



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

In This Issue

EDUCATION

- Industry visit to EQ Kuala Lumpur Hotel
- Cultivating "Power Com" through Sustainable Agrotourism
- From Classroom To Field: Social Innovation Project Transforms Learning At Taylor's University
- Industry visit to Dorsett Grand Subang Hotel
- AI Powered Events: The Future of the Events Industry

RESEARCH

- Call For Papers : 8th Asia Euro 2023 Conference
- Collaboration between Sustainable Tourism Impact Lab and UNDP
- Publications
- Grant Applications

ADVOCACY

- ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23
 - Upscaling World Class Research & Social Services for Learning Experiences
 - New Learning Experiences Capabilities: Transformation of Digital Maturity, Greenovation, Generation Lifestyle
- Global Trends and Issues in Academic Research: Hospitality and Tourism
- Collaboration with WWF to launch Climate Communication Challenge (CCC)

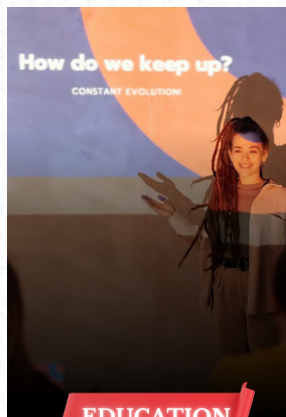


IMPACT LAB
Sustainable Tourism

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



INDUSTRY VISIT TO EQ KUALA LUMPUR HOTEL

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

Pillar: Education

Project Leader: Dr. Jeetesh Kumar

Project Name: ECOTEL Project

Module Name: Hotel Innovation Management (HOS61504)

Module Leader: Mr. Chew Boon Tian

The students who are currently enrolled in the module "Hotel Innovation Management" (HOS61504) under the guidance of Mr. Chew Boon Tian, had the privilege of participating in a visit to EQ Kuala Lumpur Hotel on 19th May 2023, from 3 pm - 6 pm. This visit was organized as part of the Ecotel Project, which is a significant initiative within Hub 1: Tourism for Responsible and Inclusive Economic Growth, Sustainable Tourism Impact Lab (STIL) led by Dr. Jeetesh Kumar at Taylor's University, Malaysia. The Ecotel Project is designed to promote the adoption of eco-friendly strategies in hotels, with the primary objectives of reducing environmental impact and attracting sustainable travellers, in accordance with SDG 12.

The visit to EQ Kuala Lumpur Hotel proved to be an invaluable learning opportunity for the students. They were warmly received by the General Manager of the hotel, who provided them with a comprehensive introduction to this renowned luxury establishment in Kuala Lumpur. Subsequently, the students were divided into three groups and accompanied by knowledgeable hotel employees, who guided them through various departments. This arrangement ensured that the objectives of the visit were effectively met. The main focus of the visit was to thoroughly examine and comprehend the hotel's environmentally friendly practices, particularly concerning water waste, food waste, plastic consumption, and energy conservation.

Impact and outcome of this activity:

The primary aim of the Ecotel Project is to enhance the environmental performance of hotels by offering insightful recommendations to hoteliers and facilitating their implementation. The positive outcomes resulting from the implementation of these recommendations will further strengthen their efficacy. Moreover, the students will have the valuable opportunity to verify and validate these results through their testing and analysis, thereby making a meaningful contribution to the overall success of the project.



CULTIVATING "POWER COM" THROUGH SUSTAINABLE AGROTOURISM

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

Pillar: Education

Project Leader: Dr. Thanam A/P Subramaniam

Project Name: Cultivating "Power Com"

Module Name: Tourism Integrated Project (TOU 62004),
Public Relations Events and Consultancy (PRL 60208/60408)

Module Leader: Dr Thanam Subramaniam/Ms G. Manickam

In recent years, there has been growing global awareness of the importance of sustainable practices in agriculture and the preservation of the environment. As everyone becomes more concerned about the impact of conventional farming methods on ecosystems and human health, alternative approaches that prioritize sustainability are gaining traction. Sustainable agritourism with zero pesticides is one such approach that has gained significant attention from the public recently. In line with these initiatives, 36 students from the School of Hospitality, Tourism and Events (SHTE) and the School of Media and Communication (SOMAC) visited the Kalumpang Smart IPM Agroecology Farm (K-SIAF) on 18 May 2023 between 8 am and 12.30 pm. The programme was led by Dr. Thanam Subramaniam and Ms. Manickam Govindaraju.

