

QUARTERLY NEWSLETTER

CENTRE FOR RESEARCH AND INNOVATION IN TOURISM (CRIT)
FACULTY OF SOCIAL SCIENCES AND LEISURE MANAGEMENT (FSLM)



**FACULTY OF SOCIAL
SCIENCES AND
LEISURE MANAGEMENT**



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Youth for Tourism and Hospitality International Conference (Y4TH) 2022: Tourism Reimagined

PUBLICATIONS

Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT) Volume 11 Issue 2 (2022).

October - December 2022 Publications



CREATION AND TRANSFORMATION OF NEW KNOWLEDGE IN TOURISM THROUGH



Human
Capital
Development



Research



Consultancy
& Networking



Community
Engagement

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Postgraduate Research Colloquium (PGRC) 2022



Opening Remarks by Professor Dr. Neethiahnanthan Ari Ragavan, Executive Dean, Faculty of Social Sciences & Leisure Management, Taylor's University [[watch video](#)]



Welcome Remarks by Dr. Jeetesh Kumar, Centre for Research and Innovation in Tourism (CRiT), Taylor's University [[watch video](#)]



Theoretical and conceptual framework in Social Sciences Research by Assoc. Prof. Dr. S. Mostafa Rasoolimanesh, Director, Centre for Research and Innovation in Tourism (CRiT), Taylor's University [[watch video](#)]



Postgraduate Programmes by Research in the Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia [[watch video](#)]



Over 700 participants from 34 different nations [[more photos](#)]

Postgraduate Research Colloquium (PGRC) 2022 was organized by the Faculty of Social Sciences and Leisure Management (FSLM), Taylor's University, virtually, on 5th - 6th November 2022 in collaboration with local and international institutions; Centre for Research and Innovation in Tourism (CRiT), Malaysia; Taylor's Toulouse University Center (TTUC), Malaysia; Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia; Lovely Professional University, India; University of Northampton, United Kingdom; Institute of Tourism and Hotel Management, Far Eastern University, Philippines; Institute of Education, Far Eastern University, Philippines; University of Kota, India; Banasthali Vidyapith, India; ISTHIA, University Toulouse Jean Jaures (UT2J), France; Universitas Bunda Mulia, Indonesia; School of Hospitality & Tourism, Universitas Pelita Harapan, Indonesia; J.H Cerilles State College Pagadian City, Philippines; Universitas Indonesia.

One hundred twenty-three extended abstracts were presented by research scholars from various countries, including Bangladesh, China, Ethiopia, Hungary, India, Indonesia, Malaysia, Myanmar, Nigeria, Oman, the Philippines, Saudi Arabia, Sri Lanka, and Vietnam under the streams of Hospitality, Tourism & Events, Education and Gastronomy & Food Studies in 31 breakout rooms. Besides research presentations, six workshops were conducted:

1. Experience sharing session by Ph.D. alumni
2. What is a case study?
3. Theoretical and conceptual framework in Social Sciences Research
4. Writing Manuscripts for journal publication
5. Being an early career researcher: perspectives, experiences, and challenges
6. Postgraduate Programmes by Research in the Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia.

In total, the PGRC 2022 was attended by over 700 participants from 34 different nations, including Australia, Bangladesh, Bolivia, China, Egypt, Ethiopia, Fiji, France, Ghana, Hungary, India, Indonesia, Iran, Kenya, Kyrgyzstan, Morocco, Malaysia, Maldives, Nepal, Nigeria, Oman, Pakistan, Philippines, Portugal, South Africa, Sri Lanka, Senegal, Saudi Arabia, Spain, Singapore, Turkey, Thailand, United Kingdom, Uzbekistan, Vietnam.



