

# **IENNE 2021**

## **2<sup>nd</sup> International E-Conference on New Normal in Education 2021**

*Igniting Minds Beyond the New Norms*

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**21 & 22 AUGUST 2021**

# 2<sup>nd</sup> International E-Conference on New Normal in Education 2021

Igniting Minds Beyond The New Norms

21 & 22 AUGUST 2021

Organizer:



Sponsor:



Collaborators:



UNIVERSITI  
PENDIDIKAN  
SULTAN IDRIS  
*Universiti Pendidikan Sultan Idris*  
SULTAN IDRIS EDUCATION UNIVERSITY



SATYA SAI ACADEMY

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# Welcome Address

We are delighted to welcome you to the Second International E-Conference on New Normal in Education (IENNE 2021).

The changing landscape of education has pushed educators to think beyond traditional categories of “formal” and “informal” learning sites and to consider more complex relationships between classrooms and the world beyond them. In the wake of increasing reliance on ever expanding electronic and virtual learning spaces, educators must consider their work from a wide range of perspectives.

IENNE 2021 takes pride in connecting and bringing together academics, scholars, practitioners, and others interested in a field that is fertile in new perspectives, ideas and knowledge. We have no doubt that IENNE 2021 will offer a remarkable opportunity for you to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and sampling international collaborations that are being used to engage and retain students in the new normal in education.

The conference will be held from 21<sup>st</sup> to 22<sup>nd</sup> August 2021 in virtual platform featuring keynote speeches from prominent speakers in their fields, paper presentations, workshop, and forum discussion.

We look forward to seeing you online and receiving your full support for our future events!



*Foo Kien Kheng*

Dr. Foo Kien Kheng  
Advisor



*Nalini Arumugam*

Assoc. Prof. Dr. Nalini Arumugam  
Conference Chair

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## Emcee



# Keynote Speaker I



## **Prof. Dr. Suresh Govind**

Sathya Sai Academy for Human Values, Malaysia

Faculty of Medicine, University of Malaya, Malaysia

09:00 – 09:50, August 21, 2021 (Saturday)

**Topic: Adapting to online teaching challenges**

**Link:**

### **Short Bio**

Prof. Dr. Suresh Kumar Govind is attached to the Department of Parasitology, Faculty of Medicine in University of Malaya, Malaysia. He completed his Master's at University of Malaya, Malaysia, and his PhD at University of Singapore. His illustrious career includes serving as the Head of Parasitology department at University of Malaya, Malaysia, member of the Board of Directors in Yayasan Perpaduan Malaysia or the Malaysian Unity Foundation and member of the committee to promote understanding and harmony among religions which was under the Prime Minister Department in Malaysia. Currently, he is in the Malaysian National Board of Directors for People and Family Development. His area of expertise includes parasitology, In Vitro Culture and Ultrastructure of Protozoans, drug trials and Biology of Parasites.

### **Abstract**

The current Covid 19 pandemic has forced to evolve our teaching approaches which challenges the familiar class and lecture room settings which has generated discomfort and created a challenge to both students and teachers in adapting to this new setting. On the flip side of the coin, however hundreds of research studies since 1920's has shown that learning outcomes in distance education versus face-to-face instructional setting show no significant differences in learning outcomes achieved by students and this is regardless of the technology medium employed. However, beginning 2000, several reviews reported that the favour appears to slant towards online learning. The presentation will highlight the current challenges using the online approach and suggest innovative approaches to enhance student engagement during teaching. Students studying in isolation and without extrinsic motivation from friends or teachers in the usual face to face classroom situation can pose a hindrance, however as teachers and trainers, there is need to seek newer engagement opportunities when facing such obstacles. The presentation will provide approaches for consideration in order to make the new teaching experience more engaging and rewarding. The presentation will also highlight how these online platforms have been to trigger transformation in students' character and provide evidence of such transformation in programs carried out in Malaysia, Indonesia, and the Philippines.

# Keynote Speaker II



**Prof. Dr. Faizah Abd Majid**

Faculty of Education, Universiti Teknologi MARA,  
Malaysia

12:00 – 13:00, August 21, 2021 (Saturday)

