis.	Ms. Syazwani Sahwandi
6.	ICoHoTS 2023: 005-005	Exploration of the Travel Motivations of Gastronomy Tourism: A Case Study in East Region Area	Dr. Nor Syuhada Zulkefli

# ICoHoTS 2023

## PARALLEL SESSION SCHEDULE

**24<sup>th</sup> NOVEMBER 2023**

**9.00AM- 1.00PM (MALAYSIA TIME) | FRIDAY | ONLINE**

### ROOM 2

CHAIRPERSON: DR NORSURIANI BINTI SAMSUDIN

ZOOM LINK: [HTTPS://ZOOM.US/J/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09](https://zoom.us/j/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09)

NO	PAPER ID	TITLE	PRESENTER NAME
1.	ICoHoTS 2023: 026-024	Changes in Recreational Tourism: A Thematic Analysis during the COVID-19 Pandemic and Its Aftermath	Dr. Maryanti Mohd Raid
2.	NSJ-03	Investigating Social Media Marketing Adoption among Homestay Operators in Malaysia	Dr. Noraihan Mohamad
3.	EP-01	Factors Influencing Satisfaction among Domestic Tourists Visiting Muslim Friendly Destination in Kelantan	Dr. Muhamad Nasyat Muhamad Nasir
4.	EP-02	The Customers' Perception of Service Quality For Spa Establishments	Dr. Norsyamline Che Abdul Rahim
5.	EP-03	Identifying the Factors that Affect the Passenger's Satisfaction using AirAsia Airline.	Dr. Muhamad Nasyat Muhamad Nasir
6.	ICoHoTS 2023: 024-015	Exploring Local Heritage, Virtual Reality, and English Speaking Needs to Develop World Heritage Tourism: The Case of Ombilin Coal Mining Heritage of Sawahlunto (OCMHS), Indonesia	Mr. Elfiondri
7.	ICoHoTS 2023: 018-011	A Purchase Factor for AirAsia Berhad e-Ticketing Sys-tem Based on Customer's Perception: An EFA Analysis	Dr. Nor Alina Ismail

# ICoHoTS 2023

## PARALLEL SESSION SCHEDULE

**24<sup>th</sup> NOVEMBER 2023**

**9.00AM- 1.00PM (MALAYSIA TIME) | FRIDAY | ONLINE**

### ROOM 3

CHAIRPERSON: DR AIFA ROZAINI BINTI MOHD RADZOL

ZOOM LINK: [HTTPS://ZOOM.US/J/93518352785?PWD=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09](https://zoom.us/j/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09)

NO	PAPER ID	TITLE	PRESENTER NAME
1.	ICoHoTS 2023: 030-021	Indonesian Sharia Tourism Towards a Sustainable Halal Industry	Mr. Asep Dadan Suganda
2.	ICoHoTS 2023: 011- 018	Exploring Staycation Experiences Drivers Among Millennials' Tourists	Dr. Siti Salina Saidin
3.	ICoHoTS 2023: 033-020	Empowerment in Mosque Tourism Sustainability: Facilities Management (FM) Approach	Dr. Zafirah Ab. Muin
4.	ICoHoTS 2023: 034-022	Empowering Women in Malaysia's Tourism Industry: A Comprehensive Analysis	Ms. Nur Amiera Zaidi
5.	NSJ-05	Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia	Dr. Ruzanifah Kosnin
6.	NSJ-06	Motivational Factors To Consume Organic Food Products Among University Students In Kelantan	Mr. Ahmad Faezi Ab. Rashid

# ICoHoTS 2023

## PARALLEL SESSION SCHEDULE

**24<sup>th</sup> NOVEMBER 2023**

**9.00AM- 1.00PM (MALAYSIA TIME) | FRIDAY | ONLINE**

### ROOM 4

CHAIRPERSON: DR NORMAIZATUL AKMA BINTI SAIDI

ZOOM LINK: [HTTPS://ZOOM.US/J/93518352785?PWD=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09](https://zoom.us/j/93518352785?pwd=USSZQVZFSLWV0NYNDJIR25YZXLYDZ09)