Recordings of all workshops for the Postgraduate Research Colloquium (PGRC) 2022: [[link](#)]

Trends and Future Research Agenda of Tourism and Hospitality

with Visiting Scholars Emeritus Prof. Dr. Jafar Jafari and Dr. Raymond Rastegar



The Sustainable Tourism Impact Lab, the Centre for Research and Innovation in tourism (CRiT), and the School of Hospitality, Tourism, and Events (SHTE) jointly organized five sessions (F2F and ZOOM) with the Visiting Scholars - Emeritus Professor Dr. Jafar Jafari (University of Wisconsin-Stout, USA) and Dr. Raymond Rastegar, (University of Queensland, Australia). The two-day event on November 24 and 25, 2022 involved five knowledge-sharing and extensive discussion sessions on the following topics:

- Tourism and Justice: Trends and Future Research Agenda
- Writing an International Grant Proposal
- 1-to-1 Session for Joint Publication
- Future of Tourism (Post-COVID) Bridging Theory and Practice in Tourism and Hospitality
- Qualitative Research Methods Workshop for Social Sciences

Tourism and Justice: Trends and Future Research Agenda

On November 24, 2022, Thursday, the morning session was presented by Dr. Raymond Rastegar on the topic "Tourism and Justice: Trends and Future Research Agenda." During the session, Dr. Raymond covered the Justice discourse in tourism, the conceptualization of justice informing multispecies justice in tourism research and practice. He shared about the different goals, decision-making, and lack of collaboration from his published article titled "Tourism and justice: Rethinking the role of governments," *Annals of Tourism Research*. He highlighted the importance of moving from human-centered tourism to the planet (human & non-human) centered tourism and shared his recently published article proposing the justice framework to guide tourism recovery using 4 principles of justice, including Recognition justice, Procedural justice, Distributive justice, and Restorative justice.



Writing an International Grant Proposal (Closed Session)

The second session on November 24, 2022, Thursday afternoon was focused on "Writing an International Grant Proposal" whereby two teams headed by Dr Chia Kei Wei and Assoc. Prof. Dr. Kandappan with their members – Dr. Rupam Konar, Dr. Thanam Subramaniam, Dr. Nagathisen Katahenggam, Dr. Stephanie Chuah Hui Wen, Dr. Tee Lee Hong, Dr. Ellie Chee Shi Yin, and Prof. Dr. Ahmad Bin Shuib shared their team ideas. After sharing their ideas, the visiting scholars extended their ideas into a greater discussion covering various parameters. Finally, they advised the tourism team to focus the research grants on the impact of tourism on forest resources/community, agriculture – fishery – Government collaborating with National Government and International funding, Innovation/Technology for Community/Tourism development, and writing policy paper for the ASEAN regions through UNWTO and the hospitality team to focus on water management, technology, and innovation to benefit the hospitality industry.



1-to-1 Session for Joint Publication (Closed Session)

On November 24 and 25, 2022 (Thursday & Friday), a "1-to-1 Session for Joint Publication" with Dr. Raymond Rastegar from the University of Queensland Business School, Australia, was organized. This session was purposed to allow interested participants to discuss a joint publication with Dr. Raymond Rastegar, which involved an in-depth discussion of the title and abstracts. His research focuses on sustainable tourism development in developing countries with a specific interest in local community livelihood, participation, empowerment, and environmental conservation.

Future of Tourism (Post-COVID) Bridging Theory and Practice in Tourism and Hospitality

On November 25, 2022 (Friday), a session entitled "Future of Tourism (Post-COVID) Bridging Theory and Practice in Tourism and Hospitality" with the Visiting Professor - Emeritus Professor Dr. Jafar Jafari (University of Wisconsin-Stout, USA) was organized. During the session, Emeritus Professor Dr. Jafar Jafari, covered tourism's road mapping (ups and down) by sharing his personal journey since 80' and his significant contributions to the tourism industry. He also focused on tourism intelligence, hospitality, and the tourism industry – knowledge bank and concept of putting theory into practice. Also, Professor Dr. Jafar Jafari highlighted the evolution of the tourism industry, especially after WWII, and stressed the importance of the tourism industry and the lessons learned during/after COVID-19. He shared the major gap in-between theory and practice in the hospitality and tourism industry by introducing his book series

"Bridging Tourism Theory and Practice" with Emerald.