**Topic: Moving Beyond the New Norm Through Differentiate Instruction**

**Link:**

## **Short Bio**

Dr Faizah Abd Majid is a Professor in Adult & Higher Education at the Faculty of Education, UiTM. Currently, she serves as the Director of Academic Development and Management at the Institute of Continuing Education and Professional Studies (iCEPS). She has received both international and national research grants and published in various indexed journals and book chapters all within the areas of Adult & Higher Education, TESL and professional development. Besides training pre- and in-service teachers, Faizah is a master trainer in the Malaysian Higher Education Leadership Academy (AKEPT) in which she develops modules and facilitates the professional growth of fellow academics across the nation. In this regard, she concentrates on the scholarship of teaching and learning (SOTL). In terms of networking, Faizah has been appointed as an academic assessor by both international and national Ministries and higher education institutions. She has also been invited as keynote speakers in several international conferences and of late series of webinar. Based on her involvement and achievements in the field of Adult Education, Faizah was awarded the 'Distinguished Scientist in Adult Education' by Venus International Foundation based in India in 2019. On top of all that, her family and friends have known Faizah as someone who is cheerful and passionate. Married with three children and a daughter to an ailing mother, Faizah believes in 'family is always first'. Travelling, dining, and reading are her favourite past time and best done when she is with her loved ones.

## **Abstract**

This paper will explore the theories and principles underpinning 'Differentiated Instruction' in matching the immediate needs of the new norm in education. The Covid-19 pandemic has impacted how education is delivered and the question of engaging the students who are diverse in their profile remains an important factor to be considered in preparing and conducting lessons. Looking ahead and beyond the pandemic, educators need to employ the respective strategies in promoting sustainable education. Thus, the presentation of this paper focuses on the opportunities educators could gain from 'Differentiated Instruction' as the education context moves beyond the new norm. Reflecting on the theme of the conference, the presentation will deliberate on the elements and the relevant practical teaching strategies for any learning instruction as alternatives in 'Igniting Minds beyond the New Norm'.

**Keywords:** Differentiated Instruction, new norm, sustainable education, teaching strategies



# Keynote Speaker III



## **Prof. Dr. Zulkifley Mohamed**

Department of Mathematics, Universiti Pendidikan Sultan Idris, Malaysia

10:00 – 10:50, August 22, 2021 (Sunday)

**Topic: The Challenges in New Normal Education**

**Link:**

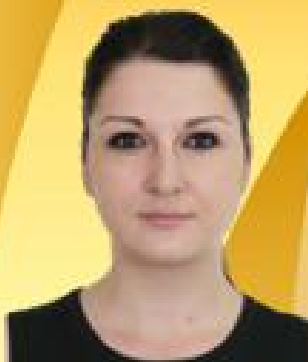
### **Short Bio**

Zulkifley Mohamed is a professor of statistics at the Department of Mathematics, Faculty of Science and Mathematics, Universiti Pendidikan Sultan Idris, Tanjong Malim, Perak, Malaysia. He earned a PhD degree in Statistics from Universiti Kebangsaan Malaysia in 2007, a MSc Degree in Operational Research and Applied Statistics from the University of Salford, Manchester, UK in 1998 and a Bachelor degree in Statistics from MARA University of Technology, Malaysia in 1988. His research included in applications of statistical modeling in mathematical education, evaluation of the implementation Bachelor of Education programmes, development and evaluation of teaching and learning model through the structural equation model, development of an optimum production model of bioethanol from cassava and ipomoea batatas, evaluation of Science, Technology, Engineering and Mathematics (STEM) innovation projects in public schools in Malaysia. Currently, he is a senior assessor for the mathematics and statistics bachelor, master, and PhD degree programmes in public and private universities in Malaysia appointed by the Malaysian Qualification Agency (MQA). He has published several articles in an index journal. He has graduated thirteen PhD students and currently have four new PhD students.

### **Abstract**

The COVID-19 pandemic has wreaked havoc on education systems around the world, impacting for almost 1.6 billion students in over 200 countries. More than 94 percent of the world's student population has been impacted by school, institution, and other learning space closures. This has resulted in significant changes in every aspect of our lives. Traditional educational practises have been severely affected by social distancing and restrictive movement policies. We lost the 2020 academic year globally, and there is concern that we will lose the 2021 academic year or even more in the future. Many researchers have shared their teaching and learning research in a variety of ways. Face-to-face teaching has been phased out at a number of schools, colleges, and universities. Some other area of research and development is utilising user-friendly tools to allow online teaching more creative, innovative, and interactive. This would help and prepare the educational system for future discrepancies. In the midst of the pandemic, this paper will discuss the challenges that come with providing quality education and how to overcome them in the new normal education. Among others this paper will discuss on learning issues, insufficient digital contents and assessments, educators/teachers preparedness to manage distance learning, demand for EdTech, and education funding.

