

Centre for Research and Innovation in Tourism (CRiT)

Faculty of Social Sciences and Leisure Management (FSLM)

QUARTERLY NEWSLETTER  
Issue 1 - MARCH 2021

In Malaysia, tourism has become one of the largest and fastest-growing industries. The Centre for Research and Innovation in Tourism (CRiT) aims to play a significant role to make this fast-growing industry as a vehicle for future sustainable development. Therefore, contributing to achieve Sustainable Development Goals (SDGs) through tourism in national and international levels is main future direction of the CRiT.

## EVENTS

### 8th ATRA Tourism Forum

Future Tourism in Asian: Challenges and Opportunities. [Read More](#)



**8th ATRA Tourism Forum**  
"FUTURE TOURISM IN ASEAN: CHALLENGES AND OPPORTUNITIES"  
15<sup>th</sup> March 2021  
02:00 pm – 04:00 pm (MYT)  
Certificate will be given !!

**KEYNOTE**  
Prof. Dr Neethiahnanthan Ari Ragavan  
President, ATRA  
Executive Dean, Taylor's University

**MODERATOR**  
Dr. Puvaneswaran Kunasekaran  
Senior Lecturer, Taylor's University  
Honorary Treasurer, ATRA

**HOST**  
Dr. Jenny H. Panchal  
James Cook University  
Deputy Secretary, ATRA

**Mr. Eddy Krismendi Soemawigata**  
Deputy President, ASEANTA

**Prof. Datuk Seri Dr. Victor Wee**  
Professor, Taylor's University  
Secretary-General, ATRA

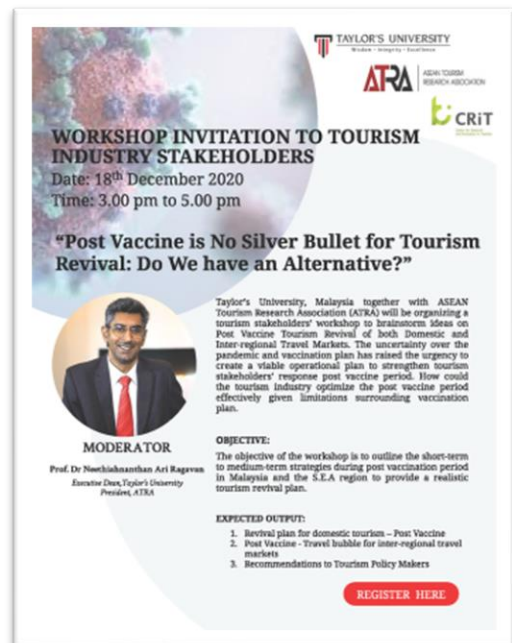
**Ms. Hannah Pearson**  
Founding Partner, Pear Anderson  
Co-host, The South East Asia Travel Show

**Mr. Gary Bowerman**  
Director, Check-In Asia  
Co-host, The South East Asia Travel Show

organised by **ATRA** | supported by **TAYLOR'S UNIVERSITY** | **CRiT**

### Post Vaccine is No Silver Bullet for Tourism Revival: Do We Have an Alternative?

ASEAN Tourism Research Association (ATRA) recently co-organised with Centre of Research and Innovation in Tourism (CRiT), Taylor's University successfully hosted a virtual Panel Expert Workshop entitled "Post Vaccine is No Silver Bullet for Tourism Revival: Do We Have an Alternative?" [Read More](#)



**WORKSHOP INVITATION TO TOURISM INDUSTRY STAKEHOLDERS**  
Date: 18<sup>th</sup> December 2020  
Time: 3.00 pm to 5.00 pm

**"Post Vaccine is No Silver Bullet for Tourism Revival: Do We have an Alternative?"**

**MODERATOR**  
Prof. Dr Neethiahnanthan Ari Ragavan  
Executive Dean, Taylor's University  
President, ATRA

**OBJECTIVE:**  
The objective of the workshop is to outline the short-term to medium-term strategies during post vaccination period in Malaysia and the S.E.A region to provide a realistic tourism revival plan.