The objective of the programme is to create awareness of sustainable agritourism with zero pesticides while cultivating the community, especially Gen Z's involvement in zero pesticides agritourism initiatives. This project also tied up with the Sustainable Tourism Impact Lab, which aimed to promote social and community development. This programme was officiated by the Advisory Board Chairman of ABS Greentech Sdn. Bhd., YBhg Tan Sri Abdul Rahman bin Mamat. He was accompanied by the Group CEO of ABS Greentech, Mr. RM Ravichandar, a representative from the Department of Agriculture of Selangor, and a representative from MARDI. Besides knowledge sharing, the students had practical activities in smart farming, such as planting, preparing soil compositions, and so on.

Impact and outcome of this activity:

This program provided good exposure to the students on the importance of smart farming with zero pesticides and the necessity of promoting agritourism through customized tour packages. At the end of the programme, the students agreed to work further on creating customized tour packages and public relations consultation materials (including posters and press releases) to promote sustainable agritourism initiatives.



FROM CLASSROOM TO FIELD: SOCIAL INNOVATION PROJECT TRANSFORMS LEARNING AT TAYLOR'S UNIVERSITY

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

Pillar: Education

Project Name: Developing and promoting Eco-tourism

Module Name: U4 Social Innovation Project (UCM60502U4)

Module Leader: Ms Fadhilah Raihan Lokman

Team Members: Dr. Suresh Kannan, Ms. Dhiya Hikmahana Abdul Razak, Dr. Kalpana Das

To inculcate an assessment component for Social Innovation Project Module (UCM60502U4) of Taylor's University. An introductory guest lecture by the co-founder of Jungle School@Gombak, Malaysia (JSGM), namely Prof. Dr Norzalifa binti Zainal Abidin, International Islamic University Malaysia (IIUM) with Major (R) Kalam Pie, RMAF at LT2 Taylor's Lakeside Campus was conducted on the 5th May 2023 from 2.30 - 4.30 pm as a case study of social innovation.

As winners of three International Invention Innovation Competitions in Canada, iCAN 2021, namely a Gold Medal, International Special Award, and the Best Invention Video Award, they shared how they successfully showcased the arts, crafts, and lifestyle of indigenous community as a sustainable tourism destination and the Outreach Design Innovation Enhancements led to the empowerment of the indigenous community to operate Jungle School Gombak Malaysia (JSGM).

Jungle School enables the indigenous people in Gombak to share their cultural knowledge and expertise with both local and international tourists through carefully curated programs to ensure Jungle School Gombak Malaysia is a source of livelihood for the community.



Impact and outcome of this activity:

100 students of the module attended the event. The speakers shared information on the distribution of the different indigenous tribes in Peninsula Malaysia. The co-founders explained how through dialogue with the craftsmen, weavers, men, women, children, and leaders of the indigenous people of Malaysia, they designed programs to explore the use of flora and fauna, the basic skills of food foraging and cooking as well as the traditions puzzles and crafts of the Orang Asli to design the different ecotourism packages.

Inspired by the international success of the Jungle School as a case study of social innovation, the group of students engaged actively with the speakers to prepare for their own collaborative project on Social Innovation in Sustainable Tourism within Selangor to suggest ideas and innovations for marketing, communication, and sustainability of other ecotourism destination as a 100% project-based assessment task.

A group of seven students from the Social Innovation module traveled a 45-minute journey to the Tadom Hills Resort, bamboo-styled architectural buildings set amidst a natural lake and limestone hill formation. They participated in various activities at the resort with a day-pass and interviewed the management and hospitality staff. Based on their destination experience, they prepared a presentation on how Tadom Hills Resort can improve visibility online and increase the number of bookings for this ecotourism destination to support the livelihood of the surrounding Temuan community better. The student's engagement with stakeholders and their overall participation in the activities at the site led to an impactful learning experience.