NO	PAPER ID	TITLE	PRESENTER NAME
1.	ICoHoTS 2023: 016-008	“Viral food” obsession: Influence of product attributes, personal attitudes, and social group on consumer’s purchasing behaviour.	Dr. Nur Hafizah Muhammad
2.	ICoHoTS 2023: 009-002	A Review of Syamsul Yusof's Malaysian Box Office Hit, Mat Kilau: Kebangkitan Pahlawan (2022)	Dr. Fatimah Muhd Shukri
3.	ICoHoTS 2023: 027-016	Archaeological Tourism Perspectives for Oliveira de Azeméis (PT)	Prof. Adriaan De Man
4.	ICoHoTS 2023: 032-025	Understanding the Significant Woodcarving Panel Motifs of the Traditional Timber Royal Palace	Dr. Siti Aisyah Muhammad
5.	ICoHoTS 2023: 014-007	Correctional through Skills: Vocational Training for Prison Inmates in Malaysia	Ms. Siti Atikah Rusli
6.	ICoHoTS 2023: 037-028	Knowledge, Attitude, Practice (KAP) of Food Handlers and Food Quality on Customer Retention	Ms. Akua Serwah



# ICoHoTS 2023

## PARALLEL SESSION SCHEDULE

**25<sup>th</sup> NOVEMBER 2023**

**9.00AM- 1.00PM | SATURDAY | HOTEL GRAND RIVERVIEW**

### **ROOM: THE VIEW**

CHAIRPERSON: DR. ADENEYE YUSUF BAPTUNDE

NO	PAPER ID	SUB-THEME	TITLE	PRESENTER NAME
1.	ICoHoTS 2023: 020-012	Business Performance in the Hospitality, Tourism and Wellness Industry	Discovering the Tourism Sensory Experience in Melaka UNESCO WHS	Dr. Nur Hidayah Abd Rahman
2.	EP-04	Entrepreneurship in the Hospitality, Tourism and Wellness Industry	Understanding the Tourism Business Ecosystem for Pondokstay	Mr. Ahmad Yasir bin Hashim
3.	ICoHoTS 2023: 039-029	Crisis management in hospitality, tourism and wellness business	Stressors And Mental Well-Being Among Hospitality Employees During COVID-19 Pandemic	Ms. Noornabila Jafarudin
4.	ICoHoTS 2023: 035-026	Technology in the Hospitality, Tourism and Wellness Industry	The Impact of Smart Tourism Technologies and Destination Image on Tourists' Intention to Revisit in Malaysia: The Mediator Role of Memorable Tourists' Experiences	Ms. Peong Kwee Kim

# ADVISORY BOARD

## THE 2ND INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND WELLNESS (ICoHoTS 2023)

**Dr. Habee Bullah Bin Affandy**

Fakulti Perniagaan & Komunikasi, Universiti Malaysia Perlis (UniMAP).

**Assoc. Prof. Dr. Norzuwana Sumarjan**

Fakulti Pengurusan Hotel dan Pelancongan, Universiti Teknologi Mara, Malaysia.

**Dr. Adila Ismail**

Fakulti Perniagaan & Komunikasi, Universiti Malaysia Perlis (UniMAP).

**Assoc. Prof. Dr. Panuwat Phakdeeauksorn**

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand.

**Dr. Md Karim Rabiul**

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand.

**Dr. Aphirom Promchanya**

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand.

# ORGANIZING COMMITTEE

## THE 2ND INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND WELLNESS (ICoHoTS 2023)

Chairman:	Dr. Ahmad Fahme Bin Mohd Ali
Advisor:	Prof. Dr. Khairil Wahidin Bin Awang Prof. Madya Dr. Mohd Fadil Bin Mohd Yusof
Program Manager:	Dr. Marlisa Binti Abdul Rahim
Assistant Program Manager:	Dr. Derweanna Binti Bah Simpong
Secretary:	Encik Ahmad Faezi Bin Ab. Rashid
Treasurer:	Dr. Nur Hafizah Binti Muhammad
Publication:	Dr. Nik Alif Amri Bin Nik Hashim
Protocol:	Dr. Nur Ida Fatihah Binti Che Shalifullizam Dr. Normaizatul Akma Binti Saidi
Publicity & Promotion:	Ts. Dr. Siti Salina Binti Saidin Puan Nurzehan Binti Abu Bakar
Food & Refreshments:	Puan Nor Amira Binti Mohd Razali
Technical:	Dr. Nor Dalila Binti Marican Dr. Nur Dalila Binti Mat Yusoff
Gift & Certificates:	Dr. Norsuriani Binti Samsudin

