

Chapter 1

A Safe Post-Pandemic Travel with The Perfect 10 Travel Kit Exclusive

Norzaidah Ngali, Fatimah Abd Ghani, Noorazlin Ramli
& Norazlina Rahmat

Universiti Teknologi MARA (UiTM) Terengganu Kampus Dungun

norza319@uitm.edu.my

ABSTRACT

The Perfect 10 Travel Kit Exclusive has been created as a significant product that impact public health and safety in reinforcing the self-assurance ease of feeling during post-pandemic travel. The product provides a greater peace of mind among travellers because in response to the fact that even though most people are not ready to travel yet, they will eventually want to be prepared by taking personal measures to reduce the infection rate in the new normal due to pandemic COVID-19. There are three major unique innovation of the products. First, The Perfect 10 Travel Kit Exclusive is the only travel kit that includes COVID-19 essential product (disposable face mask, hand sanitizer, and thermometer strip) and hygiene product for travel in one bag. Next, it uses water-resistant material hence making it safe to be used in many kinds of situation and environment. Lastly, it is designated with multiple pockets for storage convenience with sturdy handle for ease carrying and has hanging ability. Total of 209 self-administered market surveys questionnaires were distributed using convenience sampling. Results revealed that 82% or 173 respondents are eager to purchase, and 49% of the respondents perceived that the product is very innovative. This project fit the Sustainable Development Goals (SDGs) with collaboration of Pusat Pemulihan Dalam Komuniti (PPDK) Wakaf Tapai and UNI Pharmacy that supports the commercialization of this product as an impulse item during travel leading to the sustainability of heritage, social responsibility, and economic with local community.

Key Words: travel kit, COVID-19, hygiene, safety, and post-pandemic travel

1. INTRODUCTION

The alarming spreads of coronavirus infection (COVID-19) have shocked the world. Travel restrictions and border closures around the world have resulted in high losses for all sectors especially the tourism sector and hospitality industry. Prolonged travel restrictions and Movement Control Orders (MCOs) imposed by countries have resulted in an estimated loss of 5.5 trillion in the travel and tourism sectors. In addition, the tourism and hospitality sector have recorded a job loss of 100 million (Shaha et al, 2020). In Malaysia, the MCO imposed by the government from March 18, 2020 until now is an action taken to curb the spread of this infectious disease and to flatten the curve of pandemic

cases throughout the country. The tourism and hospitality sector in Malaysia is already suffered a loss of around RM 3.37 billion in the first two months of the MCO and this loss is expected to continue to increase if the cross-country ban continues to be implemented over a long period of time (Dzulkifly, 2020).

With the continuous presence of COVID-19 chain around the world, preparations for resumption to travel during post-COVID-19 for all tourists need to be detailed and taken into account. When the journey resumes, there are some elements that can be controlled and that cannot be controlled by the individual. Elements that can be controlled by the tourist while embarking on a journey includes the use of masks, frequency of hand washing; the kind of encounters with others, number of people in encounters, and type of activity (Wilson and Chen, 2020; Khan and Hashim, 2020; Zanin and Papo, 2020). Variety of Travel Kit innovations have been developed that include hand sanitizers, face masks, cleansing wipes, thermometers, and possibly pulse oximeter for those who required it (Wilson and Chen, 2020).

With that, people would care to make their travels safer in the future. Thus, The Perfect 10 Travel Kit exclusive has been created as a significant product that impact public health and safety in reinforcing the self-assurance ease of feeling during post-pandemic travel. This travel kit is packed with 10 items, which includes COVID-19 protector's items such as disposable face mask, hand sanitizer, and thermometer strip. Additionally, personal and hygiene travel items such as antibacterial wet wipes, toothbrush and toothpaste, body wash and shampoo, sanitary pad, ointment, sunscreen lotion, and essential medications for fever and motion sickness are included to complete and organize traveller's personal items while travelling.