**EXPECTED OUTPUT:**

1. Revival plan for domestic tourism - Post Vaccine
2. Post Vaccine - Travel bubble for inter-regional travel markets
3. Recommendations to Tourism Policy Makers

[REGISTER HERE](#)

## VIRTUAL COFFEE TIME (VCT)

The Centre for Research and Innovation in Tourism (CRIT) kick-started its Virtual Coffee Time (VCT) series on Tuesday - 30th of March 2021. [Read More](#)



# INVITED SPEAKERS

## Annual General Assembly (AGM) of Network of CALABARZON Educational Institutions (NOCEI)



## Guest Lecture - Rebuilding Tourism for the Future; Post Covid-19



## Developing Academic Leaders for Future: The Way Forward



## Interviewed by ASEAN Magazine



[More Invitations](#)

# PUBLICATIONS



- Reflections on the theme issue outcomes: The way forward: how is Malaysian hospitality and tourism education working with industry. <https://doi.org/10.1108/WHATT-01-2020-000>
- Conclusion: how is Malaysian hospitality and tourism education working with industry? <https://doi.org/10.1108/WHATT-12-2019-0084>
- Raising standards for hospitality and tourism education in Malaysia. <https://doi.org/10.1108/WHATT-12-2019-0083>
- Industry perspectives on Malaysian hotel minimum wage issues. <https://doi.org/10.1108/WHATT-12-2019-0082>
- Competently skilled human capital through education for the hospitality and tourism industry. <https://doi.org/10.1108/WHATT-12-2019-0081>
- Perception and preferences of hiring managers. <https://doi.org/10.1108/WHATT-12-2019-0080>
- The advancement of hospitality and tourism education in Malaysia. <https://doi.org/10.1108/WHATT-12-2019-0078>
- Enhancing hospitality and tourism graduate employability through the 2u2i program. <https://doi.org/10.1108/WHATT-12-2019-0077>
- Work-based learning: an approach towards entrepreneurial advancement. <https://doi.org/10.1108/WHATT-12-2019-0076>
- Residents' Attitudes towards Tourism, Cost-Benefit Attitudes, and Support for Tourism: A Pre-development Perspective. <https://doi.org/10.1080/21568316.2021.1873836>
- Does it matter where to run? Intention to participate in destination marathon. <https://doi.org/10.1108/APJML-12-2019-0737>
- Are functional, emotional, and social values interrelated? A study of traditional guest houses in Iran. <https://doi.org/10.1108/IJCHM-03-2020-0193>
- Using online travel agent platforms to determine factors influencing hotel guest satisfaction. <https://doi.org/10.1108/JHTT-07-2019-0099>
- Experience and Service Quality on Perceived Value and Behavioural Intention: Moderating Effect of Perceived Risk and Fee. <https://doi.org/10.1080/1528008X.2020.1837050>
- Brand anthropomorphism, love and defense: does attitude towards social distancing matter? <https://doi.org/10.1080/02642069.2020.1867542>
- Determinants of sustainable competitive advantage from resource-based view: implications for hotel industry <https://doi.org/10.1108/JHTI-08-2020-0152>

# APPLIED GRANTS

Exploring Absorptive Capacity Drivers towards Humanizing VR Education in Malaysian Tourism and Hospitality Institutions	Understanding the Effectiveness of Holistic Health and Wellness Programme on Students, Project Leader, 2018, Taylor's University	Constructing and Verifying Community Development Index towards a Sustainable Tourism Model in Sarawak, Malaysia
Measuring the Economic Impacts for Post COVID - 19 Business Tourism Market in Malaysia	Developing an organizational resilience framework during the crisis management for the Malaysian Hotel Industry	Development of Dynamic Business Events Operations Model towards SME Business Events Resilience in Malaysia
Smart Tourism Technology boost the tourist's memorable experience in ecotourism destinations	Virtual visit of heritage sites as a sustainable and resilient solution for COVID-19 pandemic	Developing a crisis management framework for the Malaysian Hotel Industry
Job Satisfaction and turnover decisions among Hospitality Graduates in Klang valley	Buddhist Tourism in Southeast Asia: Towards Sustainable Development	The Remodelling Indigenous Tourism Model: Transcending and empowering the Malaysian indigenous communities
Developing and validating Sustainability Index and Scorecard for hotels	Developing a Framework to Foster Postgraduate Student Learning in Coping with new Learning Styles, Pandemic Anxiety and Academic Performance for Hospitality Scholars	



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