<https://www.emerald.com/insight/publication/issn/2042-1443>.

25 NOVEMBER
10.00AM - 12.00PM
C6.06, BLOCK C, LEVEL 6
TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

EMERITUS PROFESSOR DR. JAFAR JAFARI

Jafar Jafari is an Emeritus Professor of Hospitality and Tourism at the University of Wisconsin-Stout, Department of Hospitality and Tourism (USA). He came to this position trained as a cultural anthropologist (PhD, University of Minnesota, USA) and as hotel administration graduate (BS and MS, Cornell University, USA), bringing with him additionally an honorary doctorate from the Universitat de les Illes Balears (Spain). Jafari's contributions to the academic community span international boundaries and institutions

FUTURE OF TOURISM (POST-COVID) BRIDGING THEORY AND PRACTICE IN TOURISM AND HOSPITALITY

SCAN TO REGISTER

IMPACT LAB Sustainable Tourism CRIT TAYLOR'S UNIVERSITY SCHOOL OF HOSPITALITY, TOURISM & EVENTS SUSTAINABLE DEVELOPMENT GOALS

As an outcome of the session, the book entitled "Theory and Practice in Hospitality and Tourism Research: An ASEAN Context" will be edited under Prof. Jafari's book series by Co-editor; Dr. Jeetesh Kumar and Dr. Rupam Konar. The proposed book will focus on case studies from ASEAN countries having joint contributions by academia, practitioners, and policymakers.



Qualitative Research Methods Workshop for Social Sciences

The afternoon topic was "Qualitative Research Methods Workshop for Social Sciences" by Dr. Raymond Rastegar. This was a hybrid workshop session where 58 students from various disciplines joined online, and 27 students joined face to face in this session. This session was moderated by Dr. Rupam Konar from the School of Hospitality, Tourism, and Events (SHTE). Dr. Raymond began the session with his philosophical stance on the qualitative research approach. More specifically, his presentation highlighted what is a research question?; defining focus through the research questions; developing research questions. He used an interesting "elevator story" technique to engage all participants to write and explain their research questions. Dr. Raymond furthered the session by highlighting the common features of the qualitative research approach. Finally, the session concluded with a fruitful 45 minutes Q&A session where participants shared their experiences, ideas, and methodology-related challenges.

25 NOVEMBER
3.00PM - 5.00PM (GMT +8)
HYBRID SESSION
C6.04, BLOCK C, LEVEL 6
TAYLOR'S UNIVERSITY
LAKESIDE CAMPUS
AND LIVE VIA

DR. RAYMOND RASTEGAR
Dr. Raymond Rastegar has a Master of Environmental Sciences and holds a PhD in tourism management and is a lecturer and researcher in Tourism at the UQ Business School, University of Queensland, Australia. His research focuses on sustainable tourism development in developing countries with specific interest in local community livelihood, participation, empowerment, and environmental conservation. Recent research projects have investigated the impacts of tourism at local level and delivered new insights into the tourism phenomenon to advocate a more just and sustainable tourism future for humans and nonhumans.

QUALITATIVE RESEARCH METHODS WORKSHOP FOR SOCIAL SCIENCES

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VISIT OUR WEBSITE
[HTTPS://WWW.CRIT-TAYLORS.COM/](https://www.crit-taylors.com/)

