



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

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- World Tourism Day 2023 - Tourism and Green Investments & PMC-Taylor's University Youth Symposium 2023

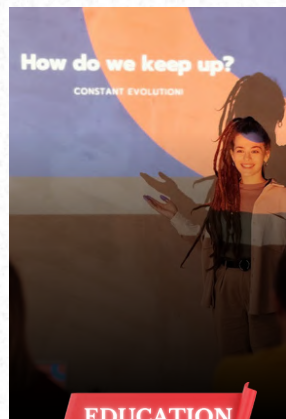


IMPACT LAB Sustainable Tourism

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



AUGUST SEMESTER PROJECTS

HUB 1 Responsible Tourism for Inclusive Economic Growth (SDG#12, #8)

Project: ECOTEL

There is a growing trend worldwide towards more eco-friendly practices in the hospitality industry. Some hotels are reducing the frequency of daily housekeeping to conserve water and energy. Working with the Malaysia Association of Hotels, our project team is developing eco-friendly strategies for hotels to help reduce their negative environmental impact.

Project: Theory and Practice in Hospitality and Tourism Research: An ASEAN Context

The Association of Southeast Asian Nations (ASEAN) is an intergovernmental organization fostering cooperation among ten Southeast Asian nations. Research on hospitality and tourism in ASEAN must balance theory and practicality, considering the region's unique characteristics. This book will offer empirical and conceptual papers covering hospitality and tourism development, management, marketing, education, and sustainability in ASEAN destinations. Part of a series dedicated to advancing hospitality and tourism education and research in ASEAN, it promotes collaboration between scholars, educators, industry practitioners, policymakers, and students. This collaborative approach aims to enhance the relevance and rigor of hospitality and tourism research in the region and beyond.

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

Project: Journey of Present to Past

Heritage tourism is an important part of Malaysia's tourism offerings, attracting visitors with an interest in heritage and history. Working with the Ministry of Tourism, Arts, and Culture, local authorities, and industry partners, our project team is promoting heritage tourism through customised packages, event proposal to promote the destination as heritage tourism site that incorporate traditional food and desserts, and social media campaigns.

Project: Community-Based Tourism

The vitality of community-based homestays is more than just a business matter; it's about preserving local culture and providing authentic tourism experiences. This project aims to capture critical data on the unique challenges and concerns that homestay owners face through interviews, and to propose potential solutions or strategies to address these issues, challenges, and training needs.

HUB 3 Tourism for Environmental Protection (SDG#13)

Project: Tourism Impact Tracker

Local tourism destinations need to be environmentally, socially and economically sustainable. Working with the Ministry of Tourism, Arts and Culture, Tourism Boards, local authorities, industry partners, and the United Nations Development Programme (UNDP), our project team will be measuring the economic, social and environmental sustainability of tourism destinations in Malaysia using the Sustainable Tourism Index (STI) developed by the researchers from Sustainable Tourism Impact Lab and Centre for Research and Innovation in Tourism (CRiT), and providing relevant recommendations to the local authorities and relevant tourism organisations.

Project: Traveling Green

The Festival of Wings, also known as Pesta Sayap in Malay, is a one-day event that takes place at Kuala Selangor Nature Park (KSNP) in Selangor. Organized by Taman Alam Kuala Selangor, the Kuala Selangor Council, and the Malaysian Nature Society (MNS), this event has been held annually since 2004. Pesta Sayap was developed to create awareness about the coastal wetlands and welcome the migratory birds that flew along the North Central Selangor Coast from the North. The event also advocates for sustainable tourism destinations.

HUB 4 Innovation and Technology for Sustainable Hospitality & Tourism (SDG#9)

Project: Digital transformation in the event industry

The Malaysia Association of Convention and Exhibition Organisers and Suppliers (MACEOS) will engage students in a thought-provoking session about the current challenges faced by the event industry. In the end, students have to craft event technology proposals to tackle these challenges. It is expected that this project will not only elevate the quality of events but also position Malaysia as a regional leader in event management and execution. This, in turn, attracts international attention and bolsters the nation's reputation as a hub for world-class events.

Project: Customer engagement and experiences in tourism and hospitality industry

Interactive and Digital Marketing - Students are required to propose the digital marketing strategy with prototypes for restaurants/café operating in Block A (TU) and evaluate its effectiveness. Through innovative digital marketing strategies and meticulously crafted prototypes, it is expected that students will enhance the visibility and success of restaurants/cafés, showcasing their expertise in driving impactful marketing solutions.

Live Event Project - Students will organize an event to activate the Bamboo Project exhibition (under Impact Lab 4) at P3KU USJ18. Their initial idea is to have a festival with food trucks, performances, and activities involving the local community.

A JOURNEY FROM PRESENT TO PAST: UNVEILING THE TREASURES OF KLANG

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

Pillar: Education

Project Leader: Dr. Thanam A/P Subramaniam

Project Name: A Journey from Present to Past

Module Name: Tourism Integrated Project (TOU 62004),

EVT 60404 Events Project Management

Module Leader: Dr. Thanam Subramaniam/Dr. Khairiah Ismail

Heritage tourism helps preserve cultural heritage by generating awareness and interest in historical sites, traditional arts, crafts, rituals, and customs. Klang, a city of Selangor, is a destination that transcends time, offering a unique blend of history, culture and authentic experiences. On June 28th, these passionate students from the School of Hospitality, Tourism, and Events showcased their customized tour packages and event proposals to esteemed tourism stakeholders at Berkeley, Klang. The panel of judges included esteemed personalities such as Datuk Ali, Honorary Secretary of PATA Malaysia Chapter, Dato' Thangavelu, President of Malaysian Indian Tour and Travel Association, and Mr. Wang Chong Hwa, Deputy Treasurer of Klang Chinese Chamber of Commerce and Industry, alongside representatives from the chamber.

The event was supported and sponsored by the Sustainable Tourism Impact Lab of Taylor's University and the Klang Chinese Chamber of Commerce. It's incredible to witness the collaboration between academia and industry in preserving and promoting Klang's cultural heritage.

