



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

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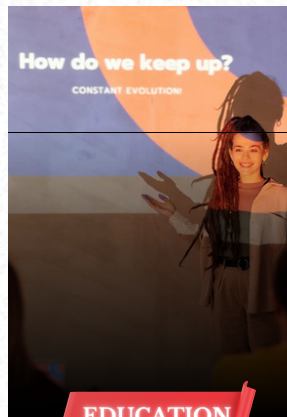


IMPACT LAB
Sustainable Tourism

Supports Sustainable Development Goals



3 PILLARS



EDUCATION



RESEARCH



ADVOCACY

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.

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.

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.

VISIT OUR WEBSITE FOR MORE INFO [HERE](#) OR SCAN



SUSTAINABLE TOURISM IMPACT LAB CONTRIBUTORS

A special thanks to the Sustainable Tourism Impact Lab (STIL) Leadership Team for their outstanding commitment and guidance. Additionally, heartfelt gratitude goes to all STIL members, industry partners, students, and the Head of School for their unwavering support, alongside the vital contributions of the Impact Office and the Overseeing Committee. Special appreciation is also due to Professor S. Mostafa Rasoolimanesh, Director of STIL, for his exemplary leadership, significantly contributing to our collective successes. As 2023 draws to a close, we carry forward the legacy of innovation and impact that defines us. Let's keep the spirit of discovery alive and continue to make waves in tourism and hospitality. Here's to a future filled with the fruits of our shared endeavors.



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

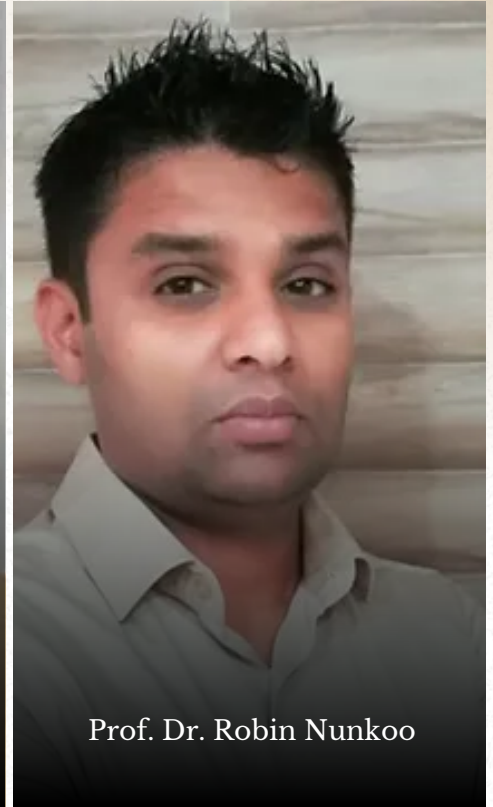
Mr. Gopinath A/L Sangaran



Prof. Dr. Christina Geng-qing Chi



Prof. Dr. Dogan Gursoy



Prof. Dr. Robin Nunkoo

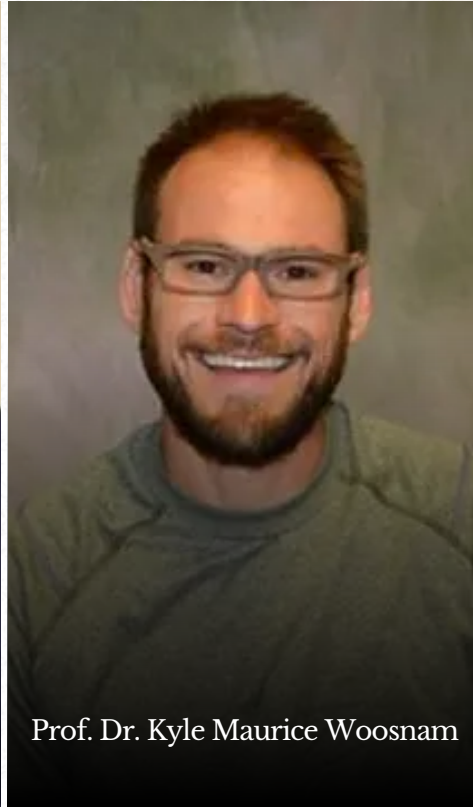
Christina G. Chi, a Professor at the School of Hospitality Business Management (SHBM) since 2007, teaches hospitality revenue management, service management, and tourism seminars at undergraduate, MBA, and PhD levels. She focuses on research in tourism marketing, hospitality management, and consumer behaviors, with a primary interest in tourist satisfaction, destination loyalty, and sustainability. Dr. Chi's work is highly cited, placing her in Stanford University & Elsevier's top 2% of scientists list. She collaborates internationally as a visiting professor and guest lecturer, and reviews grant proposals for research foundations. Dr. Chi is a Research Fellow in South Africa and Mauritius, a fellow of the International Association for China Tourism Studies, and a member of Hong Kong's Research Grants Council. Frequently interviewed by media like CGTN America, CNN, and BBC World, she also contributes to editorial boards and professional associations in hospitality and tourism. Prior to joining WSU, she taught at the University of Arkansas and holds an MS and PhD from Oklahoma State University.