TAYLOR'S IMPACT LAB Sustainable Tourism CRIT TAYLOR'S UNIVERSITY SUSTAINABLE DEVELOPMENT GOALS



6TH WORLD TOURISM CONFERENCE (WTC) 2022

Rebuilding Tourism Resilience & Readiness

The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) and the World Tourism Organization (UNWTO) jointly organized the 6th World Tourism Conference (WTC) 2022 on 28-30 November 2022 in Kota Kinabalu, Sabah, Malaysia. On 29th November 2022, Assoc. Prof. Dr. S. Mostafa Rasoolimanesh, Director of Sustainable Tourism Impact Lab and Centre for Research and Innovation in Tourism (CRiT), Taylor's University, was invited to join the panel "Session 4: Rebuilding Tourism Resilience & Readiness". He presented "Sustainable Tourism Index as a scorecard for destinations" and highlighted the Sustainable Tourism Impact Lab and its aim to drive responsible and inclusive economic growth and community development in the tourism and hospitality industry.



Watch recap of Session 4: Rebuilding Tourism Resilience & Readiness [[link](#)]

Rethinking Tourism to Strive for Sustainable and Community-Induced Growth

Dr. Jeetesh Kumar, Associate Director – Information Management and Documentation of the Centre for Research and Innovation in Tourism (CRiT), Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia, was invited to offer a Keynote Address during the International Conference on Rethinking Tourism to Strive for Sustainable and Community-Induced Growth, held on 30th November 2022, organized by the Department of Tourism & Travel Management, Central University of Jammu, India.



Art Of Choosing The Research Title And Writing A Research

Dr. Jeetesh Kumar, Associate Director – Information Management and Documentation of the Centre for Research and Innovation in Tourism (CRiT), Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia, was invited to deliver the guest lecture entitled "Art Of Choosing The Research Title And Writing A Research" with students and staff of Amity Institute of Travel & Tourism Kolkata on Friday – 14th October 2022.



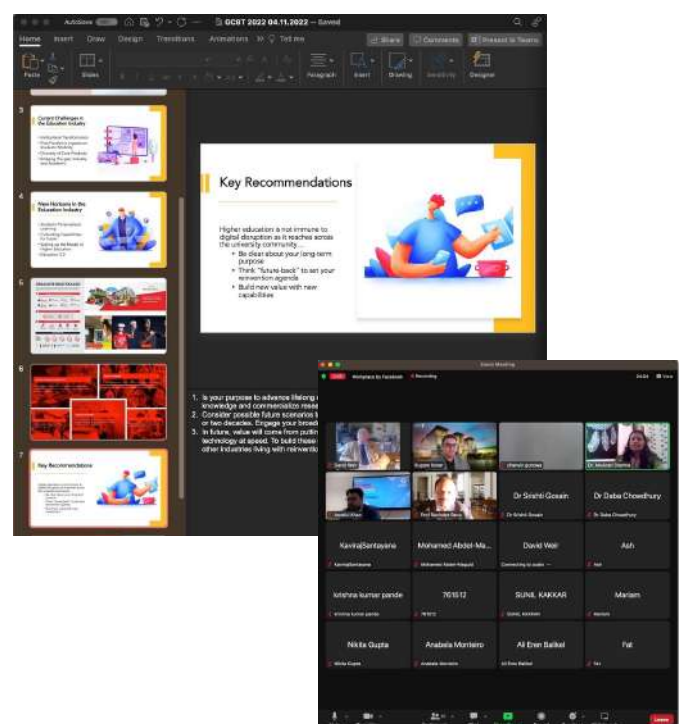


Collaboration for Research Amidst Pandemic and ASEAN Perspective

On 23 November 2022, Dr. Thanam Subramaniam, Senior Lecturer and Associate Director for Community Engagement of the Center for Research and Innovation in Tourism (CRiT), Taylor's University Malaysia, was invited to serve as a Resource Speaker for the 2nd Research Extension Week 2022 with a theme of "Research and Extension Excellence in the New Normal: Engaging in Societal Research and Meaningful Extension Activities," organized by Cavite State University – Cavite College of Arts and Trades (CCTA) Campus. The session was conducted online via Facebook live and Cisco Webex. During the plenary Speech, Dr. Thanam delivered insights on "Collaboration for Research Amidst Pandemic and ASEAN Perspective" covering the potential new research topics among ASEAN researchers, including lessons learned from COVID-19, sustainable tourism, technologies/innovation, travelers' experiences, industry engagement/integration, student learning, academic collaboration and medical /health and wellness tourism. Dr. Jerico Tadeo, the Director of Research and Extension of Cavite State University, moderated the session. Around 250 participants were actively involved in these online and Q&A sessions.