Impact and outcome of this activity:

The students' innovative ideas and exceptional creativity impressed and inspired the panels. They generated awareness and interest in Klang's historical sites, traditional arts, crafts, rituals, and customs and showcased the city's unique blend of history, culture, and authentic experiences. The panels provided valuable feedback and suggestions for improvement, recognizing the students' efforts to positively impact the local community and industry partners. The students were elated to receive constructive comments and feedback from the tourism stakeholders, and they were more motivated than ever to refine their ideas and proposals. They are eager to contribute to Klang's transformation into a must-visit destination for both local and international tourists.



SUSTAINABLE TOURISM INDUSTRY INSIGHTS AND SOLUTIONS AT ORANG ASLI MUSEUM GOMBAK & TADOM HILLS

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

Pillar: Education

Project Name: Tourism Impact Tracker

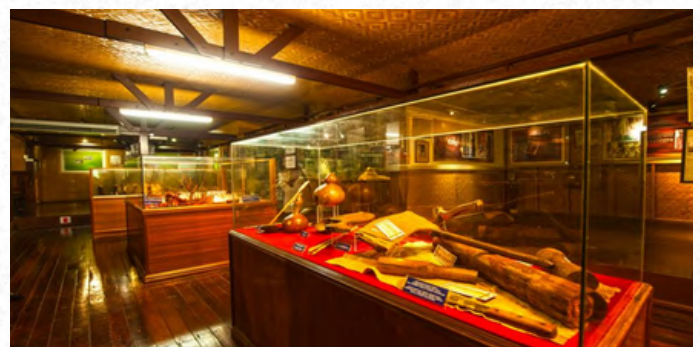
Module Name: Business of Hospitality, Food and Leisure Management (HOS 62004)

Team Members: Ms Sumitha Anantharajah

In the module "Business of Hospitality, Food and Leisure Management" (Module Code: HOS 62004), 128 students choose between two destinations: Orang Asli Museum Gombak and Tadam Hill Resorts in Banting, Selangor. As part of Assessment Task 2, titled "Experience @ Industry," which carries a 30% weightage, students were required to form groups of 4-5 members. They are required to visit the industry to identify the inter-relationship with other components and new trends, using photos and videos as evidence in a group presentation and written report that counts as a 30% assessment task.

The Orang Asli Museum in Gombak, Selangor, Malaysia, showcases the history and traditions of the indigenous Orang Asli people. Built with the aim of serving as a reference point for the historical events and artifacts of the Orang Asli of Peninsular Malaysia, the museum also facilitates research into the history and background of this community.

Tadam Hill Resorts is a sprawling eco-friendly destination that spans nearly 40 acres, with its unique architecture predominantly constructed from bamboo materials. This choice of building material is a nod to the traditional practices of the indigenous Orang Asli people, who have historically used bamboo to build their homes.



Impact and outcome of this activity:

128 students from the School of Hospitality, Tourism & Events Taylor's University, presented their findings on the Orang Asli Museum Gombak and Tadam Hill Resorts, Banting, Selangor. They focused on key issues in the larger visitor economy discipline which included transportation and distribution systems, attractions, and accommodation. The students who engaged with the local businesses with projects and presenting their ideas and thoughts on both challenges and solutions for sustainable tourism. Ms. Sumitha was successful in her application to secure TIRGS - Impact Lab Grant of RM13,000 to recommend and develop website information, as well as suggestions for attractions and hospitality, aimed at increasing the number of visitors to Tadam Hill Resorts.

8TH ASIA EURO 2023 CONFERENCE - REGISTRATION

Toulouse School of Tourism, Hospitality Management and Food Studies, France and Taylor's University, Malaysia, France and Taylor's University, Malaysia, are proud to announce the 8th Asia-Euro Conference 2023. After successfully hosting five editions in in Kuala Lumpur (Malaysia) under the auspices of Taylor's University, one in Gwalior (India) hosted by Indian Institute of Tourism and Travel Management, and one in Manilla (Philippines) in Far Eastern University, it is now the turn of University Toulouse - Jean Jaurès to proudly welcome the 8th Asia-Euro Conference in Tourism, Hospitality & Gastronomy in 2023. The conference will concentrate on various range of topics pertaining to tourism, hospitality, and gastronomy. The organizers of the conference extend an invitation to submit extended abstracts, papers and posters aligned with the theme of the conference 'Global Changes and Transformative Future'.

Registration Fees	
Categories	Amount
Academics from EU	€ 320
Academics out of EU	€ 180
PhD student, Post-PhD from EU	€ 100
PhD student, Post-PhD out of EU	€ 60
Accompanying from EU	€ 200
Accompanying out of EU	€ 100
Industry Participants	€ 320

**Registration fee includes the enjoyment of coffee breaks, two delicious lunches, and a Gala Dinner.*

Who Should Attend?

- Academics and educators in tourism/hospitality/food studies fields
- Managers of hotels/restaurants/tourism businesses
- Trainers in tourism/hospitality/food services
- Tourism/hospitality/food studies researchers and industry consultants
- Interregional organisations with interest in tourism/hospitality/food industry
- Administrators of tourism/hospitality/food management educational programs
- Tourism/hospitality/food industry executives and representatives of multinational firms
- Financial institutions and tourism/hospitality/food industry investors
- Tourism/hospitality/food public policymakers
- Students in tourism, hospitality management and food studies

For more info: [[link](#)]

FB Event Page: [[link](#)]



If you need help or support, kindly contact: asiaeuro2023@univ-tlse2.fr

Deadline for Extended Abstract Submission : 8th October 2023

Deadline for Full Paper Submission : 15th October 2023

8TH ASIA EURO 2023 CONFERENCE - KEYNOTE SPEAKERS & PANEL SESSIONS



Keynote Speaker
Professor Dr. Sara Dolnicar

Sara Dolnicar is a Professor of Tourism at The University of Queensland (Australia). An expert in empirical measurement in the social sciences, she currently develops and experimentally tests measures that trigger pro-environmental behaviour in tourists. Professor Dolnicar is an elected Fellow of the Academy for the Social Sciences in Australia, the International Academy for the Study of Tourism, and the Council for Australasian Tourism and Hospitality Education (CAUTHE). She has been awarded a prestigious Australian Research Council Laureate Fellowship, the Travel and Tourism Research Association (TTRA) Distinguished Researcher Award, and named the Slovenian Ambassador of Science, the highest honour the Republic of Slovenia bestows on expatriate Slovenian researchers in recognition of global excellence, impact, and knowledge transfer. Professor Dolnicar is currently the Co-Editor in Chief of Annals of Tourism Research, one of the leading international scientific journals in the field of tourism.