INDUSTRY VISIT TO DORSETT GRAND SUBANG HOTEL

HUB 4 - Innovation and Technology for Sustainable Hospitality and Tourism (SDG#9)**Pillar:** Education**Project Leader:** Dr. Stephanie Chuah Hui Wen**Project Name:** InnoCreative: Hotel Game Changer**Module Name:** Hotel Innovation Management (HOS61504)**Module Leader:** Mr. Chew Boon Tian

One of the key projects for the Sustainable Tourism Impact Lab, Taylor's University, is to understand and tackle the challenges faced by hotels through innovation and technology. This project is aligned with the United Nations' #SDG9, which aims to build resilient infrastructure, promote sustainable industrialization, and foster innovation. On May 2, 2023, the "Innovation and Technology for Sustainable Hospitality and Tourism" hub, under the Sustainable Tourism Impact Lab, organized a visit to Dorsett Grand Subang Hotel with the participation of 30 students from the School of Hospitality, Tourism & Events -Taylor's University who are taking the Hotel Innovation Management module, accompanied by two lecturers.

**Impact and outcome of this activity:**

This industrial visit gives students a chance to see and observe the operations of different departments (e.g., front desk/reception, food and beverage, housekeeping, and security) in hotels. By talking to industry experts, students are able to better understand real-world problems and propose innovative solutions.



AI POWERED EVENTS: THE FUTURE OF THE EVENTS INDUSTRY

Hub 4 - Innovation and Technology for Sustainable Hospitality and Tourism (SDG#9)

Pillar: Education

Project Name: AI-Powered Events: The Future of the Events Industry

Module Name: Events Operation (EVT60204)

Module Leader: Mr. Ch'ng Chor Ban

"AI-Powered Events: The Future of the Events Industry," was held on the 21st of June 2023 at Lecture Theatre 12, Taylor's University. This event, organised in collaboration with Sustainable Tourism Impact Lab, Hub 4 Innovation, and Technology for Sustainable Hospitality and Tourism, and supported by the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS), provided a platform to explore the transformative potential of artificial intelligence (AI) in the events industry.

Under the expert moderation of Mr. Lee Mark, Chief Operating Officer of Hotshoe Asia, our distinguished panelists, including Mr. Rahul Bharadwaj, Co-Founder of Anderes Fourdy Sdn Bhd; Ms. Micky Ng Mooi Chin, Chief Imagination Officer of Above Creative Events; and Ms. Ng Wai Yee, Stream Leader of the Event Program at Taylor's University, shared their invaluable insights and experiences in leveraging AI for events.



During the event, delegates gained valuable insights and knowledge about the role of AI in shaping the future of events. The engaging discussions and presentations increased their understanding of AI applications by up to 88%, and inspired creative thinking. Delegates also had the opportunity to network and connect with industry professionals, experts, and like-minded individuals, forging valuable connections for future partnerships, job opportunities, and collaborations within the events industry.

The event served as a catalyst for professional development, equipping delegates with an expanded skill set and industry knowledge. It opened doors to new possibilities and sparked innovative ideas for integrating AI into event planning and execution.

We would like to express our sincere gratitude to all the participants, collaborators, and supporting associations who made this event a resounding success. Together, we are shaping the future of the events industry through innovation and collaboration.

AI POWERED EVENTS: THE FUTURE OF THE EVENTS INDUSTRY (CONT.)

Hub 4 - Innovation and Technology for Sustainable Hospitality and Tourism (SDG#9)

Pillar: Education

Project Name: AI-Powered Events: The Future of the Events Industry

Module Name: Events Operation (EVT60204)

Module Leader: Mr. Ch'ng Chor Ban

Impact and outcome of this activity:

The impact of this initiative has been profound and multi-faceted. Primarily, it has enabled us to garner critical insights and develop a comprehensive understanding of the role of artificial intelligence within the event industry. This foundation of knowledge provides a firm platform upon which future innovations can be built.

