

ISSUE 4

SUSTAINABLE TOURISM IMPACT LAB

MARCH 2024



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



IMPACT LAB
Sustainable Tourism

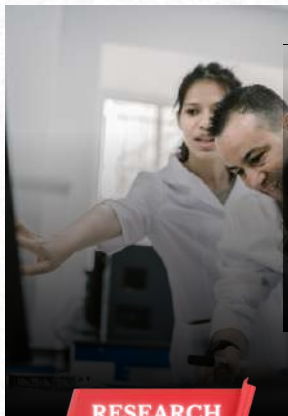
Supports Sustainable Development Goals



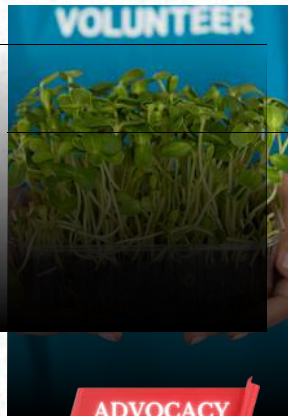
3 PILLARS



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

In This Issue

EDUCATION

- Kuala Kangsar: Learning the Past, Designing the Future
- Golden Pathways: Senior Tourists Day Out

RESEARCH

- Academic Publications: Indexed Journals & Books
- 9th Asia Euro Tourism, Hospitality & Gastronomy Conference "Redefining Impact: Advancing Sustainable Innovation for the Future 10 - 12 May, 2026, in Malé, Maldives

KUALA KANGSAR: LEARNING THE PAST, DESIGNING THE FUTURE

On 31 October 2025, a total of 35 Taylor's University students (12 from the School of Hospitality, Tourism & Events (SHTE) and 23 from Public Relations) participated in a two-day multidisciplinary heritage exploration in Kuala Kangsar, Perak, transforming the royal town into a dynamic, real-world learning environment. This is the Sustainable Tourism Impact Lab, which involved the youth's creativity in rejuvenating and conserving heritage tourism.

The programme was conducted in collaboration with Lang Buana River Camp and strongly supported by the State Assemblyman of Lintang, the Perak State Executive Council (Exco), and the Mayor of Kuala Kangsar, highlighting the importance of academic-industry-community partnerships in sustainable destination development. Led by Dr. Thanam Subramaniam and Dr. G. Manickam under the Sustainable Tourism Impact Lab (CRiT), the initiative was embedded within the Tourism Integrated Project, a final-year capstone module for the Bachelor of International Tourism Management (Hons) programme. This ensured that student engagement was not only experiential, but also academically structured and outcome-driven.

Throughout the programme, students engaged directly with Kuala Kangsar's rich cultural and historical assets. Activities included bamboo rafting along the Perak River, crossing the iconic Victoria Bridge, visits to Labu Sayong traditional craft villages, sampling authentic Malay cuisine, and guided tours of the Royal Palaces and Ubudiah Mosque.



These on-site visits allowed students to observe visitor flows, interpret heritage narratives, and understand the socio-cultural significance of tourism visitation to local communities. By immersing students in actual destination settings, the project strengthened their understanding of how heritage visitation contributes to local economies, cultural preservation, and destination branding, particularly for secondary heritage towns like Kuala Kangsar.

KUALA KANGSAR: LEARNING THE PAST, DESIGNING THE FUTURE

A key strength of the project was its multidisciplinary learning design. Tourism students focused on destination management, heritage conservation, and sustainable tourism planning, while Public Relations students applied storytelling, branding, and strategic communication skills to craft compelling tourism narratives. Through collaborative fieldwork, students learned to integrate diverse disciplinary perspectives, mirroring real-world tourism and communication practices. This cross-faculty collaboration enhanced students' problem-solving abilities, cultural sensitivity, and industry readiness, while fostering mutual appreciation between disciplines.

Building on their field experiences, students are now developing Virtual Reality (VR) and 360° immersive tourism content to digitally document and promote Kuala Kangsar's heritage assets. These outputs aim to support digital heritage preservation, enhance destination visibility, and offer immersive pre-visit experiences for future visitors, particularly international tourists and younger markets.

