



Sustainable Tourism Impact Lab aims to drive responsible & inclusive economic growth and community development in the tourism and hospitality industry.

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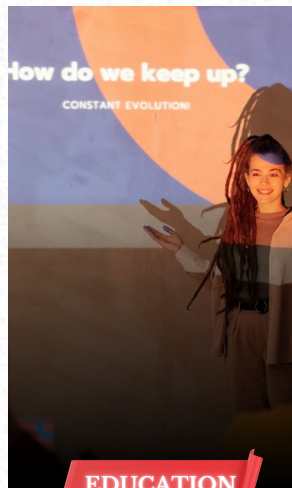
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3 PILLARS



EDUCATION



RESEARCH



ADVOCACY



TAYLOR'S

IMPACT LAB
Sustainable Tourism

Supports Sustainable Development Goals



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Tourism activities contribute approximately 10% to global GDP creating millions of jobs and underpinning the growth in worldwide travel and hospitality industries. The number of international tourist arrivals has grown to reach 1.5 billion tourists in 2019 and is expected to increase to 1.8 billion by 2030. In addition, the bulk of all tourism is actually domestic, accounting for almost 85% of global travel. Given the economic significance of tourism, it is little surprise that there is a wealth of literature highlighting various impacts of tourism at various scales, including positive and negative impacts.

Considering these impacts, sustainable tourism attempts to strike a balance between the economic, environmental, and social-cultural benefits (positive impacts), and the costs (negative impacts) of tourism development. The study and analysis of sustainable tourism occupy significant attention in the literature, in particular prior to the COVID-19 pandemic, focusing on the impacts of the climate crisis, various unsustainable approaches and practices, and overtourism, and tourism scholars lead such research because we can no longer ignore the environmental, socio-cultural, and political injustices and implications, wrapped up in our decisions and entitlement to travel.

Due to those impacts, various responses, such as re-defining tourism, centering community tourism, and focusing more on conserving the environment, nature, and heritage through tourism, have been discussed among academics and practitioners. In addition, it was realized that the United Nations Sustainable Development Goals (SDGs) could serve as a global framework to reduce the negative impacts and lead to a more sustainable future for tourism. COVID-19 has put a pause on tourism, and this pause has allowed us to witness the 'healing' of tourist destinations, especially environmentally sensitive areas. The pandemic-induced acute drop in tourism, while economically devastating, has resulted in a positive impact on environmental issues. This highlights the dangers of runaway development of tourism destinations and speaks towards an urgent agenda to manage tourism in a more sustainable manner as we exit this pandemic and beyond.

This lab, by involving students from different schools, aims to undertake research, create awareness, train stakeholders, and advocate for a tourism model that takes into account environmental, economic, and socio-cultural issues inherent in each location and country and addresses the needs of visitors, industry, and communities that host them.

“ Purpose

Achieve sustainable tourism and hospitality.

Mission ””

Drive responsible and inclusive economic growth and community development in tourism and hospitality industry



CHAIR OF OVERSIGHT COMMITTEE
Sustainable Tourism Impact Lab

Professor Dr. Neethiahnathan Ari Ragavan



DIRECTOR

Sustainable Tourism Impact Lab

Professor Dr. Seyyed Mostafa Rasoolimanesh



DEPUTY DIRECTOR

Sustainable Tourism Impact Lab

Assoc. Prof. Dr. Kandappan Balasubramanian



HUB LEADER

Hub 1: Responsible Tourism for Inclusive Economic Growth

Dr. Jeetesh Kumar



HUB LEADER

Hub 2: Tourism for Social and Community Development

Dr. Thanam A/P Subramaniam



HUB LEADER

Hub 3: Tourism for Environmental Protection

Dr. Kalpana Das A/P Sawdesh Ranjan Das



HUB LEADER

Hub 4: Innovation and Technology for Sustainable Hospitality and Tourism

Dr. Stephanie Chuah Hui Wen



COORDINATOR

Postgraduate Students by Research

Dr. Rupam Konar



COORDINATOR

Grant and Consultancy

Dr. Chia Kei Wei



COORDINATOR

Industry Engagement

Mr. Gopinath A/L Sangaran



EDUCATION

Impact labs offer students opportunities to apply their knowledge and skills to address the various complex challenges faced by society, to be addressed by the impact labs, and make an impact on the “people, planet and prosperity”. Through these learning opportunities, students have a chance to live their purpose and take their productive place as leaders or change agents in the global community.