Keynote Speaker
Emeritus Professor Dr. Jesús Contreras Hernández

Jesús Contreras Hernández is an Emeritus Professor of Social Anthropology at the University of Barcelona (UB). He has been a hired researcher (C.N.R.S., 1986), a Visiting Professor at Cambridge University (1992-93), and a Chair of Excellence (C.N.R.S.-Région Centre, 2007-2008). He has also served as a Visiting Professor at Paul Valéry University (Montpellier, 2010), FLACSO (Quito-Ecuador, 2013), and Universidad Iberoamericana (Mexico, 2016). His most recent research focuses on the links between the evolution of life forms and changes in food. He is the author of, among other works, "Historia y antropología de la alimentación" (2018), "Paradojas alimentarias de la globalización" (2018), "Comer na rua" (2018), "La alimentación contemporánea entre la globalización y la patrimonialización" (2019), "Que los árboles no nos impidan ver el bosque: Alimentación, salud y sostenibilidad" (2020), "¿Y los nutrientes, también son buenos para pensar?" (2020), "Cien hijos canónicos: Ensayos de antropología económica" (2021), "Usos y abusos del concepto de patrimonio alimentario: Reflexiones en torno a las estrategias de patrimonialización alimentaria" (2021), "¿Seguiremos siendo lo que comemos?" (2022), and "From the food myths of the past to the food myths of the present" (in press).



Keynote Speaker
Emeritus Professor Dr. Vincent Vlès

Vincent Vlès is a Professor of Tourism Planning at the University of Toulouse-Jean Jaurès (ISTHIA), CERTOP UMR-CNRS, France. A specialist in resort tourism and the transition of tourism industries, his research focuses on tourism development and urban planning, its impacts and the articulation between development policies and nature protection. They evaluate the impact of tourism on natural, social, and economic environments, study the dynamics and management of visitor flows in protected areas and tourist resorts (Aquitaine coast, Languedoc coast, and mountain resorts), the various tools and means of regulating overtourism in exceptional natural areas (national and regional parks, major French sites, classified sites, nature reserves) and analyze the limits and carrying capacities of the environments.

PANEL SESSION 1 - HOSPITALITY



PROF. DR. NEETHIAHANTHAN 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,
JUSTTONE (M) SDN. BHD, MALAYSIA
PANELIST

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

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
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MALAYSIA
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ASSOC. PROF. DR. EMMANUEL SALIM
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CERTOP UMR-CNRS, FRANCE
PANELIST



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



DR. PUVANEWARAN KUNASEKARAN
UNIVERSITI PUTRA MALAYSIA,
MALAYSIA
PANELIST

POSTGRADUATE RESEARCH COLLOQUIUM (PGRC) 2023

The Postgraduate Research Colloquium (PGRC) 2023, will be held on November 3-4, 2023 in a hybrid style under the Faculty of Social Sciences and Leisure Management at Taylor’s University. The PGRC is an annual event that provides a platform for postgraduate students from various disciplines to present and discuss their research findings, exchange ideas, and network with peers and experts in their fields. The theme of this year's PGRC is "Innovation and Impact: Bridging the Gap between Research and Society". The PGRC 2023 will feature oral presentations and research workshops. The best papers will be awarded prizes and certificates. The selected papers will also be published in the PGRC 2023 Proceedings

Postgraduate Research Colloquium includes papers within the following disciplines of research:

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

REGISTER NOW



FACULTY OF SOCIAL SCIENCES & LEISURE MANAGEMENT

PGRC 2023

POSTGRADUATE RESEARCH COLLOQUIUM

"INNOVATION AND IMPACT: BRIDGING THE GAP BETWEEN RESEARCH AND SOCIETY"

WORKSHOP SPEAKERS

SPEAKER



Prof. Robin Nunkoo
University of Mauritius, Mauritius

SPEAKER



Prof. Mark Davis
University of Melbourne, Australia

SPEAKER



Assoc. Prof. Susane Gibson
Plymouth University, UK

3 - 4 November 2023 | From 09 Am To 05 Pm | Taylor's University (Lakeside Campus)

SCAN ME  **MORE INFO**

Taylor's University | School of Hospitality, Tourism & Events | School of Food Studies & Gastronomy | School of Media & Communication | School of Liberal Arts & Sciences | School of Education | CRIT


POSTGRADUATE RESEARCH COLLOQUIUM

PGRC 2023

"Innovation and Impact: Bridging the Gap between Research and Society"

3-4 November, 2023 (Hybrid Conference)

FIND OUT MORE










IMPORTANT DATE

- Extended Abstract Submission
September 20, 2023
- Acceptance Notification
October 15, 2023
- PRGC Registration Deadline
October 25, 2023

REGISTRATION FEE	FOR ENQUIRES	FOR SUBMISSION
National International	FREE FREE	pgrc@gmail.com
		SCAN THE QR CODE ABOVE

ORGANISED BY

More Information
<https://www.crit-taylors.com/postgraduate-research-colloquium-2023>

TAYLOR'S UNIVERSITY
Where Integrity is Excellence

AGENDA

PGRC 2023

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

WHERE

HYBRID

PUBLICATIONS



01

Tourists' Perceptions of the Sustainability of Destination, Satisfaction, and Revisit Intention

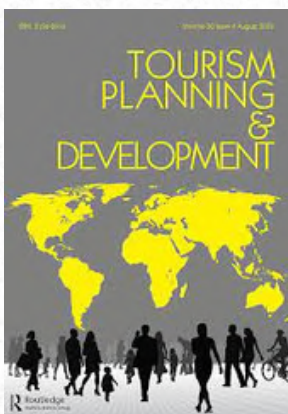
<https://doi.org/10.1080/02508281.2023.2230762>



02

Evaluation System of Tourism Endowment Destination Based on Tourism Endowment Index

<http://dx.doi.org/10.6007/IJARBS/v13-i4/16774>



03

A Bibliometric Analysis of Residents' Perceptions in Rural Tourism Development Using CiteSpace

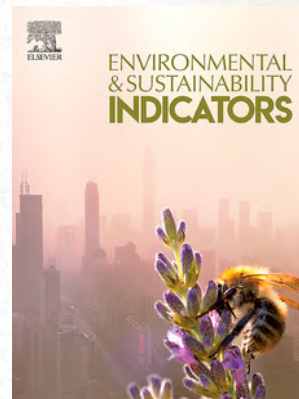
<https://doi.org/10.1080/21568316.2023.2209057>