This initiative exemplifies how experiential education, industry collaboration, and community engagement can generate meaningful and sustainable impact. By linking visitation experiences with digital innovation, the project empowers students to become future-ready leaders capable of balancing heritage preservation with tourism development.

The Sustainable Tourism Impact Lab continues to play a pivotal role in nurturing purpose-driven learning that aligns academic excellence with real-world relevance.

GOLDEN PATHWAYS: SENIOR TOURISTS DAY OUT

During the last week of November 2025, the Sustainable Tourism Impact Lab, through Nantha Gopal Muniandy, successfully organised Golden Pathways: Senior Tourists Day Out, bringing inclusive and meaningful tourism experiences to over 20 senior citizens from a senior home in Selangor. The initiative aimed to ensure that seniors remain connected to the world of travel, mobility, and cultural exploration, guided by the principle that tourism should be enjoyed by people of all ages and abilities. Throughout the programme, seniors participated in a Kuala Lumpur city tour, mobility exploration activities, interactive workshops, and engagement with student volunteers. These activities were structured to respect individual pace and comfort, while enabling seniors to remain active participants rather than passive recipients of care.

The programme continued with a follow-up engagement visit at the senior home, where university students spent time listening to seniors share their reflections as travellers. Seniors spoke about the importance of manageable pacing, physical comfort, clear wayfinding, and opportunities for social connection during travel. They also highlighted practical concerns such as rest points, seating availability, and the emotional reassurance that comes from feeling supported rather than rushed. These reflections offered grounded insights into accessibility needs and what makes travel meaningful for older adults, rooted in their lived experiences. Listening to seniors' voices is essential in shaping a more inclusive and senior-friendly tourism landscape, one that acknowledges diversity in abilities, expectations, and life stages, and positions older adults as active contributors to the future of tourism.



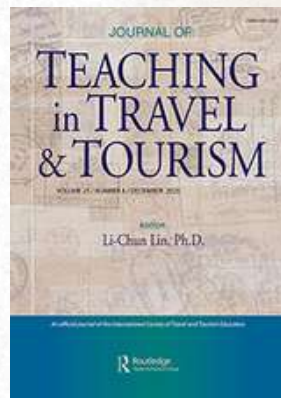
PUBLICATIONS



01

Flying high or saying goodbye? passenger incivility and flight attendants' turnover intention: A serial mediation model of surface acting and emotional exhaustion

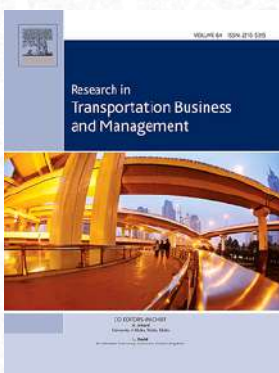
<https://doi.org/10.1016/j.jairtraman.2025.102905>



05

Is it time to rewrite the syllabus? Exploratory research on the role of sustainability in tourism education

<https://doi.org/10.1080/15313220.2025.2531953>



02

From family incivility to burnout: A moderated mediation model with psychological capital and happiness at work

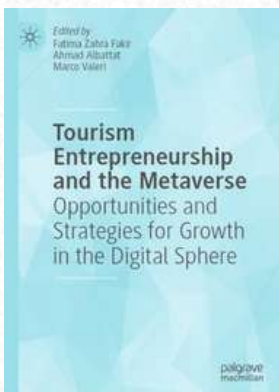
<https://doi.org/10.1016/j.rtbm.2025.101490>



06

Diversity and Inclusion: Emerging Metaverse to Promote Accessible Tourism

https://doi.org/10.1007/978-3-031-96299-8_3



03

Immersive Tourism Experience in the Metaverse: Collaborative Innovation of Virtual Reality and Augmented Reality