RESEARCH

Impact labs offer academics the opportunities to work together to address the complex challenges faced by society through interdisciplinary research. Through the activities of the lab including research, academics will be able to make a positive impact on the “people, planet and prosperity” through contributing to the fundamental knowledge, practical solutions, and policy advocacy. Research will strengthen the positions of advocacy with evidence based outcomes and elevate the credibility and profile of expertise in the Impact Labs.



ADVOCACY

Impact labs are established to create awareness and advocate for support for actions to address the complex challenges faced by the world. Specifically, the purpose of advocacy is to benefit a community, to call for support from the public and authorities and to inspire more actions to address the complex challenges. To support this intended advocacy role of the impact labs, Various actions will be taken by Taylor’s and by the respective impact lab directors.



[READ MORE](#)

Sustainable Tourism Impact Lab aims to raise public awareness and encourage meaningful dialogue on the impact of tourism on the environment, society, and economy and the need for a more sustainable and equitable approach that minimizes negative effects and enhances positive ones. Indeed, the lab's efforts extend towards empowering local communities and businesses to play an active and meaningful role in shaping the tourism industry while preserving their identity, culture, and way of life. By providing training and capacity-building support, the lab aims to enable communities and businesses to participate in the tourism value chain and leverage its economic benefits while safeguarding their heritage, natural resources, and socio-cultural fabric. Through these efforts, the lab aims to foster a more equitable and inclusive tourism industry that supports the well-being and aspirations of all stakeholders involved.

“Challenges to be addressed/ Solutions to challenges:

Challenge 1 - Improve the responsible behavior of tourists.

Challenge 2 - Accelerate sustainable tourism products

Challenge 3 - Elevate inclusive and equitable employment

Challenge 4 - Promote community development and community-based tourism

Challenge 5 - Strengthen heritage conservation and promotion through heritage tourism

Challenge 6 - Combat negative environmental impacts from transportation, accommodation, and other tourism services

Challenge 7 - Facilitate the application of advanced technologies and service innovations

HUBS - CHALLENGES

HUB 1 Responsible Tourism for Inclusive Economic Growth

(Challenges 1 to 3)

Promoting responsible and inclusive tourism to ensure that tourism contributes to economic growth and development while respecting the environment, supporting local communities, and preserving cultural heritage for future generations.

HUB 2 Tourism for Social and Community Development

(Challenges 4 to 5)

The focus of this hub is to promote different engagements of the local communities and tourism stakeholders in promoting and preserving heritage tourism and community-based tourism. It addresses tourism from the community, by the community, and to the community.

HUB 3 Tourism for Environmental Protection

(Challenge 6)

The focus of this hub is to promote local ecotourism destinations for the purpose of conservation through the tenets of education, research, and advocacy amongst students and staff of Taylor's Community.

HUB 4 Innovation and Technology for Sustainable Hospitality & Tourism (Challenge 7)

Innovation and technology play a vital role in helping the hospitality and tourism industry recover from COVID-19 crisis, while building a more resilient and sustainable business. The purpose of this hub is to nurture the collaboration between academia and industry to find innovative solutions for the challenges faced by hospitality and tourism practitioners, facilitate digital transformation, and improve customer experience and engagement through various technology innovations.

