

Food Tourism: Traditional Food (*'Kuih-Muih'*) Virtual Streaming

**Mazlina Mahdzar^{1*}, Nurul Izzati Mohd Dzulkiflee², Alisa
Mohamed Yusoff³, Nor Yuliana Mustapha⁴, Nur Athirah
Mohd Zulkifly⁵, Mohamad Erwan Zakaria⁶**

Faculty of Hotel & Tourism Management,
University Teknologi MARA, Puncak Alam Campus, 43300 Bandar Puncak Alam,
Selangor, MALAYSIA

*Corresponding Author Designation

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Abstract : Food is the exploration of food as the purpose of tourism. It is considered a vital component of the tourism experience. As the Covid-19 got worse in Malaysia that limited movement of people to get through all countries. Streaming can be known as the activity of listening or watching video or audio directly from the internet. This traditional food virtual streaming focused on traditional "kuih-muih". Tourist will be able to communicate and join our live sharing session about the local places. Besides, tourists can watch videos that are posted on the website for their references which also function as teaser videos providing informations to the interesting attractions of Malaysia. The streaming can be watched directly on Youtube, Facebook, Instagram, or in other social media networks. This virtual streaming will show the unknown traditional food in all states of Malaysia. Traditional food streaming included are such as Kelantan's "*Lompat Tikam*", "*Jalur Emas*", Melaka "*Kuih Gulung*", Sabah "*Kuih Jala or Lampung*", "*kuih cincin*", Terengganu "*Tok Aji Serban*" "*kayu keramat*", Sarawak "*kuih cap*" "*kek lapis*" and many more. With the use of social media the online community can recognize various "*kuih-muih*" easily using the prescribed methods of virtual streaming.

Keywords: Food Tourism, Streaming, COVID-19, Traditional Food,

*Corresponding author: nina@uitm.edu.my

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1. Introduction

The coronavirus COVID-19 pandemic has exerted a tremendous impact on the tourism industry worldwide. Travel restrictions, quarantines, and closures of transportations has led to a 22% decline of international tourist arrivals in Q1 2020 compared with 2019 and possibly to 60–80% over the entire year [1]. At present, the global travel and tourism industry is in a fight for survival with an estimated 50 million global jobs at risk due to the pandemic. New technologies are employed to mitigate the impact of the pandemic. Improvement of information and communication technologies can optimize the innovation performance, brand awareness, and reduce the safety risks. All of these can bring great positive impact to the tourism industry including food sector.

New technologies emerged and has been used during the pandemic. The fundamental role of this information and communication technologies is to facilitate business transactions and communicating relevant information to decision-makers. One of the widely applied framework for new information technology adoption is The DeLone and McLean's Information System (IS) Success Model [2]. The model identifies and describes the relationships among six critical dimensions of IS success: information quality, system quality, service quality, system use/usage intentions, user satisfaction, and net system benefits. According to [2], the content of an information system and its information quality should be personalized, complete, relevant, and easy to understand. Currently, many isectors in the tourism industry are using live promotion in various live-streaming platforms to help their potential customers to get complete, detailed, timely, accurate, reliable, and selective information.

Social media have considerably changed service industries, such as the hospitality and tourism industry. The emergence of Web 2.0 provides online social spaces for real-time connectivity among businesses and Internet users by easily creating and exchanging information. Social media provide low-cost and efficient management of online information exchange and relationships, including social networking, offering information for travelers, and carrying consumer generated content about products, brands, services, and issues. Through social media, companies have more opportunities to reach customers and sell products [3].

Streaming can be known as the activity of listening or watching video or audio directly from the internet. This traditional food virtual streaming will be focusing on traditional “kuih-muih”. The streaming can be watched directly on Youtube, Facebook, Instagram, or other social media networks. This virtual streaming will show the unknown traditional food in each state like Kelantan, Sabah, Sarawak, Terengganu and more. The existence of such things can attract the interest of the public to know the variety of “Kuih-Muih” that are presented. The community can recognize various “Kuih-Muih” easily when using the prescribed methods like virtual video.

Many sectors in the tourism industry including food establishments have turned to the latest popular online entertainment trend—live streaming. They may collaborate with celebrities who act as influencer to review on food or offerings and latest discounts. In this study, the food sector may benefit this trend. From a networking perspective, live streaming enables viewers to communicate and share ideas. Various food operations for live streaming can attract food consumers. Popular live-streaming platforms, therefore, enable the food establishments to create online communities and generate meaningful discussions in its product offerings and attract more consumers [4].

2. Materials and Methods

To create this virtual streaming, the social media platform via ‘youtube’ is chosen and used. YouTube is used because it can be used to obtain the information from people and people also can view more information about this virtual streaming on YouTube. Next, we also upload a video about the variety of “kuih-muih” traditional food to promote. The video and pictures were obtained from third party sources such as company websites, magazines articles and other sources which are secondary research.