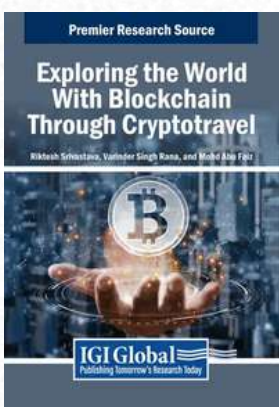
https://doi.org/10.1007/978-3-031-96299-8_4



07

The Confluence of Cultural Attitudes and Community Empowerment: Resident Support for Sustainable Heritage Tourism in Qufu, China

<https://doi.org/10.1080/19388160.2025.2565188>



04

Revolutionizing Air Travel in India: The Impact of DigiYatra

<https://doi.org/10.4018/979-8-3693-6562-5.ch008>



08

From Automation to Employee Loyalty: Understanding the Balance Between Robots and Workforce Stability

<https://doi.org/10.1108/JHT-T-11-2024-0720>

PUBLICATIONS



09

Moral and Non-Moral Drivers of Tourists' Pro-Environmental Behaviour Toward Captive Wildlife

<https://doi.org/10.1002/jtr.70145>



10

Servant Leadership and Hotel Employees' Service Innovative Behavior: A Dual-Path Model

<https://doi.org/10.1080/02508281.2025.2585805>



11

The structure characteristics and evaluation of night tourism experience elements based on web travelogue — take Nanchang city as an example

<https://doi.org/10.70517/ijhsa464539>

9TH ASIA EURO TOURISM, HOSPITALITY & GASTRONOMY CONFERENCE



Mark your calendars for May 10–12, 2026, and be part of the
9th Asia Euro Tourism, Hospitality & Gastronomy Conference
"Redefining Impact: Advancing Sustainable Innovation for the Future."

The School of Hospitality, Tourism and Events, Taylor's University, Malaysia, and ISTHIA - Université Toulouse - Jean Jaurès, France, in collaboration with Villa College, Maldives, are proud to announce the 9th Asia-Euro Conference 2026. After successfully hosting five editions in Kuala Lumpur, Malaysia, under the auspices of Taylor's University, one in Gwalior, India, hosted by the Indian Institute of Tourism and Travel Management, one in Manila, Philippines, at Far Eastern University, and the 8th edition in Toulouse, France, at University Toulouse - Jean Jaurès, the conference now moves to Villa College, Maldives, which will host this prestigious event in 2026.

This conference will explore a diverse range of topics related to tourism, hospitality, and gastronomy, focusing on sustainability, innovation, and resilience in an evolving global landscape. The organizers invite scholars, researchers, and industry professionals to submit extended abstracts, research papers, and posters aligned with the theme "Redefining Impact: Advancing Sustainable Innovation for the Future."

22nd Graduate Research Colloquium

held in parallel with the 9th Asia Euro Conference 2026

The 22nd Graduate Research Colloquium provides a platform for emerging scholars to present their research, engage in critical discussions, and connect with academics and professionals in their field. Held alongside the 9th Asia Euro Conference, this colloquium encourages academic exchange and intellectual growth, offering graduate students the opportunity to receive constructive feedback on their work. With a focus on diverse research themes, the colloquium creates a valuable space for dialogue, collaboration, and the advancement of knowledge. Participants will have the chance to engage with leading experts while refining their research within a supportive academic environment.