01. Tourism for Responsible and Inclusive Economic Growth (SDG#12, #8)

- Responsible consumption of all stakeholders
- Responsible tourism products
- Sustainable and inclusive employment and gender equity in workplace

Hub Leader: **Dr. Jeetesh Kumar**

Project 1 - Ecotel

Project 2 - Tourism Impact Tracker

Project 3 - Productivity of Businesses

02. Tourism for Social and Community Development (SDG#11)

- Community-based tourism
- Heritage tourism as a tool for community development and heritage conservation

Hub Leader: **Dr. Thanam A/P Subramaniam**

Project 4 - Journey of Present to Past

Project 5 - Community-based Homestay

Project 6 - Cultivating "Power Com"

03. Tourism for Environmental Protection (SDG#13)

- Environmental impacts of hospitality and tourism
- Promote nature-based and Eco-tourism

Hub Leader: **Dr. Kalpana Das A/P Sawdesh Ranjan Das**

Project 7 - Pro-environmental Behavior of Tourists

Project 8 - Developing and Promoting Eco-tourism

04. Innovation & Technology for Sustainable Hospitality & Tourism (SDG#9)

- Advanced technologies for inclusive and sustainable hospitality and tourism
- Service and Product innovations for sustainable hospitality and tourism

Hub Leader: **Dr. Stephanie Chuah Hui Wen**

Project 9 - InnoCreative: Hotel Game Changer

Project 10 - Digitalization of the Event Industry

Project 11 - Enhancing customer engagement and experiences in Hospitality Industry



Prof. Dr. Tom Baum



Prof. Dr. Ulrike Gretzel



Prof. Dr. Michael Hall

Tom Baum is a Professor and Head of the Department of Work, Employment and Organisation in the Strathclyde Business School, the University of Strathclyde in Glasgow, and a specialist in the study of employment, education, and training in the context of international tourism and hospitality industry. He has over 35 years of experience in vocational and higher education and specializes in workforce planning, curriculum development, programme design, and assessment. Tom has published ten books and over 175 scientific papers in the context of vocational education and training.

He has supervised over 35 Ph.D. students to completion and acted as External Examiner for over 50 doctorates in 6 countries. Tom has worked with a variety of international agencies in his area of specialization, including the World Bank, the Asia Development Bank, UNDP, UNICEF, UNWTO, COMCEC, and the EU. He holds or has held visiting appointments to universities in Australia, Estonia, Finland, France, Hong Kong, Ireland, Italy, Malaysia, New Zealand, Northern Ireland, South Africa, Spain, Switzerland, and Wales. I have been a panel member and chair for institutional and programme reviews in 12 countries.

Ulrike Gretzel is currently a Professor at the Annenberg School for Communication and Journalism, University of Southern California. Before joining USC, she was a Professor in the Business School at the University of Queensland in Brisbane, Australia. She also held full-time appointments at the University of Wollongong and Texas A&M University and taught courses at IULM in Milan, Italy, and MODUL University in Vienna, Austria. Her research focuses on persuasion in human-technology interactions, information search and processing, electronic decision aids, smart technologies, online and social media marketing, adoption and use of technologies, as well as non-adoption and digital detox.

Her research has been funded by the Australian Research Council, the Hong Kong Research Council, the National Research Foundation of Korea, the US National Science Foundation, the US National Endowment for the Humanities, the US National Park Service, Parks Canada, TripAdvisor, the Bush Presidential Library and Museum, and a number of national, regional and local tourism organizations in North America, Europe, Australia, and Asia. She has published over 200 peer-reviewed articles in major, tourism, and marketing journals. She has co-edited several books on social media marketing and tourism.

C. Michael Hall is currently a Professor in Marketing and Tourism in the Department of Management, Marketing & Entrepreneurship at the University of Canterbury, Christchurch, New Zealand, joining the department at the start of 2007. He is also currently a Docent in Geography, University of Oulu, Finland; a Visiting Professor in tourism, School of Business & Economics, Linneaus University, Kalmar, Sweden and a Guest Professor in the Department of Service Management at Lund Helsingborg campus, Sweden.

His doctorate is in geography from the University of Western Australia, from which he also received an honors degree in politics. His master's is from the Faculty of Environmental Studies at the University of Waterloo, Canada, in geography/resource management. He has honorary doctorates from the Universities of Umeå in Sweden (2008), Oulu in Finland (2012), and Lund University, Sweden (2016). In 2009 he was named the Elsevier ScienceDirect 'For Great Thinking', Arts, Humanities & Social Sciences category winner. Current research is focusing on degrowth; global environmental change; resilience; disaster response (especially in relation to earthquakes, floods, heatwaves, climate change); biodiversity loss; behavioral interventions for sustainability; social marketing; regional development; sustainable foodways; halal food and hospitality; World Heritage; tourism and public transport; active transport; service scapes; walking; and privacy issues in tourism and hospitality.



