

HI VIZ FLORESCENT SONGKET TRAVEL ORGANIZER (SOTRA)

¹Noralisa Ismail, ¹Norazlina Rahmat, ¹Norzaidah Ngali, ²Norazidah Shamsudin
¹Faculty of Hotel and Tourism Management,
Universiti Teknologi MARA (Terengganu), Dungun, 23000 Terengganu, Malaysia

²Faculty of Industrial Management,
Universiti Malaysia Pahang, Lebuhraya Tun Razak, Gambang, 26300 Kuantan, Pahang, Malaysia

ABSTRACT

Missing important documents while travelling might create disastrous problems as it can affect traveling enjoyment. While travelling, people will carry several items such as identification card, passport, flight ticket, boarding pass, credit card, cash, ATM cards and mobile phone. This can create a possibility of misplace or worse, missing things especially for disorganized people. Therefore, a proper new travel organizer can help travelers to place all their belongings for easy retrieval. The main product feature is a multi-size compartment to place varies stuffs while traveling. Besides that, another important element is on the covering theme which is made from a combination of traditional Malay *songket* and glow in the dark fabric. The decision to choose *songket* as a theme is to inspire the usage of this elapsed fabric. Nowadays, the use of *songket* is limited to special occasions only such as wedding, cultural performance and festive season like Aidilfitri celebration. Meanwhile, florescent fabric used to ease the process of searching for travel organizer in traveler's bag or luggage. Travel organizer been chosen as an instrument for promoting *songket* because it been widely used by travellers who travel locally and internationally. This could be further realized through collaboration with local airlines such as Malaysia Airlines. As a conclusion, SOTRA could be a solution for proper storage of travel items and help to promote and ensure the sustainability of *songket*.

Keywords: Songket; travel; organizer; florescent; sustainability