# Keynote Speaker IV



**Dr. Tatiana Gherman**

Faculty of Business and Law, University of Northampton, UK

13:30 – 14:10, August 22, 2021 (Sunday)

**Topic: Hindsight and Foresight of Management Education in The Era of Covid-19**

**Link:**

## **Short Bio**

She is a Senior Lecturer, with more than a decade of teaching and research experience. She holds a PhD from the School of Business and Economics, Loughborough University, United Kingdom, who also fully funded my studies. Currently researching how Machine Learning and Artificial Intelligence tools can support various business functions to help make business management practices more effective; with particular interest in how to design Artificial Intelligence techniques grounded in and informed by patterns of social interaction and communication. Her areas of research interests and field of expertise include Artificial Intelligence/Machine Learning, Data Science, Big Data, Advanced Quantitative Analytics (at different levels), Group Decision Support, Human-Computer Interaction, Workplace Studies, Behavioural Studies, Conversation Analysis, and Ethnomethodology.

# Keynote Speaker V



**Dr. Ajantha Segarmurthy**

Sathya Sai Academy for Human Values, Malaysia

Ministry of Health, Malaysia

14:10 – 14:50, August 22, 2021 (Sunday)

**Topic: The Impact of Pandemic on Student Well-being**

**Link:**

## **Short Bio**

Dr Ajantha Segarmurthy is a Medical Doctor by profession. She graduated from University of Padjadjaran, Bandung. After serving in National Health Financing in Planning Division of Ministry of Health (MOH), she pursued her master's in business and Administration. She has been a part of the Malaysian Health System Research, working closely with Harvard University from year 2016-2018. Currently, she is a Senior Principal Assistant Director in Policy and Planning Unit, MOH. She is a speaker for Covid-19 related topics on multiple platforms organised by MOH and other Non-Governmental Organisations. She has contributed in several publications such as Malaysian Health Systems Research Volume 1, Malaysia Health Accounts 1997-2018, Supply and Needs-Based Requirement Projections of Malaysian Human Resources for Health Using System Dynamics Approach 2016-2030 and Human Resources for Health Country Profile 2015-2018 Malaysia.

## **Abstract**

In today's scenario learning has stepped into the digital world, in which teaching professionals and students are virtually connected. In a short period of time, students' lives have dramatically changed as they have been asked to leave campus and adapt to online learning platforms and adjust to new living circumstances. The switch to online learning, particularly in courses that were not originally designed for on-line delivery likely has increased stress among students. Some students may have difficulties with access to computers and the internet at home. Additional challenges include concerns about their health, health of family members, and financial difficulties, particularly among those who support themselves by working in industries severely impacted by prolonged closures such as retail or the service industry. Mental health issues can significantly impair students' academic success and social interactions affecting their future career and personal opportunities. The current pandemic may further exacerbate already existing problems. The timeline of the pandemic is uncertain further impacting students' academics, lives, and mental health. Universities or colleges should consider proactive measures to support the mental health and well-being of students. Mental health intervention and professionally trained counsellors could help students address academic and financial concerns, which may alleviate the mental health burden of the COVID-19 pandemic.

# Workshop Speaker I

## **Prof. Ts. Dr. Murali Raman**

Director Postgraduate & Continuing Education, Asia Pacific University and Innovation, Malaysia



Professor Ts. Dr. Murali Raman is both a Rhodes Scholar and Fulbright fellow. His academic credentials include a PhD from SISAT, Claremont, USA; MBA (Imperial College, London); MSc Human Resources (London School of Economics, UK). He was affiliated to Stanford's Technology Venture Program as a Faculty Fellow- where he has had and continue to discuss issues surrounding creating a vibrant entrepreneurship ecosystem and application of innovative thinking via Design-Principles in Malaysia. He is a Stanford certified Design Thinker. Prof Murali Raman is also certified in Neuro Linguistic Programming (NLP) – 2016 as an NLP Certified Practitioner. He is also a Certified Trainer in Colored Brain Communication and Emotional Drivers based on Directive Communication Psychology. Throughout his career in the corporate and academic sector, Prof. Murali has managed, led and director numerous programmes in relation to digital transformation. With Accenture Consulting he managed a total of nine [9] projects of which three were in Singapore with Tier 1 clients. Prof Murali continues to consult and assists corporations to transform digitally, using design thinking and business model canvassing ideals. In recognition of his leadership Prof Murali has received several accolades at the International level. He has published more than 80 papers in International Journals, Conferences, and Book Chapters. With his research team, Dr. Murali and his team has secured close to RM1.5Million in grant funding over the last five years. He was recently appointed as a lead consultant and author of Malaysia's Social Innovation Roadmap, by Yayasan Inovasi under MOSTI. He was also recently appointed by HRD Corp as a SME to develop the Industry Skills Framework for Private University Leadership in Malaysia. He currently serves as the Director of Postgraduate & Continuing Education portfolio at APU.