Prof. Dr. Freya Higgins-Desbiolles

Freya Higgins-Desbiolles is a senior researcher in Tourism Management, at the University of South Australia and the Department of Recreation and Leisure Studies, University of Waterloo. Her work focuses on social justice, human rights, and sustainability issues in tourism and affiliated sectors. She is the co-editor of the book *Socialising Tourism: Rethinking Tourism for Social and Ecological Justice*. She has won awards for excellence in teaching, research, industry engagement, and media presence. Freya's work focuses on the impacts of tourism, tourism policy, and planning, tourism sustainability, indigenous tourism, politics of tourism, and peace through tourism. Geographical areas of interest include Indigenous Australia, the Middle East, the Pacific Islands, and the Asia-Pacific region. Recent research projects have explored Aboriginal tourism, sustainable cafes, native foods in restaurants, and tourism's role in peace and conflict.

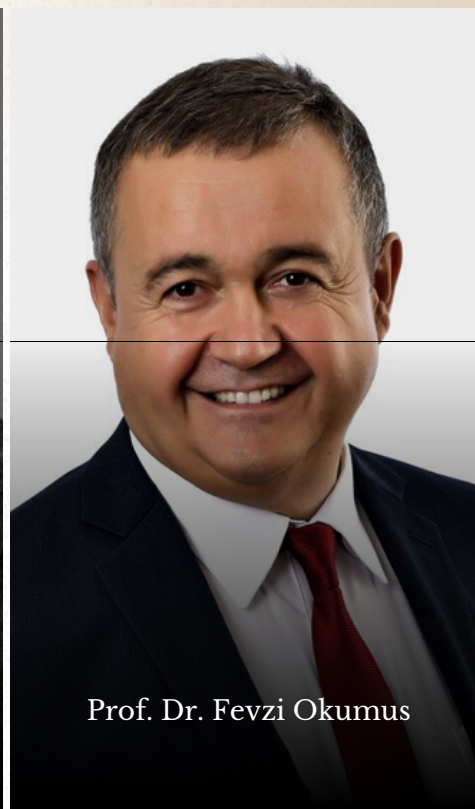
She is a recipient of a Council of Australian University Educators in Tourism and Hospitality Fellows Award for her significant contribution to hospitality and tourism research and education in 2013. Her research is focused on projects that deliver new insights into the tourism phenomenon and that advocate a more just and sustainable tourism future. She particularly tries to work with "host communities" and the NGO sector who seek to shape tourism to their needs and for positive futures.



Emeritus Professor
Dr. Jafar Jafari

Jafar Jafari is a Professor of Hospitality and Tourism at the University of Wisconsin-Stout, Department of Hospitality and Tourism (USA). He came to this position trained as a cultural anthropologist (Ph.D., University of Minnesota, USA) and as hotel administration graduate (BS and MS, Cornell University, USA), bringing with him additionally an honorary doctorate from the Universitat de les Illes Balears (Spain). Jafar's contributions to the academic community span international boundaries and institutions. He is Visiting Professor at the Universidade do Algarve (Portugal), Luleå University of Technology (Sweden), and Sun Yat-sen University (China); Lifetime Honorary Professorship of Bundelkhand University (India), and international Program Director of the Universitat de les Illes Balears (Spain).

In addition to research and teaching, Jafar holds numerous editorial board positions and has established foundational journals, books, and networks within tourism studies. He is the Founding Editor of *Annals of Tourism Research: A Social Sciences Journal*. Jafar is also Chief Editor of *Tourism Social Science* (book) Series; Co-Chief Editor, *Bridging Tourism Theory and Practice* book series; Chief Editor, *Encyclopedia of Tourism*; Co-Founding Editor, *Information Technology & Tourism*; Co-Founder, TRINET: Tourism Research Information Network; and Founding President, International Academy for the Study of Tourism.