04

A systematic mapping study on Tourist-Tourist interactions

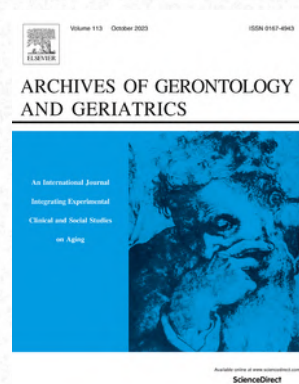
<https://doi.org/10.1016/j.jhmt.2023.06.017>



05

Assessing the coupling coordination degree between all-for-one tourism and ecological civilization; case of Guizhou, China

<https://doi.org/10.1016/j.indic.2023.100272>



06

Navigating the Twilight Years: Supporting Older Adults' Orientation and Wayfinding in Senior Living Facilities

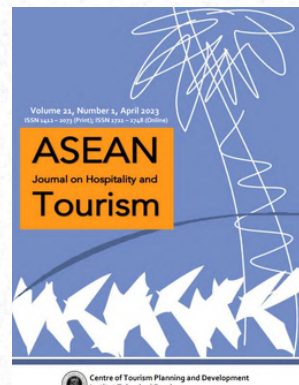
<https://doi.org/10.1016/j.archger.2023.105135>



07

Age-related digital disparities, functional limitations, and social isolation: unraveling the grey digital divide between the baby boomers and the silent generation in senior living facilities

<https://doi.org/10.1080/13607863.2023.2233454>



08

Cruising after a Covid-19 Pandemic: Factors Influencing Tourists' Purchase Intention

<https://doi.org/10.5614/ajht.2023.21.1.06>

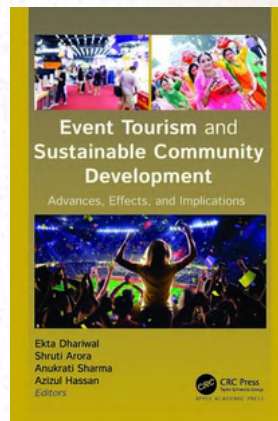
PUBLICATIONS



09

Empowering Wellness Worldwide: A Critical Analysis of The Global Wellness Institute (GWI) Journey 2014-2021

<https://doi.org/10.34624/rttd.v4i1i0.29781>



13

Event organisations issues and challenges of disabled youths

<https://www.routledge.com/Event-Tourism-and-Sustainable-Community-Development-Advances-Effects/...>



10

Crises and Resilience in the Age of Digitalization: Perspectives of Past, Present and Future for Tourism Industry

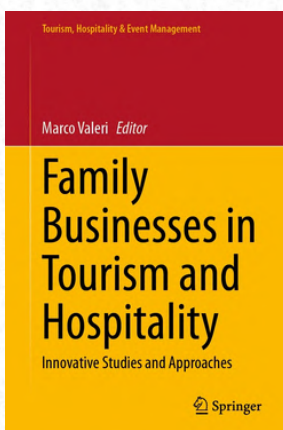
<https://www.barnesandnoble.com/w/tourism-innovation-in-the-digital-era-marco-valeri/1143458662>



14

Going Green: The Impact of Green Initiative Events on Environmental Practice Intentions.

<http://doi.org/10.46754/jssm.2023.08.001>



11

The Effectiveness of Government Programmes in the Family Business Accommodations in Port Dickson, Malaysia

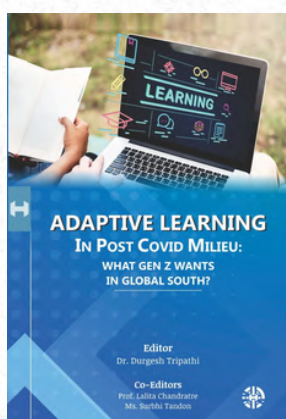
https://link.springer.com/chapter/10.1007/978-3-031-28053-5_1



15

Does injustice perception threaten organizational performance in the healthcare setting? A sequential mediation examination

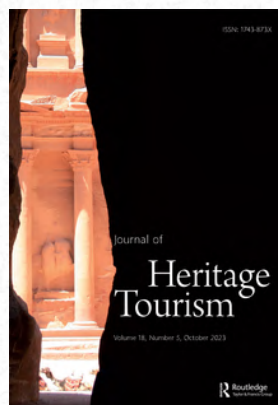
<https://doi.org/10.1108/IJCM-A-05-2023-0100>



12

Development of Adaptive Learning at Higher Education in Malaysia

<https://www.hphamilton.com/Adaptive-Learning-in-Post-Covid-Milieu.html>



16

Enhancing emotional responses of tourists in cultural heritage tourism: the case of Pingyao, China

<https://doi.org/10.1080/1743873X.2023.2254420>

PUBLICATIONS



17

Examining brand transgression, behavioral responses and the mediating effect of perceived brand betrayal

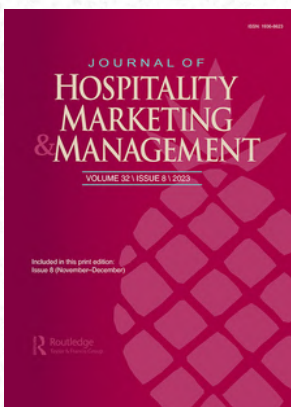
<https://doi.org/10.1108/CB-TH-06-2023-0071>



21

Destination Image, COVID-19 Perceived Risk and Intention to Travel: Malaysian Case

<https://academica.turistica.si/index.php/AT-TIJ/article/view/549>



18

Green entrepreneurship orientation, green innovation and hotel performance: the moderating role of managerial environmental concern

<https://doi.org/10.1080/19368623.2023.2225495>



22

Does privacy still matter in smart technology experience? A conditional mediation analysis

<https://link.springer.com/article/10.1057/s41270-023-00240-8>



19

Gen Z and the flight shame movement: examining the intersection of emotions, biospheric values, and environmental travel behaviour in an Eastern society

<https://doi.org/10.1080/09669582.2023.2254950>



20

Influencing factors on the intention of sharing heritage tourism experience in social media

<https://doi.org/10.1108/JHTT-05-2021-0157>

FUNDING ACHIEVEMENTS - GRANTS & CONSULTANCY

FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS)