Back to the Future Reconfiguring the World of Business and Technology through Education and Research

Dr. Rupam Konar was invited as a 'Guest Speaker' for the 5th Global Conference on Business and Technology (GCBT-2022), London, UK on 4th November 2022 to share on "Back to the Future Reconfiguring the world of Business and Technology through Education and Research." Where participants joined from different institutions across the globe, he shared the different aspects of education technologies currently being used across different universities globally and what is now being practiced at Taylor's University as part of the academic and non-academic curriculum for the students. Further, he also highlighted in his talk how technologies are augmenting the current educators to deliver holistic education for the students.



SUSTAINABLE HOTEL : HOW TO ACHIEVE UN 17 SDG & CLIMATE CHANGE, CIRCULAR ECONOMY, SUSTAINABILITY, WATER & FOOD SECURITY
Conference & Workshop
LAUNCHING 'THE CENTRE OF EXCELLENCE IN SUSTAINABLE HOSPITALITY'
 Up to 30% and more savings in hotel operation

20 - 22 November 2022
Cottage by The Sea by Frangipani Resort, Langkawi

Conference Price
 Normal Fee: RM950
 Member Fee: RM680

Special Invited Speakers on UNDP & UN's Perspective:

- 1) UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam, Mr. Nilay Banerjee
- 2) Vice - President for Asia, United Nations Sustainable Development Solutions Network & Research Professor, Sunway University, Prof. Dr. Yee Wing-Thai

Adj. Prof Anthony Wong Kim Hooi
 Main Organizing Chairman

Register Here

Contact Us:
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 www.cottagebythesealangawi.com

SUSTAINABLE HOTEL: THE HOW OF ACHIEVING THE UN 17 SDG & CLIMATE CHANGE, CIRCULAR ECONOMY, SUSTAINABILITY, WATER & FOOD SECURITY.
DATE: 20-22 NOVEMBER 2022
VENUE: COTTAGE BY THE SEA BY FRANGIPANI

ORGANIZER: MAHO
CO-ORGANIZER: MALAYSIA GREEN BUILDING COUNCIL
SPONSORSHIP: BERKATAN ANAK HARI SDH BHD
SUPPORTED BY: PAM, mybha



Sustainable Hotels: The How of Achieving the UN 17 SDG & Climate Change, Circular Economy, Sustainability, Water & Food Security

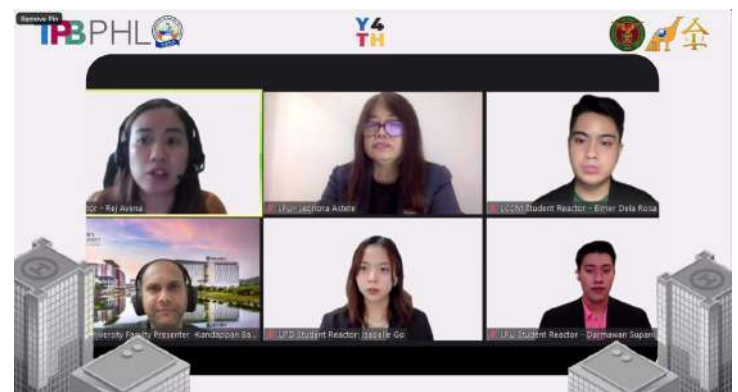
From 18th till 20th November 2022, the Deputy Director of Sustainable Tourism Impact Lab, CRiT Associate Director for the Human Capital Development - Associate Professor Dr. Kandappan Balasubramanian, School of Hospitality, Tourism, and Events (SHTE), Taylor's University, Malaysia, served as "Speaker" for the Day 2 of Sustainable Hotels: The How of Achieving the UN 17 SDG & Climate Change, Circular Economy, Sustainability, Water & Food Security. This conference took place at the Cottage by the Sea Langkawi by Frangipani (CBTS), and the Malaysia Green Building Council (malaysiaGBC) will be the co-organizer for this conference.