Dogan Gursoy is the Taco Bell Distinguished Professor at Washington State University's School of Hospitality Business Management and editor of the *Journal of Hospitality Marketing & Management*. With over 200 publications and 12 books, Dr. Gursoy's work, evident in a h-factor of 86 and 35,600+ citations, places him among the world's top hospitality and tourism researchers. He ranks 82nd in the U.S. and 141st globally in Business and Management research. His accolades include the 2021 ICHRIE Lifetime Research Achievement Award, 2019 Michael D. Olsen Research Achievement Award, and the Clarivate Highly Cited Researcher Award from 2021-2023. This award from Clarivate recognizes the top 1% of cited researchers. His research spans services management, marketing, tourist behavior, community support for tourism, cross-cultural studies, consumer behavior, generational leadership, sustainability, and AI in service delivery.

Robin Nunkoo is a Professor at the University of Mauritius; a Senior Research Fellow at the University of Johannesburg; an Adjunct Professor at Griffith University; a Visiting Researcher at the Copenhagen Business School; and an Eminent Scholar at Kyung Hee University, South Korea. He holds a PhD from the University of Waterloo, Canada, and was the recipient of the University of Waterloo International Doctoral Scholarship and the Graduate Scholarship. He also holds a Master of Philosophy (2010, University of Mauritius), supervised by Dr. Dogan Gursoy, Distinguished Professor at Washington State University, USA; a Master's degree in Tourism Management (2005); a Master's degree in Development Administration (2003), both from the University of Westminster, UK; and a Bachelor's degree in Economics (2001) from the University of Mumbai, India. He is the Managing Editor for *Journal of Hospitality Marketing and Management* and an editorial board member of several leading journals. Robin has published in leading tourism and management journals and has research interest in quantitative techniques, sustainable tourism, and sociology of knowledge. Robin has been recognized as a highly cited researcher by Clarivate in 2021 and 2022 and appear as a leading world researcher in various rankings. He is the Associate Editor for the *Journal of Hospitality Marketing and Management*, a Resource Editor for *Annals of Tourism Research*, and the Regional Editor (Africa) for the *Journal of China Tourism Research*. He also serves on the editorial board of several leading academic journals.



Prof. Dr. Marco Valeri



Prof. Dr. Kyle Maurice Woosnam



Prof. Dr. Cihan Cobanoglu

Marco Valeri is a professor of Tourism and head of Tourism Institute at the Faculty of Economics, Niccolo' Cusano University in Rome. He is also member of Aiest (Association Internationale d'Experts Scientifiques du Tourisme) and member of supervisory board of Italian Association Tour Operators and Travel Agents. He has been involved in many research projects and has published many papers, books and book chapters on tourism economics, development, competitiveness and policy and environmental management. His research areas include competitive advantage, sustainability and green practices, strategy implementation, knowledge management, family business and tourism hotel/lodging management, crisis management, destination marketing, information technology and developing countries, network analysis. He is member of several editorial board of international tourism journals, reviewer and editor of several handbooks on entrepreneurship, tourism and hospitality management (Emerald Publishing, Springer and IGI Global). He is Research Notes Editor of Journal of Tourism, Heritage & Services Marketing and Social Media Editor of Journal of Family Business Management (Emerald).

Kyle M. Woosnam is a distinguished Professor of Parks, Recreation & Tourism Management within the Warnell School of Forestry and Natural Resources at the University of Georgia. In 2022, Prof. Dr. Woosnam served as a Visiting Scholar at Breda University of Applied Sciences in the Netherlands and became an Associate Editor for the Journal of Sustainable Tourism. Since 2019, he has been a Senior Research Fellow at the University of Johannesburg's School of Tourism and Hospitality Management, contributing significantly to sustainable tourism research. Utilizing a sustainable community-centered approach, the overarching focus of Prof. Dr. Kyle M. Woosnam's research is to better understand the various forms of consequences (i.e., sociocultural, economic, environmental, and political) forged by existing and potential tourism development, natural disasters, and shifting economies. At the core of his work is the emphasis on relationships that exist between residents of resource-dependent (e.g., naturally and culturally amenity-rich) communities and those visiting; as he sees tourism consequences largely dictated by exchanges and interactions between as well as attitudes concerning these relationships. Much of Prof. Dr. Woosnam's research utilizes theoretical approaches to exploring and explaining relationships through the utilization of frameworks.