# **TECHNICAL REVIEWER**

## **THE 2ND INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND WELLNESS (ICoHoTS 2023)**

Prof. Madya Dr. Mohd Fadil Bin Mohd Yusof

Dr. Nur Hafizah Binti Muhammad

Dr. Muhamad Nasyat Bin Muhamad Nasir

Dr. Aikal Liyani Binti Mohd Rasdi

Dr. Nor Syuhada Binti Zulkefli

Dr. Nur Ida Fatimah Binti Che Shalifullizam

Dr. Nor Dalila Binti Marican

Dr. Norsuriani Binti Samsudin

Dr. Normaizatul Akma Binti Saidi

Dr. Nur Dalila Binti Mat Yusoff

Dr. Marlisa Binti Abdul Rahim

Dr. Siti Fatimah Binti Ab Ghaffar

Dr. Adeneye Yusuf Babatunde

Dr. Derweanna Binti Bah Simpong

Dr. Aifa Rozaini Binti Mohd Radzol

Pn. Nursalihah Binti Ahmad Raston

Pn. Nurzehan Binti Abu Bakar

Pn. Nurul Aziah Binti Ahmad

Pn. Siti Selihah Binti Che Hasan

Pn. Nor Amira Binti Mohd Razali

Pn. Harnidah Binti Samengon

# iCoHoTS 2023

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM & WELLNESS

In Conjunction With



Main Organizer



Strategic partners:





# ICoHoTS 2023

2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
HOSPITALITY, TOURISM & WELLNESS

**24<sup>th</sup> - 25<sup>th</sup> NOVEMBER 2023**

Online: Via Zoom | 8am - 1pm

Physical: Hotel Grand Riverview | Kota Bharu, Kelantan| 8am - 5pm

*Synergy of Hospitality, Tourism and Wellness Industry in Driving Momentum for Sustainable  
Global Economic Recovery in the Era of Digital Transformation*

Day 1	24/11/2023 (Friday) - Online
Time	Event
0800 - 0845	Registration (participants)
0900 - 0915	Doa recitation.  Opening remark by Dr. Ahmad Fahme Bin Mohd Ali Chairman of 2nd ICoHoTS 2023.
0915 - 1230	Online session: Parallel session 1 (room 1) Parallel session 1 (room 2) Parallel session 1 (room 3) Parallel session 1 (room 4)  Photo session
1235	End of the session

<b>Day 2</b>	<b>25/11/2023 (Saturday) - Physical</b> <b>Venue: Grand Riverview Hotel, Kota Bharu, Kelantan</b>
Time	Event
0800 - 0845	Registration (participants)
0900 - 0945	<p>Negaraku.</p> <p>Terbilang UMR.</p> <p>Doa recitation.</p> <p>Opening remark by Dr. Ahmad Fahme Bin Mohd Ali Chairman of 2nd ICoHoTS 2023.</p> <p>Speech and official opening by Assoc. Prof. Dr. Roslizawati Binti Che Aziz Dean Faculty of Hospitality, Tourism and Wellness, UMR.</p> <p>Gimmick montage</p>
0945 - 1030	<p>Keynote address 1: Making tourism stronger and ready for the future</p> <p>By Mr. Syamsul Faizal Bin Ahmad Director of Corporate Resources World Trade Centre Kuala Lumpur (WTC KL)</p>
1030 - 1050	Refreshment
1050 - 1140	<p>Keynote address 2: Adaptation of hospitality, tourism and wellness curriculum to industry needs</p> <p>By Assoc. Prof. Dr. Pornpisanu Promsivapallop Dean, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand</p>
1140 - 1245	Parallel session 2 (Physical)
1245 - 1300	<p>Show / performance</p> <p>Announcement of awards</p> <p>Photo session</p>
1300 - 1400	Lunch & end of the session