Assoc. Prof. Dr. Kandappan Balasubramaniam - RM 75,800
 “Developing an Organisational Resilience Framework for the Malaysian Hotel Industry to Manage the Crisis”

Team members:

Professor Dr. Neethiahnanthan Ari Ragavan

Dr. Rupam Konar

Dr. Thanam A/P Subramaniam

Dr. Mohd. Raziff Bin Jamaluddin (UiTM)

IMPACT LAB GRANT



Dr. Stephanie Chuah Hui Wen - RM 16,000
 “A novel hybrid method to understand customer satisfaction and dissatisfaction in heritage hotels through online reviews”

Team members:

Assoc. Prof. Dr. Joaquim Miguel Dias Soeiro

Dr. Khaw Khai Wah (USM)



Mr. Ch'ng Chor Ban - RM 14,400
 “Exploring New Technology Adoption Challenges in the Business Events Industry in Malaysia”

Team members:

Dr. Lisa Tung Pei Pei

Dr. Stephanie Chuah Hui Wen



Dr. Ruth Sabina Francis - RM 13,000
 “Minimizing Environmental Impacts in Accommodation and Promoting Local Tourism in Malaysia: Economic Growth and Community Development: The case of Tadam Hill Resort, Selangor”

Team members:

Ms. Sumitha Anantharajah

Assoc. Prof. Dr. Rahmat Hashim



Dr. Thanam Subramaniam - RM 12,250
 “Sustainability of Community-Based Homestay in Selangor, Malaysia”

Team members:

Dr. Ruth Sabina Francis

Dr. Khairiah Binti Ismail

CONSULTANCY



Ms. Dhiya Hikmahana Bt Abdul Razak - RM 7,000
 Arts, Live Festival and Events Association (ALIFE)

A JOURNEY OF EMPOWERING HOSPITALITY AND TOURISM SUSTAINABLE VOYAGE: EMBRACING THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

2nd International Conference on Global Business Management Entrepreneurship and Social Research

Pillar: Advocacy

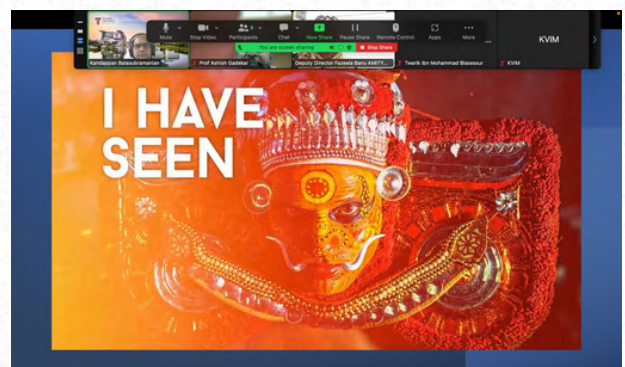
Invited Speaker: Assoc. Prof. Dr.Kandappan Balasubramanian

The KV Institute of Management and Information Studies, India organised its 2nd International Conference on “ Global Business Management, Entrepreneurship and Social Research” in collaboration with AMITY university, Mauritius. The conference is to bring together innovative industrial experts, academicians and social researchers as keynote speakers and invite for paper presentation to share their knowledge with the global participations.

Associate Professor Dr Kandappan Balasubramanian, Deputy Director of Sustainable Tourism Impact L (STIL) was invited as keynote speaker for the Day of this international conference to share on topic entitled “ A Journey of Empowering Hospitality and Tourism Sustainable Voyage: Embracing the Sustainable Development Goals (SDGs)”. Dr Kandappan shared the importance of the journey towards sustainability in the hospitality and tourism industry as the dynamic landscape of hospitality and tourism, sustainability is not just a choice but an imperative and transformative one.

This transformative journey of sustainability should be driven by a shared responsibilities and commitment among different stakeholders that required collective action to create a positive impact on the world. He highlighted that as we align our efforts with the United Nations' Sustainable Development Goals (SDGs), the sustainable hospitality and tourism practices from reducing waste and energy consumption to embrace the eco- friendly practices, being responsible tourism to support the local communities and preserve the cultural heritage.

Dr Kandappan ended his keynote message that the journey towards sustainability is not optional, it's our call to act more responsible, resilient and thriving for the sake of the planet and future generations.



SUCCESSFUL COLLABORATION BETWEEN TAYLOR'S UNIVERSITY AND MALAYSIAN ASSOCIATION OF TOUR AND TRAVEL AGENTS (MATTA) FOR MATTA TOURISM CAREER & EDUCATION FAIR (MTCEF)

Insights on Hospitality, Tourism, Event Intake Programs, Market Demand and Job Opportunity

Pillar: Advocacy

Invited Speaker: Assoc. Prof. Dr. Kandappan Balasubramanian

On 2nd September 2023, the Malaysian Association of Tour and Travel Agents (MATTA), in collaboration with Taylor's University School of Hospitality, Tourism and Events, organized the MATTA Tourism Career & Education Fair (MTCEF) at the Malaysia International Trade & Exhibition Centre (MITEC) in conjunction with the MATTA Fair. The MTCEF serves as a significant event in the tourism industry, fostering dialogue and collaboration among professionals, students, and organizations in Hospitality, Travel & Tourism, and Events. The event benefited over 100 students, featured 20 exhibitors, and attracted various industry players. During his opening speech, MATTA President Mr. Nigel Wong emphasized that this forum acts as a dynamic hub for innovation and learning.

Our Sustainable Tourism Impact Lab (STIL) deputy director Associate Professor Dr. Kandappan Balasubramanian was one of the panellist to share the MTCEF stage with Ms. Wan Yon Shahima binti Wan Othman from HRD Corp and Ms. Hannah Pearson from Adventure Travel Trade Association (ATTA).

Dr. Kandappan's "Insights on Hospitality, Tourism, Event Intake Programs, Market Demand and Job Opportunity" sharing was a beacon of wisdom in the ever-evolving world of hospitality, tourism, and events. He shed light on the importance of digital transformation that reshaping the customer experiences, market demands and changing expectation among the tourist. He underscored the digital transformation creates lot of new job opportunities in South East Asia and Malaysia with the data of international hotel groups expansion plans.