Cihan Cobanoglu is the Dean of the School of Hospitality and Tourism Management, where he also holds the McKibbin Endowed Chair Professorship at USF's Muma College of Business in Sarasota-Manatee. His responsibilities include serving as the director of the M3 Center for Hospitality Technology and Innovation, as well as coordinating international programs and international partnerships for the college. A Fulbright specialist and a Certified Hospitality Technology Professional, Cobanoglu's expertise in hospitality and tourism technology is widely recognized. He is the editor of the Journal of Hospitality & Tourism Technology and the Journal of Global Business Insights, an associate editor of Tourism Review, and a prolific author, contributing to six books and numerous conference proceedings. His leadership extends to serving as president of the Association of North America Higher Education International and holding board memberships with Hospitality Technology magazine, as well as editorial positions with Cornell Hospitality Quarterly and the International Journal of Contemporary Hospitality Management, among others. His research focuses on the use and impact of technology in the hospitality industry, attracting national and international media attention from outlets like BBC, NBC, ABC, The New York Times, and The Boston Globe. With over 4,000 citations of his scholarly work, which includes publications in top-tier journals such as Tourism Management and The Service Industries Journal, his contributions to the field are substantial.

EMPOWERING SUSTAINABLE TOURISM: TAYLOR'S UNIVERSITY HOSTS AN ENLIGHTENING TALK ON ENVIRONMENTAL CHALLENGES AND INNOVATIVE SOLUTIONS AT TIOMAN ISLAND

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

Pillar: Education

Module Name: Social Innovation Project Module (UCM60502U4)

Module Leader: Dr. Suresh Kannan

Students of the Social Innovation Project Module (UCM60502U4) at Taylor's University attended an introductory guest lecture by Mr. Julian Hyde, General Manager of Reef Check Malaysia, at D8.11 Taylor's Lakeside Campus on 15th September 2023, from 2.30 to 4.30 pm. The main aim of this talk was to advocate for an understanding of the challenges posed by overtourism at Tioman Island, Malaysia. Advocacy for sustainable travel is pivotal to reducing tourism-related activities in Tioman that destroy the fragile ecosystem and diminish the intrinsic value of its surrounding dive sites. Solutions to reduce or mitigate the challenges of overtourism on the natural landscape of the island and the livelihood of its inhabitants were presented to the students.

Impact and outcome of this activity:

15 students from Taylor's College and 52 students from Taylor's University attended the talk by Mr. Julian Hyde, General Manager of Reef Check Malaysia, at D8.11 Taylor's Lakeside Campus on 15th September 2023, from 2.30 to 4.30 pm. The students were exposed to both the beauty and the challenges of overtourism around Tioman Island, such as how dive sites are being transformed into waste dumpsites due to unmanaged waste disposal from tourism activities. One innovative solution proposed by a group of students was the development of a 'Blue Journey' app. This app integrates sustainable tourism activities and travel options, including activities like beach cleanups, aimed at the more eco-conscious traveler. Additionally, the event emphasized education and awareness as key solutions to the challenges of tourism in Malaysia, particularly the impact of tourists' actions on their destinations.



ECO-INNOVATIONS IN TOURISM: THE STRATEGIC ALLIANCE OF TAYLOR'S UNIVERSITY AND TADOM HILL RESORT

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

Pillar: Education

Module Name: Business of Hospitality, Food and Leisure Management (HOS 62004)

Team: Ms Sumitha Anantharajah, Dr. Ruth Sabina Francis

In April Semester 2023, 35 students presented different components of tourism & hospitality products at Tadam Hill Resort, Banting, Selangor, largely based on student visit experiences. Knowledge, transportation, facilities, and the on-site restaurant were covered in group presentations showcasing highlights such as the scenic location, adventure sports, coconut shakes, and recommendations for improvement of services, accessibility of the site, and online visibility of the sites. Dr. Kalpana, Dr. Ruth, and Ms. Sumitha, who secured a TIRGS - Impact Lab Grant of RM13,000, met with Dato' Lai Yeng Fock, Director of Tadam Hill Resort, Carbon Zero Sdn. Bhd., and Tadam Biocarbon Sdn. Bhd. Dato' Lai Yeng Fock has agreed to collaborate with the Sustainable Tourism Impact Lab, Taylor's University, based on some common objectives:

- Introduction of the concept of zero carbon emissions among Taylor's community and promotion of Tadam Hill Resort as a zero-carbon tourist destination.
- Student recommendation to implement a Zero Carbon Adventure Pass at Tadam Hills to include bamboo raft building, rope tying, and a bamboo raft race.
- Student assistance in the packaging and marketing of bamboo products such as bamboo air filters, bamboo vinegar as a deodorizer, and insect repellent made at Tadam Hill.
- Design and construction of the first zero-carbon building in the resort.