The conference was also supported by United Nations (UN), Malaysian Association of Hotel Owners (MAHO), Malaysian Association of Hotels (MAH), Tourism Malaysia, UKM Lestari, Langkawi Development Authority (LADA), Malaysia Productivity Corporation (MPC), Green Building Index (GBI), Natural Farming Association Malaysia (NFAM), Organic Alliance Malaysia (OAM), The Malaysian Agroecology Society for Sustainable Resource Intensification (SRI-Mas) and Malaysia Budget & Business Hotel Association (MyBHA).

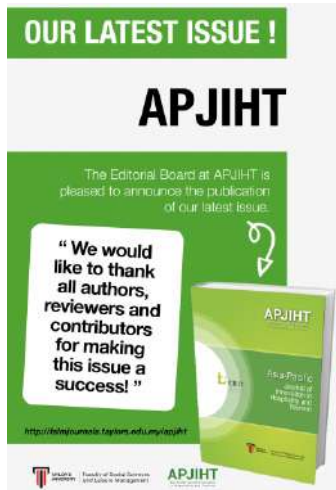
During the sharing session, Assoc. Prof. Dr. Kandappan delivered his speech on "Collaboration, Innovation & Technology: Shaping the Future of Hospitality Industry Towards Sustainability" covering the importance of sustainability-related research due to consumer behavioural changes, the need for new customer experiences through the integration of advanced technology, different innovations and contemporary trends that emerged during the crisis globally. Dr. Kandappan shared some approaches to look at from the teaching and learning space, new research topics, and new skills to enhance the level of research and student engagement with impactful outcomes.

Youth for Tourism and Hospitality International Conference (Y4TH) 2022: Tourism Reimagined

On 19th November 2022, the Deputy Director of Sustainable Tourism Impact Lab, CRiT Associate Director for the Human Capital Development - Associate Professor Dr. Kandappan Balasubramanian, School of Hospitality, Tourism and Events (SHTE), Taylor's University, Malaysia, served as "Speaker" for the Cross-Cultural Workshops during the 7th Youth for Tourism and Hospitality International Conference (Y4TH), with the theme "Tourism Reimagined" on 19th November 2022. This annual conference, organized by the University of the Philippines Asian Institute of Tourism Association of Alumni, Inc. (UP AAA), brings together educators, students, professionals, industry leaders, and government officers in the tourism and hospitality community from the Philippines and abroad.



During the session, Assoc. Prof Dr. Kandappan shared the CRiT and Sustainable Tourism Impact Lab initiatives at Taylor's University, Malaysia, towards the SDGs goals through the engagement with the sustainability and tourism expertise from the government, industry players, and academicians globally.



Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)

The latest issue for Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT) is now published. The published articles are freely available to download. Please read, share, and cite the contributions of our authors from this latest publication Volume 11 Issue 2 (2022).

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Online ISSN: 2710-6519

The linkage between virtual reality experience, visiting experience, and destination loyalty: Perspective of Muslim tourists from the West [[read](#)]

Dwi Suhartanto, Anthony Brien, Raditha Hapsari, Izyanti Awang Razli & Rivan Sutrisno

Policy, Government Strata and Sustainable Tourism of a Rural Destination: An Analytical Network Policy Perspective [[read](#)]

Siow May Ling, Sridar Ramachandran, Syamsul Herman Mohammad Afandi, Tom Baum, and Ahmad Shuib

