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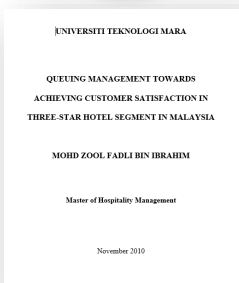
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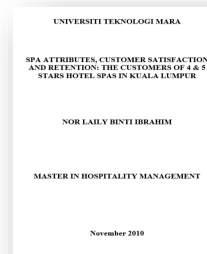
| SENARAI BAHAN HARTA INTELEK UNIVERSITI (TESIS)

| 14 JUDUL : FAKULTI PENGURUSAN HOTEL DAN PELANCONGAN



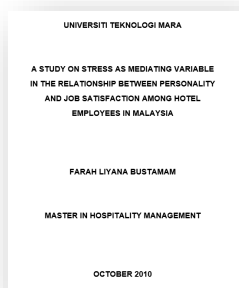
QUEUING MANAGEMENT TOWARDS ACHIEVING CUSTOMER SATISFACTION IN THREE-STAR HOTEL SEGMENT IN MALAYSIA
MOHD ZOOL FADLI BIN IBRAHIM
997429
CALL NO : HF5415.335 .M64 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

In an intensely competitive world pressure, expectation of need to accomplish more in less time is likely the main priority of most hotels customers. Customer waiting time for service typically represents the first direct interaction between customers and most service delivery processes in hotel operations.



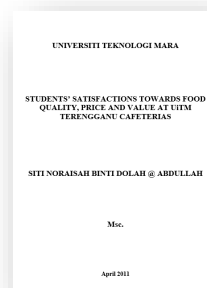
SPA ATTRIBUTES, CUSTOMER SATISFACTION AND RETENTION: THE CUSTOMERS OF 4 & 5 STARS HOTEL SPAS IN KUALA LUMPUR
NOR LAILY BINTI IBRAHIM
997784
CALL NO : HF5415.335 .N67 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Malaysian society nowadays is veering into health and healthy living. A spa is considered as the closest means to relax and unwind from the hectic daily schedule. Due to this fact, hotels are trying to tap into the potential that a spa has to offer by providing spa facilities to their customers. However, spa hotels have not only other spa hotels to compete with; they would also have to put independent into the equation.



A STUDY ON STRESS AS MEDIATING VARIABLE IN THE RELATIONSHIP BETWEEN PERSONALITY AND JOB SATISFACTION AMONG HOTEL EMPLOYEES IN MALAYSIA
FARAH LIYANA BUSTAMAM
997699
CALL NO : HF5549.5.J63 F37 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

The hospitality industry is one of the most aggressive industries in terms of competition amongst rivals to win the market share. As to remain competitive, hotels are keen to probe into factors which may result to the ups or downs of an organization. Being part of the 'people oriented' industry, hotel organizations are to abide by the fact that their performances are measured through customers' satisfaction.



STUDENTS' SATISFACTIONS TOWARDS FOOD QUALITY, PRICE AND VALUE AT UTM TERENGGANU CAFETERIAS
SITI NORSAH BINTI DOLAH @ ABDULLAH
997680
CALL NO : TP372.5 .S58 2011
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Institutional foodservice can be defined as a provision of catering and foodservice for an institution. Owing to this definition, university foodservice is perceived to provide related products of food and services to university students. It must not be forgotten that food is vital for human beings including students. Food is an important substance to prolong life, supply energy and endorse growth.

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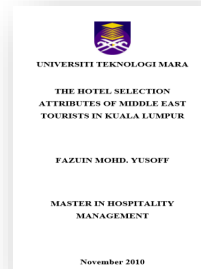
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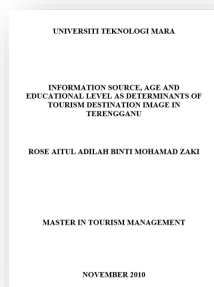
INTERNATIONAL TOURIST SATISFACTION AND DISSEMINATION INFORMATION TOWARDS KAMPUNG BANGHURIS HOMESTAY ATTRIBUTES LAYA MORAJAB
997788
CALL NO : G155.A1 L39 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

This study analyzed the relationship between home stay attributes towards international tourist satisfaction and dissemination information in Kampung Banghurus Homestay, Selangor. Tourist perception of the home stay attribute, satisfaction with their experience caused the dissemination information and these items are vital for successful destination management. Moreover destination attributes affect the perceived quality of tourist offerings, which positively relates to satisfaction as well as visitors loyalty and dissemination information. Nevertheless, there are other factor which are also significant such as type of building, feature of equipment, host family's empathy and responsiveness and moreover feel of safety and security at the destination.



THE HOTEL SELECTION ATTRIBUTES OF MIDDLE EAST TOURISTS IN KUALA LUMPUR
FAZUIN MOHD. YUSOFF
997787
Call No : TX911.3.M3 F39 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

It is important that hotel managers and operators must obtain and sustain good hotel attributes in order to enhance guest satisfaction which can lead to profitability. Few studies have been conducted on Middle East tourists' purchase behaviours and preferences though the highest growth rate of tourist arrivals in Malaysia in 2009 was reported to have come from the Middle East region. The purpose of this study is to identify Middle East tourists' hotel selection attributes in Kuala Lumpur. Hotel selection dimensions identified from previous research were used to help develop the framework of this descriptive study.



INFORMATION SOURCE, AGE AND EDUCATIONAL LEVEL AS DETERMINANTS OF TOURISM DESTINATION IMAGE IN TERENGGANU
ROSE AITUL ADILAH BINTI MOHAMAD ZAKI
997698
CALL NO :G155.A1 R67 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Image has been shown to be an important influence in the selection of vacation destinations. A model that represents the important determinants of destination image formation is developed based on previous studies. Directing promotional efforts to differed types of destinations within specific information usage in tourist destination selection remains a serious challenge for Destination Marketing Organization (DMO).