Furthermore, with the pandemic situation and more competitive job opportunities than ever before, the various challenges and barriers faced by people with disabilities in terms of employment prospects are getting worse (Suhaimi, 2020). Recognizing that people with disabilities are the most affected group during the COVID-19 pandemic, a network of collaborations has been conducted with selected groups to highlight the social entrepreneurship project. This innovation project involves people with disabilities in the manufacture of Perfect 10 Travel Kit Exclusive with the realization that social entrepreneurship will be the best path for disabled people during this very challenging time with great potential for their future success (Rozali et al, 2018).

In brief, this innovation project is not only very meaningful to tourists during post-pandemic COVID-19, but also very beneficial for social entrepreneurial projects among people with disabilities. Overall, this innovation project will provide useful insight as a significant product that impact public health and safety during post-pandemic travel and in supporting the government programs and plans; National Entrepreneurship Policy (NEP) 2030, Malaysian Plan of Action for People with Disabilities 2016-2022, 11th Malaysian Plan (RMK11), and Sustainable Development Goals (SDGs).

2. METHODOLOGY

2.1 Study Approach

The Design Thinking Method was employed in this product innovation project. This method is used because it involves the process of empathise (to gain an empathic understanding of the problem that trying to be solved), define (define the problem as a problem statement in a human centred manner), ideate (ready to start generating ideas by identifying new solution to the problem statement created), prototype (produce a number of product or specific features found within the product so that investigation can be done

to the problem solution generated in the previous stage), and test (rigorously test the complete product using the best solutions identified during prototyping phase).

2.2 The Perfect 10 Travel Kit Exclusive Development Process



Figure 1: Process Conducted to develop the Perfect 10 Travel Kit Exclusive

Empathise Stage

The Perfect 10 Travel Kit Exclusive is the most recent and third prototype product developed after previously innovating two (2) Travel Kits. Comments, suggestions, and recommendations from the previous market survey project were collected from the respondents for consideration in new product development. Based on the results, most of respondents suggest that the next travel kit need to include following criteria:

- 1) Individual compartment for each item offers.
- 2) Replace the bulky thermometer with the smaller one.
- 3) Use water resistance material to protect the bag from damage.

Define, Ideate, Prototype, and Test Stage

Processes to ensure the smoothness of The Perfect 10 Travel Kit Exclusive development are as follows:

- 4) Defining and ideation session with group members about the product innovation.
- 5) Discussion session with the collaborators PPKD Wakaf TAPAI as the person who in charge with the Travel Kit Exclusive production, and UNI Pharmacy as the supplier for items to be included in the travel kit. The discussion includes the design of the bag, the colour, the budget, and the timeline of making the bag.
- 6) Material and product selection for the travel kit exclusive including the fabric to be used, the label to be pasted on the bag, and the products to be included in the travel kit.
- 7) Bag production- After all the innovators and collaborators agreed; the bag production began by the OKU trainee from PPKD Wakaf TAPAI.
- 8) Test the innovation product on potential buyers and users. Market surveys for the Perfect 10- Travel Kit Exclusive have been conducted to gain the perception, acceptance, and purchase intention of the public towards the product.



Figure 2: Perfect 10 Travel Kit Exclusive from Front View



Figure 3: Perfect 10 Travel Kit Exclusive Compartment



Figure 4: Perfect 10 Travel Kit Essential Items



Figure 5: Perfect 10 Travel Kit Hook

3. RESULTS & DISCUSSIONS

A total of 209 set of questionnaires were distributed to the selected respondents by using convenience sampling. The questionnaires were divided into three sections to be completed by the respondents. Section A focuses on the demographic information of the respondents. Sections B enquires about the respondents' perception of the product. Finally, Section C asks about the respondents purchase intention on the product. The questionnaires were distributed by using the Google Form via social media platforms such as WhatsApp, Facebook, Telegram, and Instagram. Then, the descriptive statistics include the data being summarized and structured, and can be readily interpreted by the innovators.