Impact and outcome of this activity:

252 students from the Business of Hospitality, Food and Leisure Management, School of Hospitality, Tourism & Events at Taylor's University, August 2023 semester, will attend the inaugural speech on zero carbon tourism by Dato' Lai Yeng Fock at LT22 from 4 to 5 pm. The speech will include an invitation to Taylor's students to recommend solutions or strategies to market zero carbon tourist destinations, products, and buildings. The talk is followed by the signing of an MOU between Tadam Hill Resort and the Sustainable Tourism Impact Lab, Taylor's University to forge the partnership for meaningful learning opportunities and the successful manifestation of student learning in sustainable tourism. (see next page)



TAYLOR'S UNIVERSITY | **SCHOOL OF HOSPITALITY, TOURISM & EVENTS**

SUSTAINABLE TOURISM WITH TADOM HILL RESORT & TAYLOR'S UNIVERSITY

Dato Lai Yeng Fock
Director, of Tadam Hill Resort, Carbon Zero Sdn Bhd, Tadam Biocarbon Sdn Bhd

6th DECEMBER 2023, WEDNESDAY
4.00P.M – 6.00p.m
Venue: LT22

Tadam Hill Resort is a haven for eco-conscious travelers, seamlessly blending the beauty of nature with responsible hospitality. Nestled among the majestic limestone hills of Malaysia and situated on the ancestral land of the Temuan indigenous people, the resort not only offers a tranquil escape but also serves as a testament to sustainable tourism practices.



STRATEGIC PARTNERSHIP SIGNING SUSTAINABLE TOURISM WITH TADOM HILL RESORT & TAYLOR'S UNIVERSITY

On November 6, 2023, the "Business of Hospitality, Food, and Leisure Management" module marked a pivotal moment for the School of Hospitality, Tourism, and Events (SHTE) by formalizing a strategic partnership in sustainable tourism with Tadam Hill Resort at Impact Hub 3. The partnership signing ceremony attracted 180 students from diverse academic programs, including Bachelor of International Hospitality Management (Hons.), Bachelor of International Tourism Management (Hons.), Bachelor of International Tourism Management (Hons.) (Events Management), Bachelor of Culinary Management (Hons.), and Bachelor of Patisserie Arts (Hons.).

Dato' Lai Yeng Fock, Director of Tadam Hill Resort and Carbon Zero Sdn. Bhd, graced the occasion, symbolizing a steadfast commitment to fostering sustainable tourism. The subsequent interactive session saw students from various backgrounds engaging in discussions, sharing ideas, and brainstorming innovative approaches to address industry challenges. The evident enthusiasm of the students underscored their shared commitment to making a positive impact on the world through sustainable practices. Dato' Lai emphasized the introduction of the concept of zero carbon emissions among the Taylor's community and the promotion of Tadam Hill Resort as a zero-carbon tourist destination.

Looking ahead, the "Business of Hospitality, Food, and Leisure Management" module is set to host collaborative projects in the coming months. This initiative will provide students with practical experience and enable them to contribute actively to Tadam Hill Resort's efforts in achieving carbon neutrality. The event concluded with a renewed sense of purpose and a collective commitment to shaping the future of hospitality, tourism, and events management through sustainable practices. As the partnership with Tadam Hill Resort develops, it is expected to become a model for sustainable collaborations in the dynamic landscape of the hospitality industry.



8TH ASIA EURO 2023 CONFERENCE



The Toulouse School of Tourism, Hospitality Management and Food Studies, France, in collaboration with Taylor’s University, Malaysia, successfully concluded the 8th Asia-Euro Conference 2023. Building on the momentum of previous editions hosted in Kuala Lumpur, Gwalior, and Manila, this year’s conference was graciously co-hosted with the University of Toulouse - Jean Jaurès. This esteemed conference, with the theme 'Global Changes and Transformative Future'. The conference began with an Opening Ceremony featuring Prof. Dr. Emmanuelle Garnier, President of the University of Toulouse-Jean Jaurès, and Prof. Dr. Pradeep Nair, Deputy Vice Chancellor and Chief Academic Officer at Taylor's University. Keynote sessions enriched the conference, with Professor Dr. Sara Dolnicar from the University of Queensland, Prof. Dr. Vincent Vlès from the University of Toulouse-Jean Jaurès, and Professor Dr. Jesus Contreras from the University of Barcelona offering their unique perspectives.

The event was further enhanced by three panel sessions focused on crucial industry topics: 'Hospitality: Digitalization and its impact on the hospitality industry,' 'Tourism: Sustainable Tourism in European and Asian contexts,' and 'Food: The challenges of food education.' These sessions, along with 36 concurrent sessions across the three disciplines of Tourism, Hospitality, and Food, allowed for a diverse range of discussions and presentations, with 27 in-person and 9 online, highlighting the event's inclusive and comprehensive approach to sharing knowledge.

The best papers in the Tourism category was awarded to, Dr. Richard S. Aquino and Prof. Dr. Michael Lück from University of Canterbury, New Zealand for their paper titled "Transformative Social Entrepreneurial Ecosystems in Tourism". For Hospitality, the award was presented to Ms. Marichu Linawag and Dr. Anna Pamela Jonson from Far Eastern University, Philippines, for their critical study "Post Analysis on the Factors Affecting Academic Performance of Tourism and Hospitality Students during Covid-19 Pandemic: Basis of HEI’s Enhanced Learning Continuity Plan." In the Food studies domain, Dr. Joann Lim Phaik Sim from Taylor's University Malaysia earned recognition for her work "Consumer Generated Images (CGIs) of Food shared on Social Media For Business Enhancement of Food and Beverage Outlets in Malaysia."