Through the discussion made with teammates, 24 types of traditional "Kuih-muih" from all states in Malaysia were chosen [5]. The platform that were chosen is streaming. This virtual streaming will show the unknown traditional food in each state like Kelantan, Sabah, Sarawak, Terengganu, and more. Examples of traditional food are such as "Lompat Tikam" in Kelantan, "Jalur Emas" from Melaka "Kuih Gulung" from Sabah "Kuih Jala or Lampung", "kuih cincin", Terengganu's "Tok Aji Serban" "kayu keramat", Sarawak's "kuih cap" and "kek lapis" and many more. The steps for project demonstration is illustrated in the following figures.

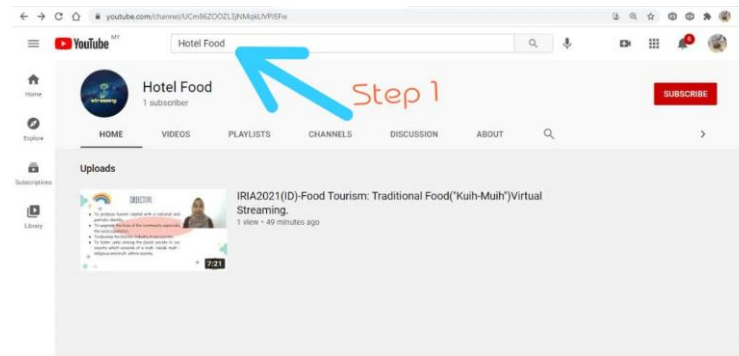


Figure 1: Step 1. From the YouTube search button, type 'Hotel Food' in the search and search.

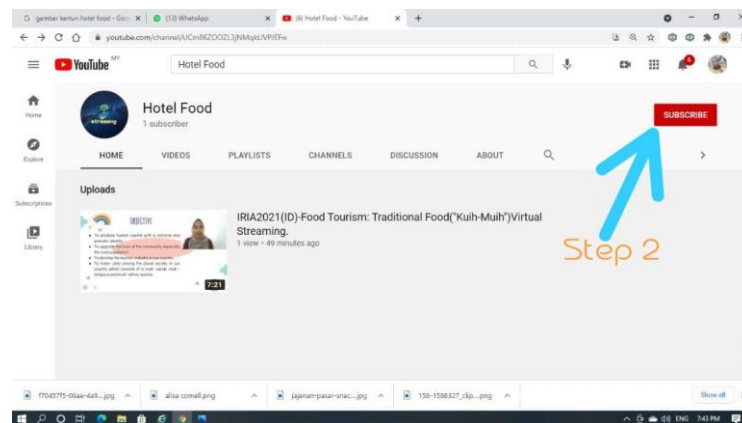


Figure 2: Step 2. Press the subscribe button 'Hotel Food' channel.

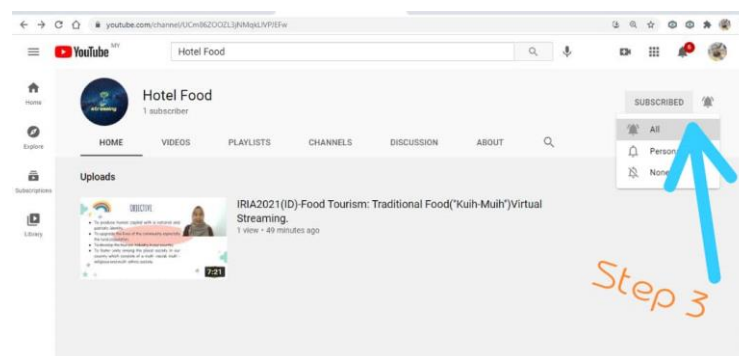


Figure 3. Step 3. Press the bell button and select bell (all) to get all notifications from the "Hotel Food" channel.

3. Discussion and Conclusion

We hope that through the streaming the tourist will be more engaged with the traditional "kuih-muih". When the pandemic gets better the tourists will come interested in visiting the hotel. We want to make sure that all types of traditions are known by all people when visiting Malaysia. With the new norms in place nowadays, where everyone all in the world needs to face the Covid-19 pandemic. This is the chance for the tourists and even local tourists of other states in Malaysia to also get to know and understand the uniqueness the variety of 'Kuih-muih' across the country. The existence of such things can attract the interest of the public to know the variety of "kuih-muih" that are presented. The community can recognize various "kuih-muih" easily when using the prescribed methods like virtual video.

Although this pandemic will eventually come to an end, the food industry will never return to the "old normal". Traditionally, many food establishments emphasize person-to-person contact at every point in the guest journey. However, after COVID-19, all of these methods and procedures may have to change. During such a period of uncertainty, food establishments have a rare opportunity to invest in technology and process improvements to gain competitive advantage in the long run. They may embrace a variety of new technologies and new business models that can enhance hygiene, promote social distancing, and provide guests with a convenient and personalized experience.

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