**16:00 – 17:00, August 21, 2021 (Saturday)**

**Link:**

**Topic: Invigorating Innovation in Teaching via Design Thinking: A Workshop.**

- The inherent ideas and ideals beneath Design Thinking (DT) are not necessarily new.
- DT presents a systematic way of injecting creativity and innovative thinking in any company.
- DT offers highly specific tools and techniques in a simplified manner. These tools are then used to derive the magical inspirational values of DT.
- DT is defined as a user-centric collaborative approach in problem solving. The design school (dSchool) at Stanford University prescribed a five-step DT process—empathy, define, ideate, prototype and testing.
- When used and applied well these steps can in fact shape and transform the DNA of any organization.

# Workshop Speaker II

**Assoc. Prof. Dr. Kaarthiyainy Supramaniam**  
Universiti Teknologi MARA Bandar Puncak Alam,  
Selangor, Malaysia



Dr Kaarthiyainy Supramaniam is an associate professor at the Faculty of Education, Universiti Teknologi MARA. She has 24 years of experience teaching at the tertiary level including postgraduate students. She also supervises preservice TESL teachers for practicum and has a keen interest in how they relate to Sustainable Development topics in their lessons. Currently she is also serving as the chief editor of Asian Journal of University Education, which is a SCOPUS indexed journal.



**Mdm. Sheela Paramasivam**  
Universiti Teknologi MARA Seremban, Negeri Sembilan,  
Malaysia

Sheela Paramasivam is a Senior Lecturer at the Academy of Language Studies, University Teknologi MARA, Negeri Sembilan, Seremban Campus. Her area of expertise includes Academic Writing, Oral Presentations, Workplace Communication, Teaching of Literature and Materials Development.

**17:00 – 18:00, August 21, 2021 (Saturday)**

**Link:**

**Topic: The Adventures of Humanity: Developing Materials from Sustainable Development Goals (SDG) for the ESL Classroom.**

The workshop is our attempt to create an opportunity to share the 'adventures' of humanity and environment through teaching and learning materials that are authentic, appealing, and thought-provoking.

Therefore, by the end of this workshop the participants would be able to:

- develop a critical understanding of SDG
- create their own mental models and repertoires when infusing SDG themes in developing materials for teaching and learning for their students



# Forum Speakers

15:00 – 16:00, August 22, 2021 (Sunday)

Link:

Topic: Teaching and Learning in the New Normal

## Abstract

The Forum entitled Teaching and Learning in the New Normal focuses on the issues and challenges in relation to our collective efforts to provide a sustainable and meaningful experience in the overall process of teaching and learning. Two speakers will be featured in this forum. The first speaker Dr Jason Turner will speak about issues and challenges in the new normal when it comes to teaching and learning processes and activities. The second speaker Dr Margarete Taplin will touch on the role of human values in this context.



## Moderator:

**Prof. Ts. Dr. Murali Raman**

Director, Postgraduate & Continuing Education  
Asia Pacific University

## Panels:

**Assoc. Prof. Dr Jason James Turner**

Head of the School of Business, Asia Pacific University  
Malaysia

Dr Jason Turner is an Associate Professor and Head of the School of Business at Asia Pacific University of Technology & Innovation, Malaysia. His areas of expertise include digital and strategic transformation and human capital, with specific focus on graduate work readiness and the digital learning space. Having moved to Malaysia in 2016, following 12 years as an academic in the UK, he has expanded his network across Europe, South America and Asia through external engagement and collaborative research projects. During his time as an academic he has worked with a range of companies and tertiary education providers, teaching specifically at the Masters level, and producing internationally recognised research in the form of books, academic journals and practitioner related reports and publications. He holds a number of external positions, grants and editorial roles which compliment his current university position and has a wealth of experience in scholarly and external engagement, managing people and leading initiatives relating to management and research. In his current post, he is responsible for the strategic vision, leadership, and management of an academic product portfolio to ensure graduates have the appropriate employability skills set to thrive in a transitional employment market. He holds a number of qualifications include a Masters of Business Administration, Master of Philosophy, and a Doctor of Philosophy (PhD) from the University of Edinburgh. He has received a number of awards, with the most recent being the Outstanding Paper in the 2020 Emerald Literati Awards.