Prof. Dr. Fevzi Okumus

Fevzi Okumus is the Central Florida Hotel and Lodging Association (CFHLA) Preeminent Chair Professor within the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management. He was the Founding Chair of the Hospitality Services Department at UCF Rosen College. His main teaching and research areas include strategic management, leadership, hospitality management and lodging. He has over 270 academic publications (over 180 refereed journal articles, four books, 12 book chapters and 90 conference presentations and reports). As of August 12, 2022, his publications have received over 16790 citations, and he has an h-index of 61. He has chaired/co-chaired and served on numerous PhD dissertation and master thesis committees.

He is the Editor-in-Chief of the *International Journal of Contemporary Hospitality Management* (IJCHM) (IF: 9.321) and the *Journal of Hospitality and Tourism Insights* (JHTI). He is a frequent speaker at international conferences. He has received numerous prestigious research awards and recognitions including "The Michael D. Olsen Research Award" in 2016; "The University of Central Florida Scroll & Quill Society Award" in 2017, the "CFHLA Preeminent Professor" again in 2017 and the John Wiley & Sons Lifetime Research Achievement Award from ICHRIE in 2018. Finally, Prof. Okumus was recognized as a "Highly Cited Researcher" for 2021 by Clarivate, based on data from Web of Science. The Highly Cited Researchers rank in the top 1% by citations for field and publication year in the Web of Science™ citation index.



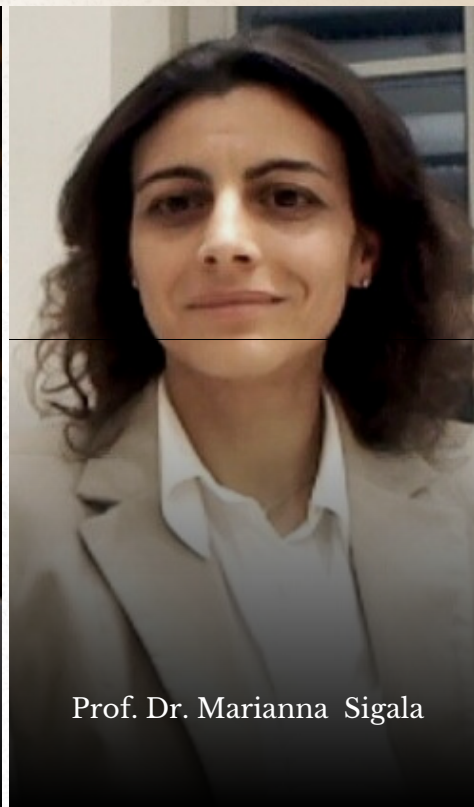
Prof. Dr. Haywantee
Ramkissoon

Haywantee (Rumi) Ramkissoon is a Research Professor (Full) of Tourism Marketing at the University of Derby, UK. She leads the visitor economy research group. She is also affiliated with the University of Johannesburg, South Africa. Her scholarship in sustainability research e.g., sustainable tourism, corporate social responsibility, place attachment, cultural tourism, pro-environmental behavior, and public health has gained international significance evidenced by media coverage, prestigious awards, and academic and industry keynotes. She engages in collaborative research with national and international academic and industry partners for the benefit of individuals and society. She serves on several editorial advisory boards of top-tier journals and as a reviewer across disciplines.



Prof. Dr. Noel Scott

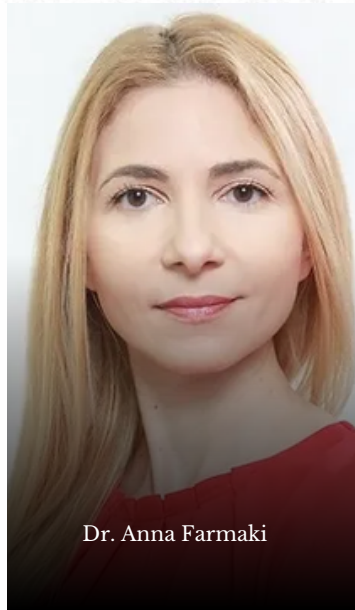
Noel Scott is an Adjunct Professor of Tourism Management, at the Sustainable Research Centre, University of Sunshine Coast, Queensland, Australia. His research interests include the study of tourism experiences, and destination management and marketing. He is a frequent speaker at academic and industry conferences. He has over 300 academic publications including 17 books. He has supervised 30 doctoral students to successfully complete of their theses. He is on the Editorial Board of many top tourism journals, a member of the International Association of China Tourism Scholars, and a Fellow of the Council for Australasian Tourism and Hospitality Education.