Designing New Normal Services to Enhance Customer Experience for Luxury Chain Beach Hotels in the Andaman Coast of Thailand: The Perspective of Hotel Managers [[read](#)]

Phisunt Tinakhat, Kaedsiri Jaroenwisian, and Wongladda Weerapaiboon

Enhancing Employer Branding through Virtual Reality: The role of E-HRM Service Quality and HRM Effectiveness in the Hotel Industry of Pakistan [[read](#)]

Zunaira Najam, Qasim Ali Nisar, Kashif Hussain, and Sobia Nasir

Transitioning Business Tourists into Leisure Tourists: An Industry Perspective [[read](#)]

Vijaya Malar Arumugam, Tan Ai Ling, and Anisha Chai

The Role of Social Media in Tourism Development: A Multimodal Mediation Analysis of an Emerging Economy [[read](#)]

Abul Kalam, Md. Alamgir Hossain, Kim MinHo, Md. Rayhan Beg, and Samiya Rashid Nikhat

Examining Stakeholder Collaboration Intention with Blockchain OTA for Online Hotel Reservations: Case of Taiwan [[read](#)]

Liwei Hsu and Rosanna Leung

Pandemic's Unprecedented Impact and Business Continuity Plan: A Pandemic Management Framework Proposal for the Malaysian Hotel Industry [[read](#)]

Ruth Sabina Francis, Sumitha Anantharajah, and John Umit Palabiyik

A Paradigm Shift: Looking Forward to Sustainability in Organizations [[read](#)]

Jason Andrews, Leena Fukey, Kandappan Balasubramanian, Puvaneswaran Kunasekaran, and Thanam Subramaniam

Investigating Usage and Loyalty of Food Delivery Applications for Working Adults in Malaysia [[read](#)]

Xue Ying Meng, Kashif Hussain, and Neethiahnathan Ari Ragavan

Food Heritage-Making and Innovations in Malaysian Foodways by Food Trucks: An Exploratory Study in Klang Valley, Malaysia [[read](#)]

Afsara Akter

[Read more...](#)



01

Stakeholders' Participation Intention towards A Sustainable Destination Management System.

<http://doi.org/10.46754/jssm.2022.01.005>



04

A Paradigm Shift: Looking Forward to Sustainability in Organizations

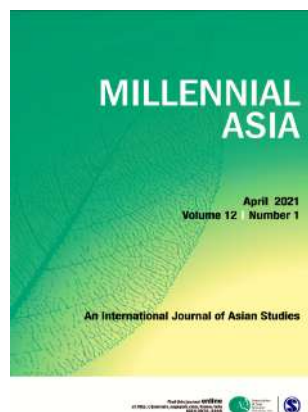
<https://fslmjournals.taylors.edu.my/a-paradigm-shift-looking-forward-to-sustainability-in-organizations/>



02

Senior-friendly accommodations: A phenomenological study of the lived experiences of older adults with functional limitations in senior living facilities

<https://doi.org/10.1016/j.ijhm.2022.103402>



05

Exploring the Normality of the Complexities of Later Life in Aged Homes: A Review

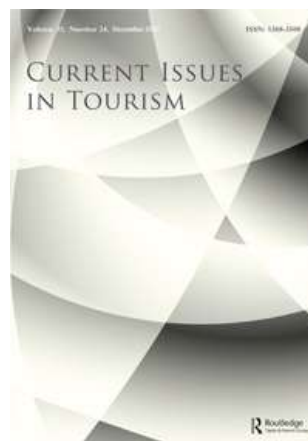
<https://doi.org/10.1177/0976399620961268>



03

Understanding over-ordering behaviour in social dining: integrating mass media exposure and sense of 'Mianzi' into the Norm Activation Model

<https://doi.org/10.1080/00642069.2022.2138356>



06

Tourism promotion through vlog advertising and customer engagement behaviours of generation Z

<https://doi.org/10.1080/13683500.2022.2144156>



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