## **Dr. Margaret Taplin**

### **Independent Education Consultant**

Dr. Margaret Taplin has a PhD in Education. Originally a primary school teacher, she has over 30 years' experience as a lecturer and researcher in teacher education, curriculum, and pedagogy. Currently she is an independent education consultant in Australia and Hong Kong. Her main interest is to support mainstream teachers to integrate education in human values into their existing teaching practices. Since 2003 she has been responsible for a series of projects to introduce and develop values education in primary schools in Mainland China. Dr. Taplin has written many articles about education in human values for mainstream teachers and four books published by the Institute of Sathya Sai Education (Hong Kong): *To Teach Not to Punish: A Human Values Approach to Classroom Discipline* (with Anita Devi); *Silent Sitting: A Resource Manual*; *Teacher Survival: A Practical Human Values Approach to Professional Fulfilment and Happiness* and *Education in Human Values Through Mathematics: Mathematics Through Education in Human Values*. Currently she is conducting research investigations into the impacts of human values education on teachers' wellbeing, and the factors that influence teachers' adoption of values in their teaching.

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**2nd International E- Conference on New Normal in Education 2021**  
**Igniting Minds Beyond the New Norms**  
**21 & 22 August 2021**

**AN OVERVIEW OF THE ADAPTATION STRATEGIES IN THE TOURISM  
INDUSTRY DURING PANDEMIC COVID 19**

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**ABSTRACT**

The world was catastrophic when an illness virus known as novel coronavirus COVID-19 occurred in China in December 2019. The virus is widespread, and the pandemic impacted most industries in the first quarter of 2020. The tourism activities stopped to maintain safety and prevent the virus from spreading further. Thus the tourism industry hit the hardest. Travel agencies, hotels, and the aviation industry were among tourism-related businesses that had to close. This research aims to identify the adaptation strategies by the tourism industry for increasing and reactivating post-covid tourism activity. This study approached a systematic literature review with the secondary data from the ten previous studies. The main findings show that the tour operators are preparing a few new strategies to adapt to the pandemic and new norms in the tourism industry. As a result, the tourist sector was reopened in a few phases in line with government guidelines to slow the pandemic and revive the tourism economy. The research illustrates how the global tourism sector adjusts to the new normal and develop new strategies to resurrect the business. The recommendations are that Malaysian tourism operators can adapt and emulate some of the methods used by other countries to restore the tourist industry's glory. For example, travel agencies can collaborate with hotels, airlines, and tourist destinations to do approximately new tourist packages a few days after the quarantine. This approach can assist small businesses to recover from the effects of the covid-19 epidemic while indirectly contributing to the economy. With the cooperation of various parties in the tourism industry and tourists, it is possible to help boost its economy. To some extent, while also allowing tourists to

return to travel with a new normal and adhere to the rules set by certain national governments to control the spread of covid-19.

**KEYWORDS:** adaptation strategies, COVID-19, overview, tourism industry, tour operators\

## **INTRODUCTION**

In today's world, health is a significant concern for every nation. The World Health Organization (WHO) defines health as "a condition of full physical, emotional, and social well-being, rather than the absence of disease or infirmity" (Callahan, 1973). The enjoyment of the highest possible quality of health is one of a person's fundamental rights, regardless of race, faith, political views, economic status, or social status. Every citizen's health is the foundation for a country's peace and security, but this issue is also highly dependent on people's and the country's cooperation. Such as the current state of the world's health issues is an essential topic of discussion and debate. Currently, the world community is working very hard against the case of a dangerous virus that can infect anyone.

In December 2019, Coronavirus disease 2019 (COVID-19) appeared in Wuhan City, China (World Health Organization, 2020). On January 30, 2020, the World Health Organization (WHO) declared the epidemic a public health emergency of international significance, and on March 11, 2020, it announced a pandemic. A pandemic is when a new outbreak spreads across the globe. According to the World Health Organization, a pandemic happens when a new influenza virus emerges and spreads worldwide, and most people are not immune. COVID-19 is an infectious disease caused by coronavirus 2 (SARS-CoV-2) that causes severe acute respiratory syndrome (Kerbl & Zepp, 2021). In this context, the alarming spread of coronavirus infection has brought the world to a halt. Several countries implement lockdown, and Malaysia announced a Movement Control Order (MCO). This direction by Government directly affects all sectors such as businesses, social and tourism, and hospitality industries.

Furthermore, this form of the pandemic has a variety of negative consequences. It is not only limited to the loss of human lives, but it also has short and long-term social, economic, and political implications. As a result of the COVID-19 pandemic, the world faces an unprecedented public health, social, and economic emergency. Many industries have been affected by the pandemic. Still, the travel and tourism sector has been the hardest hit, with a significant drop in international demand due to global travel restrictions, including completely closed borders to contain the virus. The emergence of COVID-19 in Malaysia has affected the Visit Malaysia 2020

(VM2020) campaign, as 50 per cent of Malaysia's tourists come from Singapore and China (Foo, Chin, Tan, & Puah, 2020). Due to the rising number of COVID-19 cases in both countries, several tours have been cancelled, resulting in a significant reduction in the number of visitors visiting Malaysia. According to the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), the country's mainstream tourism players, transportation, accommodation, food industry, and event business, have lost RM 9 billion between January and March 2020 (Khan & Hashim, 2020). Besides, within the first two months of the Movement Control Order (MCO) period, Malaysia's tourist and hospitality sector had already lost about RM 3.37 billion (Dzulkifly, 2020). Hotels are struggling to stay afloat, and 35 per cent of hotels have had to close their doors temporarily. According to the Malaysian Association of Hotels (MAH), 60 per cent of tourist businesses will collapse by 2020, and 15 per cent of hotel owners who would be unable to survive might have to close their doors (Bethke, 2020).