Prof. Dr. Marianna Sigala

Marianna Sigala is a Professor at the University of Piraeus, Greece. She previously held the position of the Professor of Tourism and the Director of the Centre for Tourism & Leisure Management at the University of South Australia (2015 - 2021). She has also been an academic staff at the University of Strathclyde and Westminster University (UK), and the University of the Aegean (Greece). Her academic credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences.

She has a long record of leadership and participation in international research projects funded by various entities such as the E.U., the Council of Europe and the Department of Foreign Affairs and Trade, Australia. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.



Dr. Anna Farmaki



Dr. Raymond Rastegar

Anna Farmaki is an Assistant Professor in Tourism Management at the Department of Hotel and Tourism Management at the Cyprus University of Technology. She holds a PhD in Marketing from Nottingham Trent University. She also holds a Master's degree in Marketing from Kingston University and a BA in Business Management from the University of Westminster, London. In the past, she worked as a lecturer and a programme leader for Hospitality and Tourism Management programmes in private higher education institutions in Cyprus. Her research has been published in reputable, peer-reviewed scientific journals and she has participated in international scientific conferences and workshops. She has also been invited as a speaker in universities abroad whereas currently she is visiting lecturer at Stralsund University of Applied Sciences in Germany. She is a member of the Higher Education Academy of the United Kingdom and a representative of the Republic of Cyprus in European COST Actions

Raymond Rastegar has a Master of Environmental Sciences and holds a PhD in tourism management and is a lecturer and researcher in Tourism at the UQ Business School, University of Queensland, Australia. His research focuses on sustainable tourism development in developing countries with specific interest in local community livelihood, participation, empowerment, and environmental conservation. Recent research projects have investigated the impacts of tourism at local level and delivered new insights into the tourism phenomenon to advocate a more just and sustainable tourism future for humans and nonhumans. He has been invited to deliver lectures and talks on social justice and Sustainable Development Goals (SDGs) in different international conferences and universities. He was awarded a Fellow of the Higher Education Academy (HEA) in 2019. His research appears in high-quality journals such as *Annals of Tourism Research*, *Journal of Sustainable Tourism*, and *Journal of Hospitality and Tourism Management*.

Siamak Seyfi is an Assistant Professor at the Geography Research Unit of the University of Oulu, Finland. Using an interdisciplinary and multidisciplinary approach, his research interests focus on tourism mobilities, political consumerism, sustainability, resilience, as well as qualitative sociological/ethnographic research methods in tourism. Siamak has published in leading tourism journals and serves on the editorial boards of multiple tourism journals.



Dr. Siamak Seyfi



Dr. Erosee Sthapit

Erosee Sthapit is a Senior Lecturer in Tourism, MRT Department, Manchester Metropolitan University. He moved to Manchester in December 2021 from Haaga-Helia University of Applied Sciences, Finland. He successfully completed by PhD in Marketing (focusing on Consumer Behaviour in Tourism) in 2018 from University of Vaasa (2014-2018), and completed his bachelor's and master's degree from Finland and is linked to tourism.

OA EMPIRE: EMPOWERING ORANG ASLI TOWARDS TOURISM SUSTAINABILITY



Impact of this research project:

This program effectively facilitated self-reflection within local communities, enabling them to recognize the potential of available tourism resources in their villages and strategize ways to commercialize these resources for the betterment of their economic and social sustainability. Additionally, the discussion raised awareness among community members regarding the importance of building networks and forging partnerships with key tourism stakeholders in order to successfully venture, develop and promote their tourism products.

Outcome of this research project:

All community members expressed satisfaction with the discussion and unanimously agreed to participate in the upcoming training session at the next meeting.