3.1 Demographic Data: Frequency Result of Respondent Profiles

In the demographic profile, there are six (6) items were listed and analysed. The demographic profile consists of age, gender, marital status, monthly income, occupation, and frequency of travel. Table 1 below shows the summary of analysed data from the demographic profile of each of the respondents.

Table 1 Distribution of Respondent Profiles

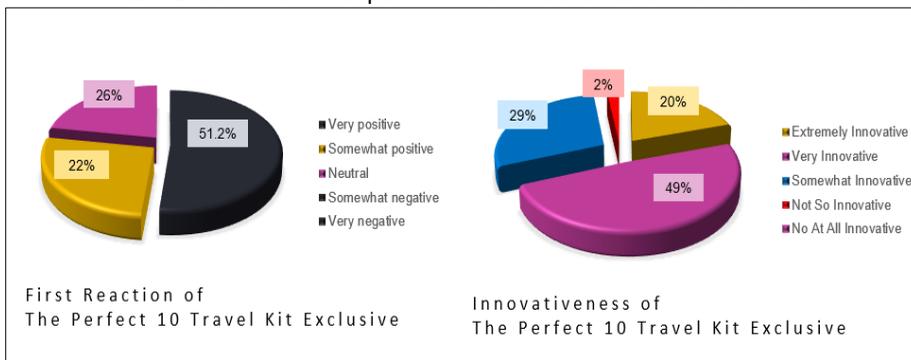
	Category	Frequency	Percentage (%)
Gender	Male	42	20.1
	Female	167	79.9
Age	20-29 years	61	29.0
	30-39 years	87	41.0
	40-49 years	52	24.0
	Above 50 years	9	4.0
Marital Status	Single	78	37.3
	Married	130	62.2
	Divorced	0	0
Monthly Income	Widowed	1	0.5
	Below RM4360	97	46.4
	RM4360-9619	100	47.8
Occupation	RM9620 and above	12	5.7
	Private	85	40.7
	Government	56	26.8
	Others	68	32.5
Frequency of Travel	Once in a year	71	34.0
	Twice a year	55	29.2
	More than twice a year	77	36.8

Based on Table 1, the result portrayed female as the highest respondents of 79.9% (n=167) as compared to male 20.1% (n=42). Most respondents are at the age of between 30 – 39 years old of 41% (n=87), followed by married 62% (n=130). Moreover, most of the respondents acquire monthly income at the range of RM4360 – RM9619 (n=100) and are working in private sector (n=85). The frequency of travelling is mostly more than twice a year at about 36.8 % (n=77).

3.2 Customer Perceptions towards The Perfect 10 Travel Kit Exclusive

For customers perception towards the product, as can be seen in Table 2, for their first reaction most of the respondents expressing very positive feelings as their first reaction to The Perfect 10 Travel Kit Exclusive (51.2%, n=107), and 49% of respondents agree that The Perfect 10 Travel Kit Exclusive is very innovative product; whereas most of them of 56% (n=117) responded from need to don't need The Perfect 10 Travel Kit Exclusive for travel.

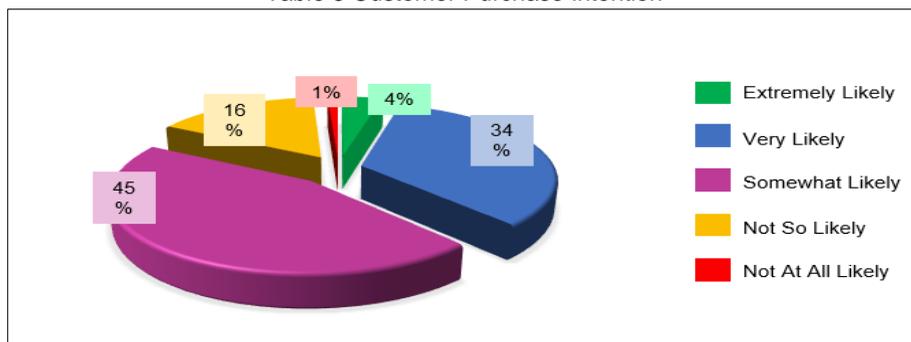
Table 2 Customer Perception on First Reaction and Innovativeness



3.3 Customer Purchase Intention towards The Perfect 10 Travel Kit Exclusive

From Table 3, it shows that more than 82% (n=173) have responded from somewhat likely to extremely likely to purchase if The Perfect 10 Travel Kit Exclusive is available at the market now.