8TH ASIA EURO 2023 CONFERENCE - PANEL SESSIONS

PANEL SESSION 1 - HOSPITALITY



PROF. DR. NEETHIAHNATHAN ARI RAGAVAN
TAYLOR'S UNIVERSITY, MALAYSIA
CO-CHAIR



ASSOC. PROF. DR. CYRILLE LAPORTE
UNIVERSITY TOULOUSE - JEAN JAURÈS (ISTHIA),
CERTOP UMR-CNRS, FRANCE
CO-CHAIR



ASSOC. PROF. DR. PAUL PICHON
UNIVERSITY TOULOUSE - JEAN JAURÈS (ISTHIA),
CERTOP UMR-CNRS, FRANCE
PANELIST



ASSOC. PROF. DR. JOAQUIM DIAS SOEIRO
TAYLOR'S UNIVERSITY, MALAYSIA
PANELIST



JACQUES BARTHÉLÉMY
PRESIDENT OF CHARME & CARACTÈRE
PANELIST



HANLEY CHEW
CHIEF EXECUTIVE OFFICER,
JUSTTONITE (M) SDN. BHD. MALAYSIA
PANELIST

Digitalization and its impact on the hospitality industry

Digitalization has an impact on the hotel industry, transforming various aspects of operations, guest experiences, and marketing strategies. Some of the transformations can be seen in the areas of Online Booking and Reservations, Mobile Apps, Contactless Check-In and Check-Out, Data Analytics and Personalization, Smart Room Technology, Guest Communication, Revenue Management, Marketing and Distribution, etc. While digitalization has brought numerous benefits to the hotel industry in the world, it also poses challenges such as data privacy concerns, increased competition, and the need for continuous investment in technology. This panel session discussed the different views on the future of the digitalization towards this industry.

PANEL SESSION 2 - FOOD STUDIES



PROF. DR. JEAN-PIERRE POULAIN
TAYLOR'S-TOULOUSE UNIVERSITY CENTRE, MALAYSIA & UNIVERSITY
TOULOUSE - JEAN JAURÈS, CAMS, MALAYSIA, CERTOP UMR-CNRS, FRANCE
CO-CHAIR



JASEN LEE POW FOH
MANAGING DIRECTOR, GLOBAL COFFEE
RESOURCES SDN. BHD., MALAYSIA
CO-CHAIR



PROF. DR. SOPHIE NICKLAUS
UNIVERSITY TOULOUSE - JEAN JAURÈS (ISTHIA),
CERTOP UMR-CNRS, FRANCE
PANELIST



ASSOC. PROF. DR. ANNE DUPUY
UNIVERSITY TOULOUSE - JEAN JAURÈS (ISTHIA),
CERTOP UMR-CNRS, FRANCE
PANELIST



DR. YANG FONG-MING
TAYLOR'S UNIVERSITY,
MALAYSIA
PANELIST

The challenges of food education

The interest in education has been evident in the face of the transformation of the food environment for quite a long time now. A color chart has been developed which distinguishes between nutritional education, taste education and food education. The first tries to transmit knowledge about foods, their nutrient composition and their roles with the aim of improving food choices. The second introduces sensory experiences in relation to food and drinks, particularly their hedonic dimensions. The third situates foods in cultural frameworks, focusing on the systems of norms and values, and the social interactions in which food practices are embedded. Over the last ten years, scientific knowledge has advanced a lot, whether in the development of a child's food preferences during pregnancy, early learning, the process of food socialization, the expression of taste emotions... but also on socio-cultural variations in sensory and food experience. After an assessment of these advances and their implications in educational practices, participants will focus on their health, cultural, but also professional issues in the areas of catering and food industries.

PANEL SESSION 3 - TOURISM



PROF. DR. S. MOSTAFA RASOOLIMANESH
TAYLOR'S UNIVERSITY, MALAYSIA
CO-CHAIR



ASSOC. PROF. DR. JACINTHE BESSIÈRRE
UNIVERSITY TOULOUSE - JEAN JAURÈS (ISTHIA),
CERTOP UMR-CNRS, FRANCE
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DR. JEETESH KUMAR
TAYLOR'S UNIVERSITY,
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ASSOC. PROF. DR. EMMANUEL SALIM
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PANELIST



TATIANA ADRAGNA
EXPERT IN EXPERIENTIAL LUXURY
STRATEGY, ADJUNCT PROFESSOR
IAE NICE, HEC PARIS
PANELIST



DR. PUVANEWARAN KUNASEKARAN
UNIVERSITI PUTRA MALAYSIA,
MALAYSIA
PANELIST

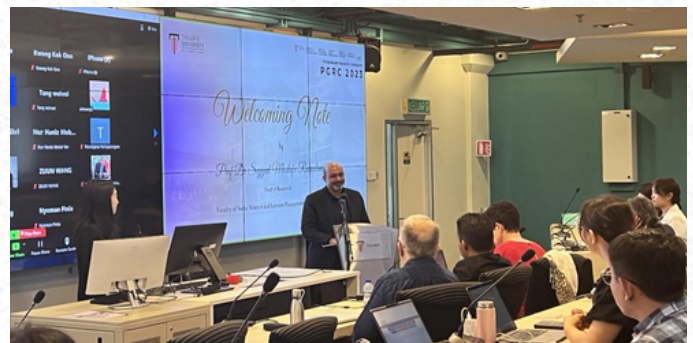
Sustainable Tourism in European and Asian contexts