This pandemic is affecting the tourism industry and has changed the tourism landscape towards global sustainability. The tourism and hospitality business must adjust to the post-pandemic "new normal" practised across the world. Different new approaches and efforts that various parties must undertake to restore the glory of the post-pandemic tourist sector. Malaysia's tourism sector can adopt the strategies used by other countries that have successfully reopened their tourism business. These adaptation strategies might assist in recovering some of the sectors that the epidemic's impacts have harmed to some extent. Hence, this paper aims to discuss an overview of the adaptation strategies by tourism industries during Pandemic COVID 19.

## **METHODS**

In this study, a systematic article review using the secondary research data by reviewing the current literature gathered from various articles and journals reports focusing on the adaptation strategies used by the tourism industry on reactivating post-COVID tourism activity. Ten articles were analysed to get updated adaptation strategies from various countries.



## RESULTS/ FINDINGS

*Table 1: The Adaptation Strategies*

AUTHORS	COMPONENTS OF RESEARCH FOCUS	METHODOLOGY	STRATEGIES	CONCLUSION	REMARKS
Joby John and Ramendra Thakur (2020)	The long-term impact of the COVID-19 pandemic on business presents a unique opportunity to study a hitherto unavailable business scenario.	Conceptual Framework	A classification scheme is developed to determine four classes of service firms' adaptations to their normal course of business made under pandemic conditions. Services classification is to differentiate between different types of services, either its core or supplementary services. Using remote technology has been a natural solution. Besides, the service adaptations which is launched new products such as live events using social media platforms and customer acceptance with the new normal.	Predict service adaptations, which are most likely to become permanent in a post-pandemic world.	Long term effects of service adaptations made under pandemic conditions: the new "post COVID-19" normal
Mohammadali Zolfagharian and Atefeh Yazdanparast (2019)	The complexity and multiplicity of consumer experiences in mobile and virtual technology provide a	Open-ended, In-depth interviews, and Case study	The Consumer Immediacy Pandemic (CIP) is a significant, multifaceted consumer shift whose ramifications are traceable in consumer behaviour. It	Exposes the dialogical interplay between consumer agency and structural influences that compel	Immediacy pandemic: consumer problem-solving styles and adaptation

	lived-experience account of the Consumer Immediacy Pandemic (CIP) and related consumer experiences and responses.		encompasses three consumer problem-solving styles (i.e., real-time, mobile and virtual problem-solving). Consumers adapt to the CIP through such strategies as unbundling of presence, temporal gain, and synchronisation, task continuity, work-fun integration, and multi-tasking.	consumers to internalise immediacy as a taken-for-granted expectation.	strategies
Binh Do, Ninh Nguyen, Clare D'Souza, Huu Duc Bui and Thi Nguyen Hong Nguyen (2021)	The impact of COVID-19 on tour operators in Vietnam and explore their strategic responses to the crisis.	In-depth interviews	The findings from the interviews reveal that tour operators focus more on short and medium-term strategies (i.e., retrenchment, persevering, and exiting) rather than long-term planning (i.e., innovating) in response to COVID-19.	Practical implications for managers and policymakers in times of exceptional crisis like the COVID-19 pandemic.	Strategic Responses to COVID-19: The Case of Tour Operators in Vietnam
Virginia Bodolica, Martin Spraggon and Nada Khaddage-Soboh (2021)	The early strategic responses deployed by air-travel services players for navigating through the COVID-19 pandemic.	Qualitative Case Study	The findings show a framework was developed to understand how air-travel service providers can effectively navigate the crisis – the guard potentiate-shape model. The advanced model	Air-travel services organisations may learn how to increase their resilience and build new industry normalcy in the post-disruption	Air-travel services industry in the post-COVID-19: the GPS (Guard-Potentiate-Shape) model