The digital transformation calls for new skills that align with the changing landscape and drawing from the recent survey of World Economic Forum. He urged students and industry players to be adaptable and committed to lifelong learning. Dr. Kandappan's address left a lasting impression, inspiring students to prepare for the future and encouraging industry players to invest in education and training.



MTCEF
MATTA TOURISM CAREER & EDUCATION FAIR

2 SEPTEMBER 2023 | HALL 9, LEVEL 3 (MITEC)
10.00 AM - 6.00 PM

PARTICIPATING ORGANISATIONS

- APPLE VACATIONS
- CORPORATE INFORMATION TRAVEL
- IMPIANA KLCC HOTEL
- LEGOLAND MALAYSIA
- MALAYSIA AIRLINES
- MAYFLOWER HOLIDAYS
- PARKROYAL LANGKAWI RESORT
- ST. REGIS LANGKAWI
- SKYZONE TOURS & TRAVEL
- AND MORE!

FORUM SESSION

- 3.00PM**
WAN YON SHAHIMA BINTI WAN OTHMAN
HRD Corp
Topic: HRD Services (General Development) - Building Workforce for Travel and Tourism Industry
- 3.30PM**
ASSOCIATE PROFESSOR DR. KANDAPPAN BALASUBRAMANIAN
Taylor's University School of Hospitality, Tourism and Events
Topic: Insights On Hospitality, Tourism, Event Intake Programs, Market Demand and Job Opportunity
- 4.00PM**
HANNAH PEARSON
Adventure Travel Trade Association (ATTA)
Topic: Career Opportunities in Adventure Travel

Organized by: MALAYSIAN ASSOCIATION OF TOUR & TRAVEL AGENTS (MATTA)
In Collaboration with: TAYLOR'S UNIVERSITY



HOW CAN YOU CULTIVATE A HEALTHY AND PRODUCTIVE SUPERVISOR-STUDENT RELATIONSHIP?

Pillar: Advocacy

Invited Speaker: Dr. Jeetesh Kumar

On 13th September 2023, Dr. Jeetesh Kumar was invited as a guest speaker to the session entitled: How can you cultivate a healthy and productive supervisor-student relationship? Organized by Centre for academic learning writing & support services (CALWASS), Bahria University, Pakistan.

The 70-minute session, hosted by Dr. Haider Shah, featured a Q&A segment with Dr. Jeetesh, focusing on efficient supervisor-supervisee relationships that promote well-being and maximize productivity. The following questions were addressed:

- What advice can be given to new students for their first meeting with a supervisor, and how can they maintain a positive relationship?
- What are the key responsibilities and expectations from a supervisor's perspective for new students?
- How can students professionally handle disagreements or conflicts with their supervisors, especially regarding research topic selection?
- What cultural or contextual factors influence supervisor-student relationships, and how can these issues be addressed when students and supervisors come from different cultural backgrounds?
- How can technology and online tools enhance supervisor-student relationships, especially in remote or virtual settings?
- What are common challenges in supervisor-student relationships, and how can they be positively overcome?
- What role does constructive criticism play in a student's academic growth, and how can it be effectively delivered?
- Do supervisors typically assign research topics, or do they expect students to propose their own?
- How do supervisors evaluate the progress of their Ph.D. students?
- How do supervisors motivate their students?
- How do supervisors support and guide students when their research publications are rejected?
- How do supervisors adapt strategies when a student's progress falls below expectations?
- Can supervisors share their past experiences and practices that they have changed or continue to follow with their current students?
- How do supervisors balance their teaching responsibilities with supervision?
- Can supervisors share their practices, particularly with new students, and explain how they schedule and plan their actions?

These questions cover various topics related to supervisor-student relationships in an academic context. The session concluded with tips and advice from Dr. Jeetesh, aimed at early-career researchers, Ph.D. students, and academicians who have begun supervising postgraduate students.



INTERNATIONAL WEBINAR

HOW CAN YOU CULTIVATE A HEALTHY AND PRODUCTIVE SUPERVISOR-STUDENT RELATIONSHIP?

GUEST SPEAKER
DR. JEETESH KUMAR
 SENIOR LECTURER
 ASSOCIATE DIRECTOR - CENTRE FOR RESEARCH AND INNOVATION IN TOURISM (CRIT), SCHOOL OF HOSPITALITY, TOURISM AND EVENTS,
 TAYLOR'S UNIVERSITY, MALAYSIA

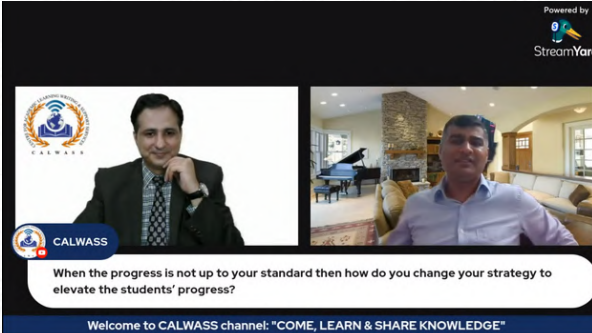


Renowned Speaker

Host
DR. HAIDER SHAH
 Bahria Business School
 CENTRE FOR ACADEMIC LEARNING WRITING & SUPPORT SERVICES (CALWASS)

Join US @
<https://www.youtube.com/watch?v=k0UGnMJ4WuI>

Date: 13/08/2023
 Time: 07:30PM To 08:30PM
 Pakistan Standard Time

Powered by StreamYard

CALWASS

When the progress is not up to your standard then how do you change your strategy to elevate the students' progress?

Welcome to CALWASS channel: "COME, LEARN & SHARE KNOWLEDGE"

Watch the session here:

<https://www.youtube.com/watch?v=k0UGnMJ4WuI>

EATSA INTERNATIONAL CONFERENCE 2023
TOURISM & SUSTAINABLE DEVELOPMENT GOALS: INTROSPECTION & PROGNOSIS

Tourism & Sustainable Development Goals: Introspection & Prognosis

Pillar: Advocacy

Invited Speaker: Prof. Dr. S. Mostafa Rasoolimanesh

From 14th to 16th September 2023, Prof. Dr. S. Mostafa Rasoolimanesh delivered a keynote on "Sustainable Tourism and Governance" at the EATSA International Conference 2023 titled "Tourism & Sustainable Development Goals: Introspection & Prognosis," held in Aurangabad, India. This was the 9th Annual Conference of the Euro-Asia Tourism Studies Association, organized in collaboration with the Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, and the Institute of Hotel Management (IHM-A) Aurangabad, India.