Hub 2: Tourism for Social and Community Development (SDG#11)

Pillar: Research

Project Leader: Dr. Thanam A/P Subramaniam

Indigenous people are well equipped with natural and cultural resources that can be commodified for tourism development, and with systematic community capacity building and empowerment, these communities can become self-reliant in managing their tourism operations independently. A group of researchers from University Putra Malaysia led by Dr. Puvaneswaran Kunasekaran kicked off “Orang Asli Empire” program at Kampung Sungai Ruil, Cameron Highlands. To this end, a team of researchers from University Putra Malaysia, led by Dr. Puvaneswaran Kunasekaran, initiated the “Orang Asli Empire” program in collaboration with the Department of Orang Asli Affairs (JAKOA), ASEAN Tourism Research Association (ATRA), Sustainable Tourism Impact Lab, Taylor’s University, and Malaysian Community Development and Planning Association (MyCDA) in Kampung Sungai Ruil, Cameron Highlands.

A naturalistic inquiry found that the community is highly interested in conducting tourism in their village; however, a lack of tourism and entrepreneurial skills creates a hurdle for them. The Tok Batin (Village Headman) of the community expressed that the community is strategically located in a top tourism destination of the country. Venturing into tourism is an easy option with relevant support from other stakeholders. The community members suggested that tourism would help them re-establish their ‘forgotten’ traditional practices such as Tarian Sewang (traditional dance), weaving, and indigenous people’s games. In the next phase of the program, the villagers will be exposed to relevant skills to start their tourism operations gradually.

PRO-ENVIRONMENTAL BEHAVIOR OF TOURIST

Hub 3: Tourism for Environmental Protection (SDG#13)

Pillar: Research

In conjunction with Raptor Watch 2023, which was held by the Malaysian Nature Society (MNS) from March 11th to 12th, 2023 (Saturday and Sunday) at the Tanjung Tuan Forest Reserve, members of Hub 3 initiated two separate surveys to support two research projects:

Research Project 1:

Role of connectedness to nature and perceived environmental responsibility on pro-environmental behavior: A case study of sustainable tourism in Tanjung Tuan, Melaka.

Research Project 2:

Experiences of Gen Z related their motivation, visual impact and loyalty of their visit to Tanjung Tuan Lighthouse amidst the forest reserve.

A public survey was conducted with voluntary participants, including both local and international visitors, to Raptor Watch Week 2023 to study the 'Role of connectedness to nature and perceived environmental responsibility on pro-environmental behavior: A case study of sustainable tourism in Tanjung Tuan, Melaka.'

The survey consists of three (3) parts:

- A: Demographic Profile
- B: Pro-environmental Behavior
- C: Willingness to Pay for Biodiversity Conservation.

The following academic staff and Impact Lab Members conducted the first survey:

- Dr. Nurlida Ismail, School of Management and Marketing, Taylor's University
- Dr. Amira Mas Ayu Amir Mustafa, School of Accounting and Finance, Taylor's University
- Dr. Rabi'ah Abdul Rahman, School of Foundation Studies, Taylor's College.

The second survey, led by Dr. Nagathisen Katahenggam from the School of Hospitality, Tourism & Events, investigated the 'Experiences of Gen Z related to their motivation, visual impact and loyalty of their visit to Tanjung Tuan Lighthouse amidst the forest reserve.'



Impact and outcome of this activity:

Approximately **200** visitors to the booth out of the RWW 2023 visitors based on the **112 hard copies of the survey forms filled and 88 e-form responses** collected at the booth on the 11th of March from 9 am to 5 pm. Survey on the 'Role of connectedness to nature and perceived environmental responsibility on a pro-environmental behavior-A case study of sustainable tourism in Tanjung Tuan, Melaka' by **Dr. Nurlida, Dr. Amira, and Dr. Rabi'ah**.

In a survey by Dr. Nagathisen, 'Experiences of Gen Z related their motivation, visual impact and loyalty of their visit to Tanjung Tuan Lighthouse amidst the forest reserve,' **30 responses** were collected from Taylor's students as well as other local students from Government Schools out of the **target of 50**. **14 in-depth onsite interviews** were conducted out of the targeted 30 or more interviews.