			suggests that in times of disruption, industry players should adopt several strategies to: guard against failure; potentiate innovative change; and shape the future design of air-travel services.. An outcome of forward-looking shaping strategies that may define the new post-pandemic normal in the air-travel services sector constitutes the idea of “scattered/diffused airports” with a modified design of airport services architecture.	period	for crisis navigation
Wilber Manyisa Ahebwa and Philip English (2021) in Uganda	The devastating impact of COVID-19 on tourism in 2020 and the discouraging prospects for a quick recovery.	Case Study	The findings show that there have set out five program areas for tourism, namely: promoting domestic and inbound tourism; increasing the stock and quality of tourism infrastructure; developing, conserving and diversifying tourism products and services; developing a pool of	Government resources could be used to ensure that this critical source of livelihoods and foreign exchange survives and comes back more vital than ever	COVID-19 and Uganda’s Tourism Sector: Reviving the Industry through the National Budget

			skilled personnel along the tourism value chain and ensuring decent working conditions; and enhancing regulation, coordination, and management of the tourism.		
Basak Denizci Guillet and Angela Mai Chi Chu (2020)	Examine how and to what extent RM can be implemented in the hotel industry during low demand periods, particularly during the coronavirus disease 2019 (COVID-19) crisis	Semi-structured Interviews	Core revenue management (RM) processes are still relevant during the COVID-19 crisis; however, not all components are equally important. Business analysis, pricing strategy, and demand modeling and forecasting are the most critical RM processes. Inventory and price optimisation and setting booking controls are not as important at this time; along with distribution channel management, these processes will become more relevant as demand picks up.	RM is a discipline characterised by demand-based pricing. The core RM processes remain relevant during the COVID-19 crisis	Managing hotel revenue amid the COVID-19 crisis
Florian Bauer, Martin Friesl and Mai Anh Dao (2021)	This raises the question how M&A behaviour is affected by the economic fall-	Mixed method research design	The study analysis reveals four archetypical responses to the COVID-19 crisis. There are four	Those firms which have a direction, independent of efficiency or growth	Run or hide: changes in acquisition behaviour

	out of the COVID-19 pandemic		mergers and acquisitions (M&As) coping strategies during Covid-19 which are hide strategy, cost strategy, run strategy and marathon strategy.	targets, cope better with the current crisis.	during the COVID-19 pandemic
Matthew Tingchi Liu, Shaoshan Wang, Glenn McCartney and IpKin Anthony Wong (2021) in Macao	Analyse how a real-time COVID-19 pandemic is impacting Macao's hospitality industry, and illustrates why lessons from COVID-19 are an opportunity for further development for the city	Case Study	The findings discuss actions taken by the Macao government and the hospitality industry. Several actions were taken by the government and hospitality industry; internal and external actions, prompt collaborative actions, Macao's competitive advantages remained unchanged and destination self-improvement during COVID-19	Worthy of future exploration on how the mechanism of centralised Government facilitates risk management and the rebuilding of a tourism economy in a crisis context, comparing this to other national systems	Taking a break is for accomplishing a longer journey: hospitality industry in Macao under the COVID-19 pandemic
José Miguel Rodríguez-Antón and María del Mar Alonso-Almeida (2020) in Spain	The impact of Covid-19 and the recovery strategies in the hospitality industry	Case Study	The result has discussed the international, national, and the company's initiatives to support the tourism and hospitality industry.	The hospitality industry should be focused on building trust in tourists, reinforcing their brand, and adapting their operations to the so-called "new normal."	COVID-19 Impacts and Recovery Strategies: The Case of the Hospitality Industry in Spain

## SUMMARY TABLE 1.

Table 1 above depicts different industries' strategies in redeveloping and reviving their businesses during the pandemic. The methods listed in Table 1 are examples of measures that the tourist sector may use to help reconstruct the economy, companies, and activities that the pandemic has harmed. As mentioned by John and Thakur (2020) above, to adapt to the "new normal", the services have been classified into few categories to identified if those services can continue functioning within the protocols that need to follow physical distancing. The introduction to the new strategies using the technology is one of the adaptation strategies that also have been used in Malaysia. Melaka Crocodile and Recreational Park (TBRM) is one of the tour operators that has created a virtual tour of the park, home to various animals, including crocodiles, snakes, snapping turtles, racoons, and deer. It costs only RM7 to take an online tour (Sheila, 2021). This virtual tour is indirectly helping the zoo generate income after being affected by the pandemic. According to Vian (2021), this virtual tour has gotten much positive feedback from visitors, especially from the school, which wants to provide students with an experience even though it is only online. This response from the visitors is one of the strategies that Zolfagharian and Yazdanparast have mentioned (2019). It is related to the consumer experience and their response towards the services they get.