This panel focused on discussion of "Sustainable Tourism in European and Asian contexts". The definition of Sustainable Tourism (ST), the requirements to achieve ST, tourism transition towards sustainability, and the role of key stakeholders will be discussed. Various types of tourism such as community-based tourism, mountain tourism, food heritage tourism, alternative tourism and some contradictory concepts such as luxury tourism under the umbrella of sustainable tourism were also highlighted.

POSTGRADUATE RESEARCH COLLOQUIUM (PGRC) 2023

The Postgraduate Research Colloquium (PGRC) 2023 has successfully concluded its hybrid event on November 3-4, themed "Innovation and Impact: Bridging the Gap between Research and Society." The colloquium began with insightful opening remarks from Prof. Dr. Neethiahnathan Ari Ragavan, Executive Dean of the Faculty of Social Sciences and Leisure Management at Taylor's University, followed by a welcoming note from Professor Dr. Seyyed Mostafa Rasoolimanesh, Head of Research for the same faculty. The event boasted robust participation, with 140 attendees on the first day, split between 85 online and 55 in-person participants, and 139 attendees joining online on the second day. Postgraduate Research Colloquium included papers within the following disciplines of research:

- Hospitality, Tourism & Events
- Food Studies & Gastronomy
- Education
- Media & Communication
- Psychology
- Social Sciences





TAYLOR'S UNIVERSITY
Where Integrity Excels

AGENDA

DAY 1: NOV 3, 2023

NOV 3 8:30 AM	Registration
NOV 3 9:00 AM	Welcome Remarks
NOV 3 9:30 AM	Workshop 1
NOV 3 11:30 AM	Workshop 2
NOV 3 2:30 PM	Workshop 3

DAY 2: NOV 4, 2023

NOV 4 9:00 AM	Concurrent Session 1
NOV 4 11:00 AM	Concurrent Session 2
NOV 4 2:00 PM	Concurrent Session 3
NOV 4 4:00 PM	Post Graduate Sharing Session
NOV 4 5:00 PM	Closing Remarks

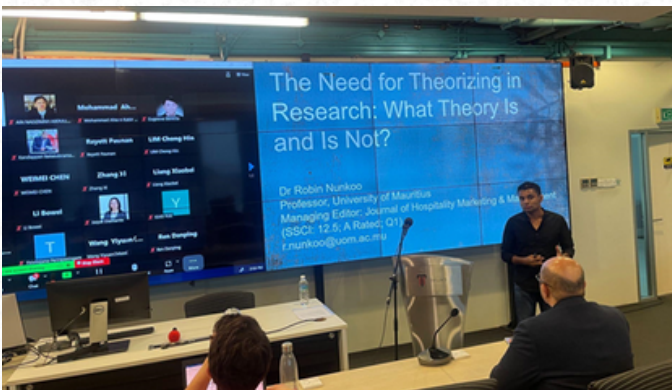
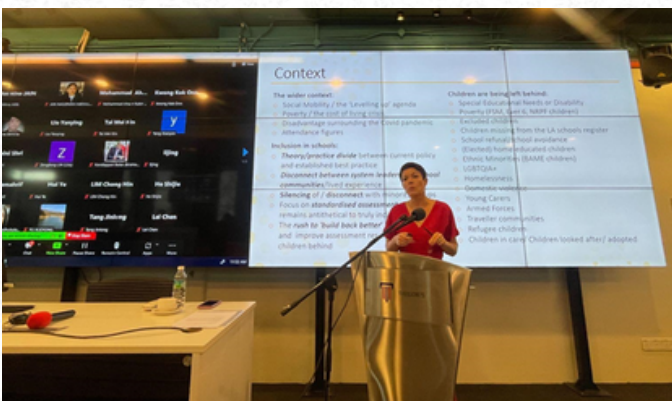
PGRC 2023

NOV 2023

WHERE

HYBRID

POSTGRADUATE RESEARCH COLLOQUIUM (PGRC) 2023



Esteemed keynote speakers contributed to the richness of the discourse, with Prof. Dr. Mark Davis from the University of Melbourne delving into "Analyzing Textual Treasures through Content Analysis," Assoc. Prof. Dr. Suanne Gibson from University of Plymouth discussing "Are We Included? A place-based Approach to Inclusion in the Southwest of England," and Prof. Dr. Robin Nunkoo from University of Mauritius sharing on the topic "Theorization and Methodology."