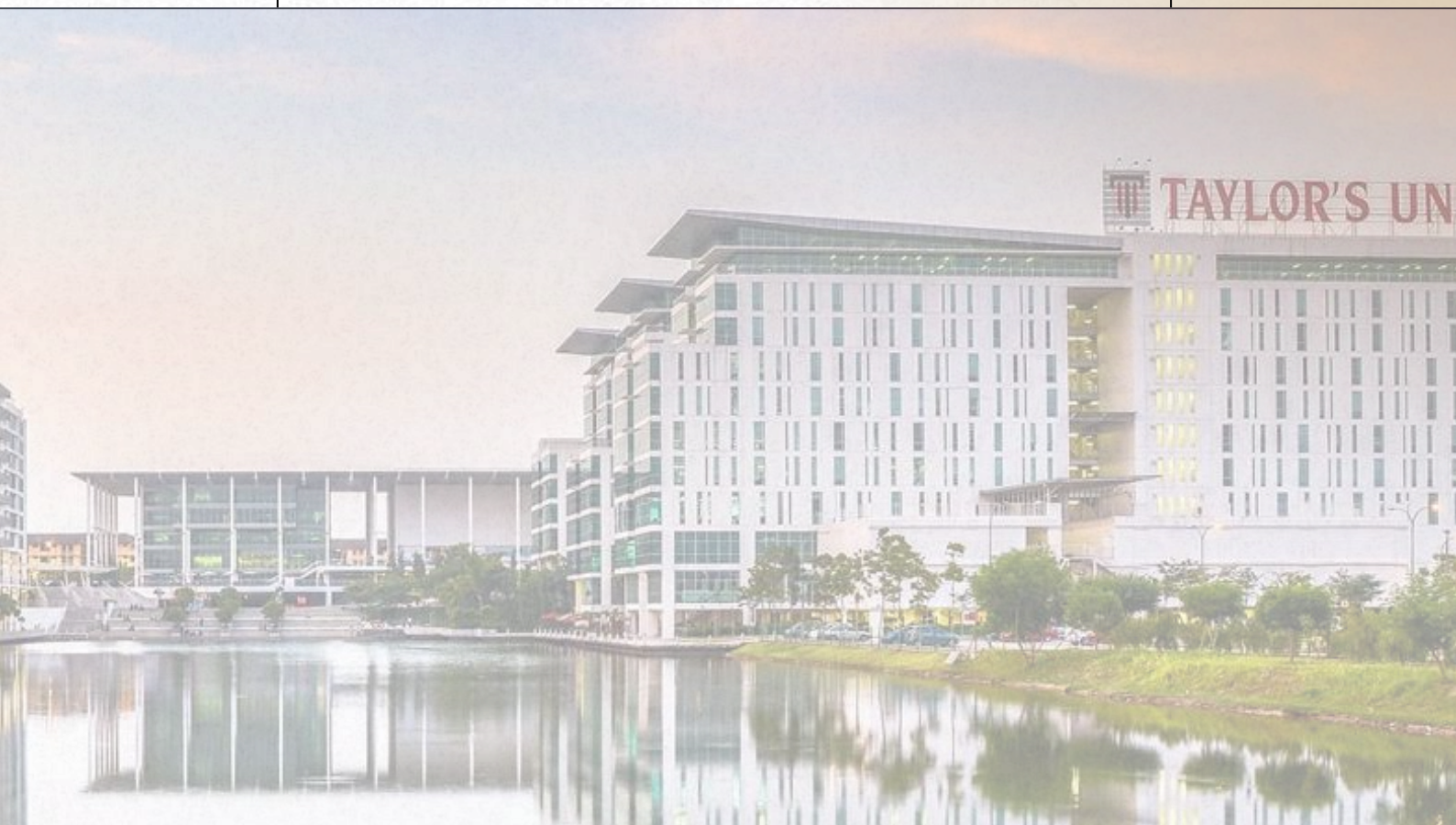


Who Should Attend?

- Academics and educators in tourism, hospitality, and food studies
- Managers of hotels, restaurants, and tourism businesses
- Trainers in tourism, hospitality, and food services
- Researchers and industry consultants in tourism, hospitality, and food studies
- Interregional organisations with an interest in the tourism, hospitality, and food industry
- Administrators of tourism, hospitality, and food management educational programmes
- Industry executives and representatives from multinational firms in tourism, hospitality, and food sectors
- Financial institutions and investors in the tourism, hospitality, and food industries
- Public policy makers shaping tourism, hospitality, and food sectors
- Students in tourism, hospitality management, and food studies

For more information, visit

<https://critfslm.wixsite.com/9thasiaeuro-2026>



GET IN TOUCH WITH US TODAY!



TAYLOR'S

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Supports Sustainable Development Goals



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