Table 3 Customer Purchase Intention



In addition, for customers purchase intention, the relative importance of the most important criteria when purchasing travel kit is that they will primarily look for quality as very important criterion $n = 111$ and followed by functionality $n = 108$. Price and design are least important to them as long as quality and functionality are met first. As for the relative agreement on the reason of purchasing the travel kit is The Perfect 10 Travel Kit Exclusive price is value for money than other similar product ($n=90$), followed by its suitability for a good gift ($n=86$), it fulfils the need that is currently not being met ($n=83$), and it has better quality than the travel kit they owned before ($n=82$).

4. CONCLUSION & RECOMMENDATIONS

In conclusion, The Perfect 10 Travel Kit Exclusive has shown many positive feedbacks from the respondents. It can be resolved that the travel kit can be a saviour especially during the time when people are wary on traveling and want to minimize the infection rate based on market survey conducted. The product has commercialization potential as an impulse item as people has become more cautious on their own safety and health. Furthermore, for our future product, we hope to upgrade the travel kit focusing on the quality of materials used so that it can be more versatile and durable to undergo any condition, have different version or themes for ladies and gentlemen to cater different needs for each gender. In addition, we hope to make more collaboration with other organizations to fulfil other social obligations and at the same time benefiting the society with The Perfect 10 Travel Kit Exclusive.

REFERENCES

- Dzulkifly, D. (2020, March 13). Tourism industry hit hardest by Covid-19, faces RM3.37b loss. Malay Mail. <https://www.malaymail.com/news/malaysia/2020/03/13/muhyiddin-tourism-industry-hithard-By-covid-19-to-lose-rm3.37b-while-gdp-s/1846323>.
- Khan, M. A. A., & Hashim, H. (2020). The Effect of Covid-19 On Tourism and Hospitality Industry In Malaysia, Resurgence In The Post-Pandemic Era: A Conceptual Criterion. *International Journal of Tourism & Hospitality Review*. 7(2). pp 54-62. <https://doi.org/10.18510/ijthr.2020.726>
- Rozali, N., Abdullah, S., Jamaluddin, J., Ramil, A.J., Hussin, N. S., & Ahmad, A. Z. (2018). Promoting Social Entrepreneurship among Entrepreneur with Disabilities in Contribution for Community. *MATEC Web of Conferences*, 150, 1-4. <https://doi.org/10.1051/mateconf/201815005101>
- Shaha, A. U. M., Safria, S. N. A., Thevadasb, R., Noordinc, N. K., Rahmand, A. A., Zamberi, S., Iderisf, A., & Sultana, M. T. H. (2020). COVID-19 outbreak in Malaysia: Actions taken by the Malaysian government. *International Journal of Infectious Diseases*. 97, 108–116
- Suhaimi, A. (2020, November 3). Three proposals to help the disabled. New Straits Times. <https://www.nst.com.my/opinion/letters/2020/11/637845/three-proposals-help-disabled>
- Wilson, M. E, & Chen, L.H. (2020). Re-starting travel in the era of COVID-19: preparing anew. *Journal of Travel Medicine*, 1–5.
- Zanin, M., & Papo, D. (2020). Travel restrictions during pandemics: A useful strategy? An *Interdisciplinary Journal of Nonlinear Science Chaos* 30. 111103. <https://doi.org/10.1063/5.0028091>