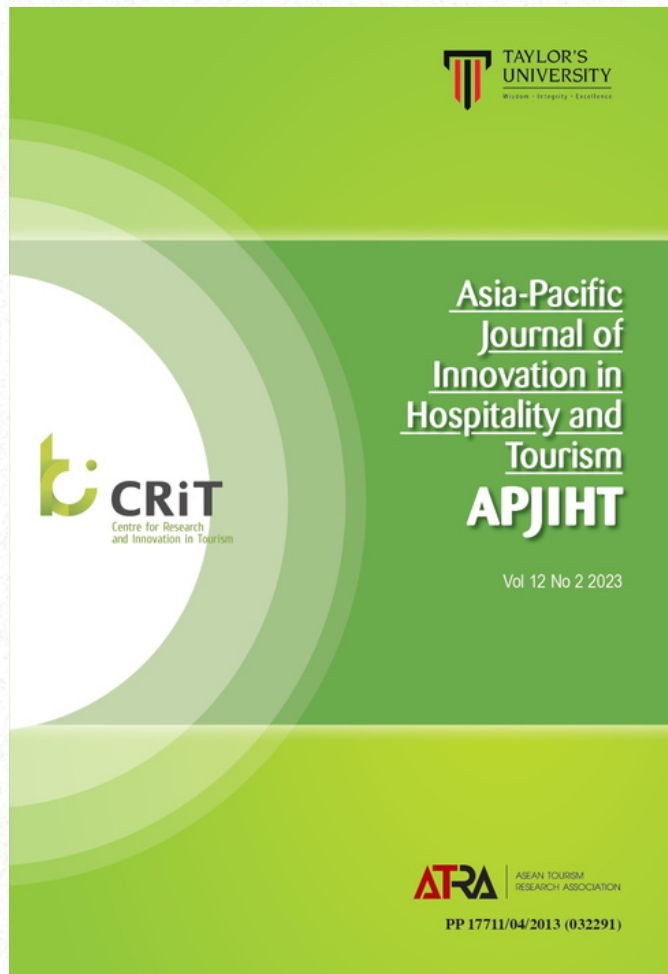
Participants from 21 countries contributed to the diversity of the Postgraduate Research Colloquium (PGRC) 2023, showcasing the global reach and interdisciplinary nature of the event. The participant breakdown by country was as follows: Bangladesh (2), Cameroon (2), China (34), Egypt (1), Finland (1), India (25), Indonesia (5), Malaysia (37), Maldives (2), Morocco (1), Myanmar (2), Nigeria (2), Pakistan (4), Philippines (11), Saudi Arabia (1), Sri Lanka (1), Switzerland (1), Taiwan (2), Uzbekistan (4), Vietnam (2), and the USA (1). This international representation highlights the colloquium's commitment to fostering a worldwide research community.

A total of 132 papers were presented across varied disciplines. The breakdown of presentations included 44 papers in Education, 48 in Hospitality, Tourism & Events, 11 in Food Studies & Gastronomy, 17 in Social Sciences, and 12 in Media & Communication. The PGRC upheld its tradition of fostering a dynamic environment for the exchange of ideas and networking among scholars, with the best papers receiving awards and the promise of inclusion in the PGRC 2023 Proceedings. The event's hybrid format on the first day and online sessions on the second day underscored the colloquium's commitment to accessibility and inclusivity, paving the way for a wider, global dialogue in the research community.

ASIA-PACIFIC JOURNAL OF INNOVATION IN HOSPITALITY AND TOURISM (APJIHT)

The latest issue of the Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT) is now published. Volume 12 Issue 2 and 3 (2023) features a range of insightful articles that are freely available to download. We encourage you to read, share, and cite the contributions of our esteemed authors. To explore these insightful publications and stay updated with the latest in the field, please visit:

<https://fslmjournals.taylors.edu.my/asia-pacific-journal-of-innovation-in-hospitality-and-tourism-apjiht/>



APJIHT is an online, peer-reviewed journal that is published biannually in March and September, indexed in SCOPUS, CABI, CIRET, MyCite, and EBSCO.

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Online ISSN: 2710-6519

PROPASSION PROJECT WINS GOLD AT MPRA 2023 BRINGING VICTORY FOR SUSTAINABLE TOURISM IMPACT LAB

Pillar: Advocacy

Member: Ms. G. Manickam Govindaraju

SOMAC's 'Propassion Project' won Gold at MPRA 2023, bringing victory to the Sustainable Tourism Impact Lab with the campaign titled 'Youth-Powered Agriculture: Bridging the Gap from Ground to Online, Promoting Pesticide-Free Farming'. In its 15th edition, MPRA 2023 celebrated the remarkable efforts of organizations, public relations consultants, and in-house practitioners across private and public sectors, universities, and individuals. Organized by the Public Relations and Communications Association of Malaysia (PRCA Malaysia), this prestigious event recognized 57 winners across 30 categories.