MODERNIZATION AND MALAY MATRIMONIAL FOODWAYS IN THE RURAL AREA
MOHD SYAQUIF YASIN BIN KAMARUDDIN
997676
CALL NO : GT2850.M4 M79 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Modernization is a global phenomenon and closely associates with globalization and industrialization. It has influenced and altered every facets of human life not only the routines, traditions, rituals, norms but also the daily activities and specific occasion including matrimony or weddings practices.

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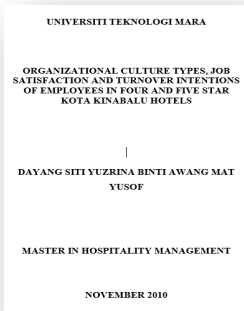
PERCEPTION OF PRICE FAIRNESS AND CUSTOMER RESPONSE BEHAVIORS
NUR'HIDAYAH BINTI CHE AHMAT
997442
CALL NO : HF5415.335 .N87 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Corpus of past literatures affirmed that revenue management may give a hotel a competitive edge. Howbeit, the issue of unfairness or inequality in pricing is critical within the hotel industry. Concentrating too much on profit while neglecting the customers feeling would caused organization malfunction. Hotel businesses are getting further aggressive with plethora of hotels available which honour the customer more options to choose and possess a high buying power decision.



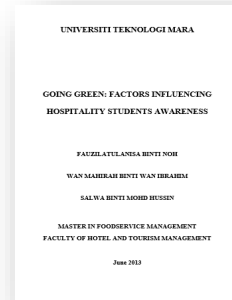
THE EFFECTS OF CULTURAL VALUE DIVERSITY TOWARDS MULTICULTURAL TEAMWORK PERFORMANCE
ZAHIDAH BT AB LATIF
997785
CALL NO : HM1271 .Z34 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

The term multiracial can no longer portray the belief of majoring races include Malay, Chinese, and Indian as quite numbers of 'additional-colors' flooding here in Malaysia and the impact had nevertheless to cover certain scopes from industries, services or other 'inverbal' benefits. Due to this notion, Malaysian industries depend heavily on foreign workers and in results, Malaysia has imported a large number of foreign workers which resulted in workforce diversity in the service industry like the hospitality industry.



ORGANIZATIONAL CULTURE TYPES, JOB SATISFACTION AND TURNOVER INTENTIONS OF EMPLOYEES IN FOUR AND FIVE STAR KOTA KINABALU HOTELS
DAYANG SITI YUZRINA BINTI AWANG MAT YUSOF
997696
CALL NO : HF5549.5.J63 D39 2010
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

This paper explores the relationship between Organizational Culture Types, Job Satisfaction and Turnover Intentions among employees in four and five star Kota Kinabalu hotels. The dimensions of cultures used in this study are developed by Cameron and Freeman (1991); Clan, Adhocracy, Hierarchy and Market.



GOING GREEN: FACTORS INFLUENCING HOSPITALITY STUDENTS AWARENESS
FAUZILATULANISA BINTI NOH
WAN MAHIRAH BINTI WAN IBRAHIM-
SALWA BINTI MOHD HUSSIN
997581
CALL NO : TX911.3.M27 F38 2013
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

Malaysia is one of the popular destinations of tourism in the worlds which it has been identified as ecological and cultural destinations. Because of that, the number of tourists had been increased and the tourism activities will relatively affect to environmental. This study focused on hospitality student's awareness because they are the possibility as decision and policy maker in the future. The objective of the study is to examine the level of knowledge of green issues and factors influencing the green awareness.

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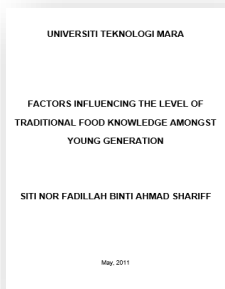


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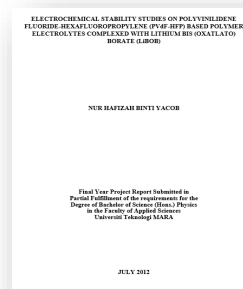
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FACTORS INFLUENCING THE LEVEL OF TRADITIONAL FOOD KNOWLEDGE AMONGST YOUNG GENERATION
SITI NOR FADILLAH BINTI AHMAD SHARIF
997786
CALL NO : TX353 .S58 2011
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

This study takes a quantitative case study approach exploring the factor influence the level of traditional food knowledge. Traditional food knowledge (TFK) refers to a cultural tradition of sharing food, recipes and cooking skills and techniques and passing down that collective wisdom through generations. Through from this knowledge it is finding that there has a several factor influencing the level of traditional food knowledge such as formal learning, informal learning and social life style. The paper aims to investigate the relationship between factors influencing the level of the traditional food knowledge.



ELECTROCHEMICAL STABILITY STUDIES ON POLYVINYLIDENE FLUORIDE-HEXAFLUOROPROPYLENE (PVDF-HFP) BASED POLYMER ELECTROLYTES COMPLEXED WITH LITHIUM BIS (OXALATO) BORATE (LiBOB)
NUR HAFIZAH BINTI YACOB
1007341
CALL NO : QD382.P64 N87 2012
LOCATION : PTAR UTAMA
BAHAN HARTA INTELEK

This research focuses on the preparation and characterization of liquid electrolytes (LEs), and gel polymer electrolytes (GPEs). The poly(vinylidene fluoride-cohexafluoropropylene) (PVdF-HFP), lithium bis (oxatolato) borate (LiBOB) and dimethyl sulfoxide (DMSO) were used in the preparation of this electrolyte. All samples were prepared by solution cast technique.

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