MORE THAN BIRDWATCHING (PART 1)

Hub 3: Tourism for Environmental Protection (SDG#13)**Pillar:** Advocacy**Project Leader:** Dr. Kalpana Das A/P Sawdesh Ranjan Das

An introductory overview of birdwatching as a hobby career in conservation, the importance of birds as a biodiversity index, and the importance of ecosystem and bird conservation. The main aim of this talk was advocacy to improve the education of learning outcomes of modules and to increase awareness with the improvement of student knowledge, attitude, and practices for environmental conservation among Taylor's College and Taylor's University student participation in various eco-tourism sites and events. Advocacy is pivotal to instilling connectedness to the intrinsic value of our natural heritage, which would lead to a change in human values, attitudes, and behavior to reduce activities that accelerate climate change and increase participation in activities that advocates mindfulness with nature in society.

**Impact and Outcome of this activity:**

65 students, mainly from Taylor's College and 7 students from Taylor's University, attended the talk by Mr. Mark Ng, President of Wild Bird Club, Malaysia, at LT14 on the 21st of February between 10 am to 12 pm. Participants learned about some methods of identification of birds such as patterns, colors or plumage, the shape of the beak, colors on the throat, beak shape, and wingspan. Careers as a bird-watching guide to tourists posed as an attractive alternative career to some participants, with a fee of USD 1000 a day fetched or quoted by bird watching nature guides. Participants learned about the various native bird species as well as some exotic or introduced birds due to human activities, and climate change may

MORE THAN BIRDWATCHING

A TALK BY MR MARK NG

President of Wild Bird Club, Malaysia



21ST FEBRUARY 2023

SESSION ONE

10:00AM - 10:50AM
LT14

SESSION TWO

11:00AM - 11:50AM
LT14



SCAN QR



TO REGISTER



alter bird behavior to threaten the bird populations worldwide. All participants also indicated a keen interest as a participant and a volunteer for ecotourism events, including the Raptor Watch 2023 held at Tanjung Tuan on the 11th and 12th of March 2023. As a pre-event advocacy talk, the event motivated student interest and garnered reasonable student registrations for the subsequent event. Participants were able to identify different species of common garden birds as well as differentiate between a male and a female of the same species.

RAPTOR WATCH 2023 (PART 2)



VOLUNTEER ACTIVITIES INCLUDE:

- Mangrove Replanting
- Forest Trail

transport & meals included

Date: 11/03/2022

Time: 6:45AM - 6:45PM

**Tanjung Tuan Forest Reserve
Melaka**



REGISTER TODAY



<https://rb.gy/xddoen>

VOLUNTEERS WILL BE AWARDED CERTIFICATES BY MALAYSIAN NATURE SOCIETY



Team:
Sustainable Tourism Impact Lab Hub 3
& Taylor's College

Raptor Watch 2023

The main aim of Raptor Watch was to raise public awareness about the conservation of raptors and their habitats. The event was a tremendous success, featuring a variety of activities such as guided tours, arts and crafts, and games for attendees to enjoy. Raptor Watch, now Malaysia's biggest and best eco-tourism event, serves as a signature event for the Malaysian Nature Society (MNS). The primary attraction was the magnificent raptors soaring around the iconic Cape Rachado lighthouse atop the hill. Raptor Watch allowed both students and the general public a unique opportunity to witness one of nature's most awe-inspiring spectacles. What began as a gathering of passionate individuals has now evolved into Malaysia's largest environmental event. Additional activities, including a beach cleanup and a mangrove tree planting initiative at Pantai Cermin, further contributed to the event's positive impact.

Impact and outcome of this activity:

Taylor's College (TC) A-levels and SACEi students are able to demonstrate environmental citizenship and add the values of volunteerism to character building and their personal statements for university application.

TC students can have more impactful learning outcomes in understanding the abiotic and biotic components of three different ecosystems, namely forest, mangrove, and coastal, at Tanjung Tuan, Melaka.





GET IN TOUCH WITH US TODAY!



TAYLOR'S

IMPACT LAB
Sustainable Tourism

Supports Sustainable Development Goals



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