The School of Media and Communication's public relations final year students, under the Sustainable Tourism Impact Lab's pesticide-free campaign, received a gold award at the 15th Malaysia Public Relations Award (MPRA) 2023. MPRA is a prestigious award that encompasses industries and consultancies, showcasing the best public relations practices, activities, and campaigns. This project, carried out by 16 final-year Public Relations and Event Consultancy module students under Ms. G. Manickam Govindaraju, aimed to create awareness of pesticide-free farming while promoting the agro-tourism industry in Kalumpang, Tanjung Malim.



DIGITALIZATION AND INNOVATION ACCELERATING THE CUSTOMER EXPERIENCE (CX) IN THE HOSPITALITY, EVENTS, AVIATION, TOURISM (H.E.A.T.) INDUSTRY

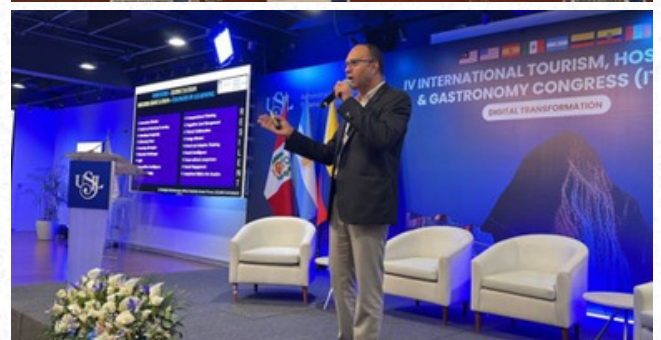


Pillar: Advocacy

Keynote Speaker: Assoc. Prof Dr. Kandappan Balasubramanian

The Deputy Director of the Sustainable Tourism Impact Lab, Assoc. Prof. Dr. Kandappan Balasubramanian, made a significant contribution as a keynote speaker from Asia at the IV International Hospitality, Tourism, and Gastronomy Congress: Digital Transformation, held in Lima, Peru from 25 - 27 October 2023. The topic of his keynote was 'Digitalization and Innovation Accelerating the Customer Experience (CX) in the Hospitality, Events, Aviation, Tourism (H.E.A.T.) Industry.'

Organized by the Faculty of Hotel Administration, Tourism, and Gastronomy of the San Ignacio de Loyola University (USIL), the congress had a prospective vision of digital transformation in the tourism sector, taking into account that digitalization is among the trends and priority needs for sustainable development. Likewise, the commercialization of innovative tourism products is considered a way to economically, socially, and environmentally benefit host communities. This congress provided a space for dialogue, reflection, and dissemination of knowledge and experiences linked to innovation and technology to promote the sustainability and governance of emerging and consolidated national tourist destinations. The four themes covered were "Digitalization of tourism", "Entrepreneurship and ICTs", "Tourism product innovation", and "Smart cities". This conference attracted participants from over 20 countries, including graduate students, researchers, professors, and faculty from USIL, Lima, highlighting the importance of technological advancements in enhancing the customer experience across various sectors.



FUSING MULTIFACETED INSIGHTS FOR PROGRESS IN HOSPITALITY, BUSINESS, TOURISM AND MANAGEMENT COLLOQUIUM

Pillar: Advocacy

Keynote Speaker: Assoc. Prof Dr. Kandappan Balasubramanian

The Deputy Director of the Sustainable Tourism Impact Lab, Assoc. Prof. Dr. Kandappan Balasubramanian, delivered a profound and insightful keynote speech at the International Research Colloquium on 'Fusing Multifaceted Insights for Progress in Hospitality, Business, Tourism, and Management,' held in Cebu, Philippines, from December 4-6, 2023.

In his address, Dr. Kandappan elaborated on the five principal forces shaping the future of tourism and hospitality research. These forces include technological advancements, which encompass the integration of digital tools and AI into customer service and operational efficiency; changing consumer behaviors, reflecting evolving preferences and expectations in a post-pandemic world; collaborative innovations, highlighting the importance of partnerships across sectors for enhanced service offerings; sustainability, focusing on eco-friendly practices and responsible tourism; and national policy frameworks, addressing the regulatory landscape shaping industry standards. These principal forces are instrumental in driving change and innovation in the industry, influencing how businesses operate and interact with their customers, and opening new avenues for the future of the industry and research landscape.

“Fusing Multifaceted Insights for Progress in Hospitality, Business, Tourism, and Management Colloquium.”
 DECEMBER 4-6, 2023

ASSOC. PROF DR. BALASUBRAMANIAN KANDAPPAN
 PROGRAMME DIRECTOR , MIHM & MGHM PROGRAMMES,
 SCHOOL OF HOSPITALITY, TOURISM AND EVENT
 DEPUTY DIRECTOR, SUSTAINABLE TOURISM IMPACT LAB
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DR. JIMMY MAMING
 OIC PRESIDENT, MALAY COLLEGE
 PHILIPPINES

DR. PARINYA NAKPATHOM
 DEAN, BURAPHA UNIVERSITY INTERNATIONAL COLLEGE
 THAILAND

MS. AIZA BORREL MOLINA
 CEO, STAR LEGEND ADVENTURE, AND MULTI-BUSINESS OWNER
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