

2021 年運動休閒與餐旅管理國際學術線上研討會 專題演講 提問 Q&A

2021 International E-Conference of Sport, Leisure and Hospitality Management Keynote Speech
Q&A

2021 スポーツレジャー・ホスピタリティマネジメント国際学術オンラインカンファレンス コメント

演講者 – Dr. Mohd Salehuddin Bin Mohd Zahari 教授

演講題目 – 疫情下運動休閒與餐旅產業的研究與創新

Keynote Speaker – Dr. Mohd Salehuddin Bin Mohd Zahari

Topic – The Research and Innovation in the Sport, Leisure and Hospitality Industry amid the
Pandemic

Questions List

International E-Conference of Sport, Leisure and Hospitality Management

1. **Due to the COVID19, many industries became virtual, like virtual arena, fans and virtual concert. But it could be difficult for elders who are not good at electronics products. Among those innovations, how can we deal with those problems for elders?**

Yes, I agree, it is slightly hard for elderly to adapt to new technology in many areas and the demands of the modern society including sport. It is widely accepted that elder individuals show low adjustment to the advent of new technologies compared to the younger generations, either they do not have the technological experience or because of their current health status. However, we could not leave the elderly alone, thus, the young ones should help them in various ways in adapting themselves with technology; Some of the strategies that;

- Continuously educate the elderly to become familiar with new technology
- Specific designed education programs that teach elderly the way new technologies work.
- The young members of the family should create a supportive environment to the elderly
- Help them to familiarize with each object, removing fears of using high technology devices.
- Care for the elderly and get them to be part of modern society. They can do it.

2. **Because of the pandemic, many restaurants have come up with some innovative ways to run their businesses. Do you think that the catering industry system will be eternally changed or it is just a temporary solution?**

Undoubtedly, during COVID Pandemic 19 with the restriction of dining in, a swift innovation appeared in many large restaurants, although slightly struggling for small restaurants but they managed. Almost all types restaurants and catering businesses created some innovative ways of sustaining the operation such as online food ordering, subscription services, delivery and customer pick up and many others. The question arises is that do these mechanisms and catering industry systems will sustain or just a temporary solution. To me, restaurants or catering

industry and other industries like a microorganism which subjected to change and alteration. Thus, the innovative of the restaurants and the catering industry system will continuously keep evolving even after the COVID 19. In short, it is unstoppable phenomenon.

3. **How is learning effect after implementation of Digital Transformation, and what is the difference between before and after? For example: Comparison of Learning Results between On-line and Physical Classes. Is there any quantitative study or data that we can reference? What is the biggest hinder of Digital Transformation? How to overcome? What are the key factors for success of Digital Transformation?**
4. **As online learning becomes the norm, how can educational institutes make up for the learning that had once been done through in-person classroom learning? (such as peer communication and teamwork, public speaking, hands-on practice, etc.)**

I have to combine question 3 and 4 as they are quite similar. This is such a long question with quite number questions probed. With that, I have to lump the answer. The COVID-19 pandemic undeniably has created huge disruption of the world education systems. With that, digital transformation education through Distance learning or Open Distance Learning (ODL) used as quick solutions on a temporary basis as an alternative to face to face or physical Classes. Of course, there are some differences between both mechanisms. Taking few examples;

- Internet problem facing at the beginning of the online learning either for students and lecturers
- Issue of adaptation of the On-line learning platform for both students and lecturers
- Stress among students and lecturers
- Assessment mechanism issues particular dealing with affective, cognitive and psychomotor and many others
- On-line learning platform slightly fatigue, then face to face

With regard to effectiveness of On-line and Physical Class, there few studies have undertaken by the researchers around the world. Some of the papers discussed issues related to strength, hindrances and the success of On-line learning process. Some of the topics:

- Need satisfaction and need dissatisfaction: A comparative study of online and face-to-face learning contexts
- Students' Perceptions of Online Learning: A Comparative Study (Journal of Information Technology Education
- A Comparative Analysis of Student Performance in an Online vs. Face-to-Face Environmental Science Course
- A comparative study regarding distance learning and the conventional face-to-face approach conducted problem-based learning tutorial during the COVID-19 pandemic

5. **In your opinion or from what you have seen abroad, what other potential ways can hotels earn revenue while tourism is nearly nonexistent?**

I should say that we are now living in the unprecedented times. With the uncertainty of the international travelling, hotel industry is first to be hit and last to be recovered. Despite this, hotel industry, although some without any option need to close the operation, but those still operate need to find strategies to earn revenue. Revenue management for the hotel now are working hard as competition is higher than ever. Few strategies that come across that:

- Many hotels, especially among the international brand upgrade their room for a small additional charge.
- Aggressively focused on food and drinks deliveries
- In certain countries, like Malaysia, certain hotels are used as a quarantine center by the central government
- Provide discounts for booking more than one room
- Adopt Preventative Measures for Guests and Staff

6. Just wondering, are there global conferences on the adaptation of leisure and tourism industries amid the pandemic for these industries/companies to share their experiences and know-how regularly?

7. Are virtual conferences & oral defenses just a trend due to the COVID? Is it possible to be a normal format after the pandemic?

Again, I have to combine question 6 and 7 as they are quite similar. Honestly, there are a substantial number of conferences held or organized around the world, including leisure and tourism industries amid the pandemic. Some of the conferences are free of charge and many interesting topics discuss by various prominent speakers around the globe. As an academician and postgraduate students, we should take the opportunity to joint those conferences to enhance and strengthening our knowledge relating to our industry. My advice is that despite virtual networking among the international academician and postgraduate students need to be heightened.

I think the online meetings become the norm, even after the pandemic. Like I said before, although slightly tiring, we are learning to appreciate virtual conferences. I think, even we back into the normal format of the conference after the pandemic, the virtual elements will be incorporated such presentation, oral defenses, especially for those who unable to be in person at the conference. That will be the scenario.

8. Could you talk more about capitalizing on relaxed licensing regulations about the Dulcie's Bar?

- I honestly unable to answer to this question as it specifically relates to Dulcie's Bar operation. Could be better if this question directly probes to Dulcie's Bar management and you will the better answers. In addition, it is beyond my capacity to respond. Sorry, about that