Additionally, Prof. Mostafa conducted a workshop on "Mixed Methods Research in Tourism" during the One-Day Pre-Conference Workshop on Tourism Research. The event took place at the CFC Conference Hall, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India, and was coordinated by Dr. Madhuri Sawant. Its goal was to facilitate knowledge sharing and skill development in tourism research.

EATSA CONFERENCE 2023 INDIA **IX INTERNATIONAL CONFERENCE** **EATSA**
 ON
TOURISM & SUSTAINABLE DEVELOPMENT GOALS: INTROSPECTION & PROGNOSIS



Prof. S. Mostafa Rasoolimanesh
Keynote Speaker

S. Mostafa Rasoolimanesh is a Professor of Tourism and Director of Sustainable Tourism Lab / Centre for Research and Innovation in Tourism (CRIT), and Head of Research for the Faculty of Social Sciences and Leisure Management, in Taylor's University. His research interest areas contain sustainable tourism, heritage tourism, community participation, residents' perceptions, and urban sustainability. He has published more than 150 articles including publications in high impact. Mostafa is an editorial board member of more than 20 reputed tourism and hospitality journals, and he serves as Associate Editor for the Journal of Hospitality and Tourism Management, Journal of Hospitality Marketing & Management, Journal of Hospitality and Tourism Technology and Journal of Hospitality and Tourism Insights, and Regional Editor Asia for the Service Industries Journal and International Journal of Tourism Policy.

14th to 16th
September 2023

 Host City
Aurangabad, India

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 EURO-ASIA TOURISM
STUDIES ASSOCIATION

<https://www.eatsa-researches.org/2023/>
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EATSA INTERNATIONAL CONFERENCE 2023
TOURISM & SUSTAINABLE DEVELOPMENT GOALS: INTROSPECTION & PROGNOSIS



PRE- CONFERENCE WORKSHOP
ON TOURISM RESEARCH

DATE
13 SEPTEMBER 2023

TIME
AFTERNOON SESSION

LOCATION
CFC CONFERENCE HALL,
DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD, INDIA

WORKSHOP REGISTRATION LINK

<https://www.eatsa-researches.org/2023/research-workshop/>



PROFESSOR MOSTAFA RASOOLIMANESH
TOPIC:- MIXED RESEARCH METHODS IN TOURISM



Alongside Prof. Mostafa, other distinguished facilitators included Prof. Dr. Dimitrios Buhalis, Director of the eTourism Lab at Bournemouth University Business School, England, and Prof. Dr. Pravin Wakte, Director of the Department of Chemical Technology & Coordinator of the Intellectual Property Rights (IPR) Cell at Dr. BAM University, Aurangabad, India. The pre-conference workshop was designed to assemble industry professionals, researchers, and enthusiasts, offering them an opportunity to delve deep into the complexities of tourism research and its real-world implications. o real-world scenarios, tackle research challenges, and exchange insights.



WORLD TOURISM DAY 2023
TOURISM AND GREEN INVESTMENTS

WORLD TOURISM DAY 2023 | **TOURISM & GREEN INVESTMENTS**

Pillar: Advocacy

Invited Speaker: Prof. Dr. S. Mostafa Rasoolimanesh

On 27th September 2023, Prof. Dr. S. Mostafa Rasoolimanesh delivered a keynote on "Tourism and Green Investment" during the World Tourism Day 2023 celebrations in Indonesia.

The UNWTO, celebrating under the theme "Tourism and Green Investment," emphasized the imperative for enhanced and more strategically targeted investments aligned with the Sustainable Development Goals – the UN's vision for a better world by 2030. The UNWTO underscored the urgent need for both traditional and innovative investments that focus on People, Planet, and Prosperity. Such investments are crucial for tapping into tourism's immense potential to create opportunities, build resilience, spur climate action, and foster sustainable practices for the global community. They further encourage inclusive prosperity anchored in innovation and entrepreneurship.

This international day of observance for tourism sheds light on the essential need for investments that benefit People (through initiatives in education and skills development), the Planet (by emphasizing sustainable infrastructure and championing the green transformation), and Prosperity (by fostering innovation, technology, and entrepreneurship). The tourism sector's green transformation is not only pivotal for the planet but also for the industry's competitiveness and resilience. It is vital to recognize that green investments and groundbreaking innovations in tourism will drive this transformation and underpin the green objectives of Agenda 2030 and the SDGs.



IMPACT LAB
Sustainable Tourism



World Tourism Day 2023
Indonesia

Tourism and Green Investments

Prof. Dr. S. Mostafa Rasoolimanesh
Sustainable Tourism Impact Lab
Centre for Research and Innovation in Tourism (CRiT)
Taylor's University, Malaysia

Hybrid International Seminar and Youth Forum
World Tourism Day 2023
Tourism and Green Investments
President University, Graduate Lounge, Menara Batavia • 27 September 2023 • 09.00 - 16.00 WIB .
Registration : bit.ly/WTD-2023
E-Certificate will be Provided

Keynote Speaker

- H. Sandiaga Salahuddin Uno, BBA., MBA, Minister of Tourism and Creative Economy
- Prof. Dr. Seyyed Mostafa Rasoolimanesh, Professor of Tourism and Director of Sustainable Tourism Lab / Center for Research and Innovation in Tourism (CRiT), and Head of Research for the Faculty of Social Science and Human Management in Taylor's University.
- Assoc. Prof. Dr. Ni Made Eka Mahadewi, M.Par., CHE, Lecturer and Researcher at Bali Tourism Polytechnic, Indonesia
- Prof. Vikneswaran Nair, President of DITD college, Penang, Malaysia
- Assoc. Prof. Hera Oktadiono, PhD, CHE, Lecturer and Researcher at School of Tourism, Jakarta James Cook University, Australia
- Jean-Paul de la Fuente, Director, of New 7 Wonders, London
- Celine Wickerhoff, Regional Director, ANAC of Expedia Group Media Solutions (Singapore)
- King Han Kee, Regional Vice President Marketing, ANAC of ForwardKey Big Data (Singapore)

Moderators

- Supina, S.ST Par., M.Par., M.M., CHE, Ed. Head of Academic 2, Universitas Borneo Widyapekerti
- Dr. Dharma Hartono, Vice Head of Academic Department, South Sumatra University

Contact Person: Michael Rino : +62 818 0876 2349
Josus Souhoka : +62 822 4682 0116

University Partners: (Logos of various universities including BINUS, SCU, LSPR, UBM, etc.)