Furthermore, another adaptation strategy implement in Malaysia is the tour operators take initiatives to bring back the visitor by doing short strategies as mentioned by Do, Nguyen, D'Souza, Bui & Nguyen (2021). According to the Malaysian Association of Amusement Theme Park & Family Attraction (MATFA), individuals who have gotten the whole vaccination will earn ticket discounts and special vouchers at all theme parks and family entertainment centres (Bernama, 2021). This effort also supports Prime Minister Tan Sri Muhyiddin Yassin's proposal to reduce travel restrictions for anyone who has gotten a complete vaccination. It demonstrates that this initiative has the potential to revive domestic tourism activity. This adaptation strategy is similar to the short approach mentioned in the table. It can be observed that Malaysia's tourist industry has gradually begun to implement new strategies to reinvigorate tourism operations, which can help the country's economy indirectly.



## DISCUSSION

This part will discuss and suggest the strategies for the Malaysian tourism industry, especially the travel agency, by adapting the strategy from Table 1. According to Ahebwa and English (2021) in the table, the strategy for recovering the tourism industry in Uganda focus on domestic tourism. During this pandemic, the tourism industry has to focus more on domestic tourism. The Government needs to help the impacted travel agencies by enabling tourist activities, but only through authorised travel agencies. It can directly help to boost up the travel agency. The strategy included by opening domestic travelling for those who have been fully vaccinated. The people who want to travel have to do the COVID test at least two weeks before travelling. The travel agency also needs to make sure all the customers are doing the test and show their result test during the booking session. This procedure is to make sure that the customer is ready and safe to travel. It is also in line with the strategy from Rodríguez-Antón and Alonso-Almeida (2020) in Spain. The Government and the company in Spain need to take various initiatives to help the tourism and hospitality industry who were disproportionately impacted by the epidemic. Even though completed vaccination might prevent infection from the virus, everyone should comply with the standard operating procedures while travelling. Tour operators and tourists observe all the guidelines to prevent the breakthrough of the virus while travelling. Roman, Niedziółka and Krasnodebski (2020) discussed the economic strategy in which the Government plays a significant role in giving aid to tourism businesses to remain viable in the market tourism business. This approach is in line with the PEMULIH financial aids by Malaysia Government. However, the amount should be more than RM3,000 as the Government had directive MCO for more than a year. Thus the financial assistance of RM 3,000 is not sufficient to cover all expenses and losses for the travel agencies.

In addition, prompt collaborative action is one of the main strategies of Macao's tourism and hospitality industry during this pandemic ( Liu, Wang, McCartney & Wong, 2021). Malaysia's tourist sector is in dire need of coordination among tour operators. For example, a travel agency may work with a local operator to provide a virtual tour during the MCO. The travel agency can collaborate with the local operators such as in Melaka by doing a virtual tour in A Famosa. The travel agency can collaborate with experts who know the history of A Famosa to create a virtual tour. This strategy will help to promote Malaysian culture and historical tourism. Students might be the target market since they can study history and take a virtual tour of the place. That

package tour can also include Melaka souvenirs, which the travel agency would post to the consumers after complete all the virtual tours. Besides, travel agencies also can create a new package on islands in Malaysia. The travel agencies can collaborate with specific hotels, restaurants, and tour operators to develop this package. These packages will include a few days of quarantine in the hotels before tourists explore the place. This package can be deployed on a few well-known Malaysian islands. Tourists can only stay on that island and visit particular places partnered with the travel agency in these packages. Tour operators provide private transportation to avoid having to use the public transportation system. This approach is to ensure the safety of both the local people and the tourists. This approach can assist small businesses to recover from the effects of the COVID-19 epidemic while indirectly contributing to the economy. With the cooperation of various parties in the tourism industry and tourists, it is possible to help boost its economy

Besides, the higher unemployment rate in Malaysia causes a decrease in the rate of use of the local labour force. Travel airlines, the hospitality industry, and travel agencies obtain significant effects due to the Movement Control Order (MCO) and pandemic COVID 19. Significant downsizing, business improvement, upskilling staff through online courses and webinars, adjusted marketing strategies and borrowed money from banks are the adaptation strategies that the tourism business can implement (Tourism Business Council, 2020). Technological advancements with improving in internet connection driving change to the different business landscape in Malaysia.

## **CONCLUSION**

This research gives a summary of the tourist industry's adaption methods during the covid-19 epidemic. As a result, this research focuses on the strategies that the Government and the tourist sector, particularly travel agents, may employ. According to the findings of this study, different countries have begun efforts to revive their economies, particularly in the tourist sector. As a result, this research also offers several practical methods that have been implemented in various regions. This is designed to assist both travel agencies and small businesses that are involved in tourism-related activities that the pandemic has impacted.

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