Sponsor: (Logos of sponsors including PATA, World Tourism Day, etc.)

Organizers: JABABEKA & CO., PATA (Pacific Asia Student Association Indonesia Chapter), World Tourism Day Indonesia, WTD Indonesia 2023, Wonders of Indonesia, and various university logos.

WTD Indonesia 2023
Jababeka Golf & Country Club
27 September 2023

Run-down

- 27 September 2023**
- 09.00-9.15 Registration & videos from President University & video teaser
 - 09.15-9.30 Opening by MC and playing/singing the song of Indonesia Raya
 - 09.30-9.35 Opening Prayer
 - 09.35-09.45 Welcoming Speech by President University.
 - 09.45-09.50 Opening Remarks by WTD Indonesia & PATA Indonesia (**Dr. Agus Hamdani Canny M.A., M.Sc.**)
 - 09.50-10.00 Inspirational Speech by (**Prof. Dr. Diana Mutiara Lemy, A.Par., MM., CHE**) On behalf of the 20 partner universities.
 - 10.00-10.15 Coffee Break + Videos from several partner universities (**President University, UBM, SCU, UBIS, Podomoro University, etc.**)
 - 10.15-10.30 Keynote Speaker (**Dr. H. Sandiaga Salahuddin Uno, BBA., MBA.**) Minister of Tourism and Creative Economy
 - 10.30-10.40 Group photo/photo session & certificate presentation for the minister presented by (**Prof. Diana**)
 - 10.40-10.50 Video greetings (**Happy WTD 2023**) from the universities, MC to introduce moderator session 1
 - 10.50-11.00 Moderator to introduce the speaker's session 1 (slides of the speaker) (**Supina, S.ST Par., M.Par., M.M., CHE**)
 - 11.00-12.00 **Panel discussion 1 (6 Panelist):**
Moderator: **Supina, S.ST Par., M.Par., M.M., CHE**
 - 11.00-11.10 1. Mr. Agilson Valle (**Euromonitor International**)
 - 11.10-11.20 2. Prof. Dr. Seyyed M. Rasoolimanesh (**Taylor's University, Malaysia**)
 - 11.20-11.30 3. Mrs. Celine Wickerhoff (**Expedia Group Media Solution Singapore**)
 - 11.30-11.40 4. Mr. Big Han Kee (**ForwardKey Big Data Singapore**)
 - 11.40-11.50 5. Dr (cand) Billy Mambasar, ST., BSc.,MBA.,MSc.,EdM (**Special Staff to President of Republic Indonesia & Indonesian SDG's Ambassador**)
 - 11.50-12.00 5. Dr. Ir. Yunita Ismail, M.Si (**President University**)
 - 12.00-12.30 Q & A, including summary/conclusion from the moderator
 - 12.30-12.40 Certificate for the speakers by moderator
 - 12.40-13.30 Lunch break, Announce door prizes for participants (session 1) with the best questions/comments, Video Greetings WTD 2023

**WORLD TOURISM DAY
PMC-TAYLOR'S UNIVERSITY YOUTH SYMPOSIUM 2023**

Pillar: Advocacy

Moderator: Professor Dr. S. Mostafa Rasoolimanesh

On 27th September 2023, "Let's embark on a green revolution in the tourism and hospitality industry!" was the resounding call from the experts at Tourism Malaysia, Taylor's University, Asian Overland Services, and WWF Malaysia took center stage. Their passionate plea echoes the need for a transformative shift towards sustainable practices in our tourism and hospitality endeavors. This gathering marked a pivotal moment – a youth symposium hosted by the School of Hospitality, Tourism, and Events (SHTE) at Taylor's University Lakeside campus, in collaboration with PATA Malaysia Chapter (PMC) and PATA Malaysia Taylor's Student Chapter (PATA MTSC), to commemorate World Tourism Day 2023. The thematic core of the event was 'Tourism and Green Investment'.

Professor Dr. Neethiahnanthan Ari Ragavan (Executive Dean, Faculty of Social Sciences and Leisure Management, FSLM) underscored the urgency of embracing green practices in the tourism and hospitality industry. During his presentation, he introduced a groundbreaking book titled 'Sustainable Tourism Index - A Guide for Urban Destinations,' co-authored by Professor Dr. S. Mostafa Rasoolimanesh, Professor Dr. Neethiahnanthan Ari Ragavan, and Professor Sr. Dr. Mastura Jaafar. The keynote address was delivered by Yang Berbahagia Datuk Musa Hj. Yusof, Chairman of the PATA Malaysia Chapter and Deputy Director-General (Promotion) of Tourism Malaysia. Datuk Musa highlighted the significance of World Tourism Day Celebration, shared insights into tourism initiatives, and shed light on PATA Malaysia Chapter's endeavors in advocating for green practices in the tourism industry.

Following the keynote address, a dynamic forum session ensued, expertly moderated by Prof Dr. S. Mostafa Rasoolimanesh (Professor, School of Hospitality, Tourism and Events, and Director of Sustainable Tourism Impact Lab, Taylor's University). Distinguished panel speakers included Adjunct Professor Anthony Wong (Group Managing Director of Asian Overland Services Tours and Travels Sdn Bhd), Ms. Sugitha Kanniasseelan (Programme Leader, Worldwide Fund for Nature-WWF Malaysia), and Mr. Shahrin Mokhtar (Director - Package Development of Tourism Malaysia). The panel delved into the imperative of green investment and practices across all stakeholders in the tourism and hospitality sector, emphasizing the role of consumers and tourists in fostering sustainability. They called for a collective responsibility and a conscious shift in behavior to achieve sustainable tourism in the future.

The symposium attracted approximately 200 representatives from diverse sectors, including Tourism Malaysia, PATA Malaysia Chapter, Taylor's Community, Taylor's University, Management & Science University (MSU), and UOW Malaysia. Attendees gained profound insights during the forum, paving the way for a future marked by sustainable practices in the tourism and hospitality landscape.





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Website: [Sustainable Tourism Impact Lab](https://www.taylors.edu.my/sustainable-tourism-impact-lab)

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