The initiative has served as a powerful networking conduit, facilitating meaningful interactions between industry professionals, experts, and individuals with a shared interest in the transformative power of AI. The sharing of ideas, experiences, and expertise in these networking sessions has not only bolstered our knowledge base but also forged potential alliances and partnerships. It also challenges us to think creatively and transcend conventional boundaries. The exploration of new possibilities for AI implementation in the events sector has been both exciting and enlightening, presenting us with potential avenues for further research and development.

As for the outcomes of this initiative, they are vital to our continuous growth and evolution. The initiative has significantly expanded the delegates' grasp of AI applications pertinent to the events industry. This expanded understanding will be invaluable as we navigate the rapidly evolving technological landscape of our industry.

The relationships fostered during this initiative are likely to yield future partnerships and career opportunities, creating valuable connections within the events industry. Finally, by broadening our skill set and deepening our understanding of the industry, this initiative has substantially contributed to our professional development. The insights and experiences garnered have equipped us with the tools to continue pushing the boundaries of what is possible in the events industry.



CALL FOR PAPERS : 8TH ASIA EURO 2023 CONFERENCE



JOINTLY ORGANIZED BY



Global
changes and
transformative
future



Toulouse School of Tourism, Hospitality Management and Food Studies, France and Taylor's University, Malaysias, 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'.

Deadline for Extended Abstract Submission :
16th August 2023

Deadline for Full Paper Submission :
15th October 2023

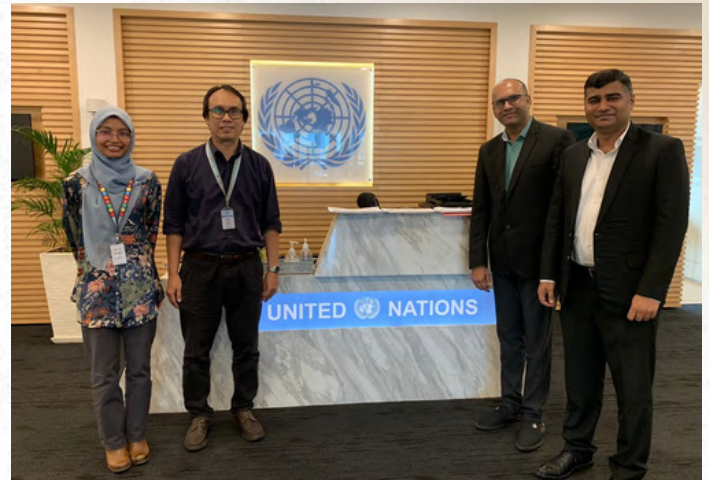
For more info: [[link](#)]

Submission details: [[link](#)]

Sub Themes of Invited Papers

- Anthropology of tourism
- Anthropology of food & gastronomy
- Architecture & design in tourism, hotel & food services
- Crisis management. What we learned from the lockdown experience?
- Cultural studies
- Customer experience
- New forms of tourism and hospitality
- Economic impacts
- Education and training
- Environmental resources & impacts
- Events management
- Food and gastronomic heritage
- Food studies and food security
- Heritages and tourism
- Post-COVID human resources
- New methodological approaches
- Product development
- Post covid Tourism and hospitality
- Regulations & management
- Rural tourism
- Safety & security
- Service quality
- Social entrepreneurship
- Sociology of food
- Sociology of tourism
- Strategies, processes & benchmarking
- Sustainable tourism
- Technology
- Tourism policies
- Tourist behaviour
- Travel trends & flows
- Tourism and hospitality marketing
- Virtual and Augmented reality
- Other relevant topics

COLLABORATION BETWEEN SUSTAINABLE TOURISM IMPACT LAB AND UNDP TO MONITOR SUSTAINABILITY OF TOURISM DESTINATION IN MALAYSIA



The Sustainable Tourism Impact Lab and the United Nations Development Programme (UNDP) have come together in a momentous partnership aimed at creating and monitoring the sustainability of tourism destinations in Malaysia. This partnership brought about the inception of the Sustainable Tourism Recovery Project, which was officially initiated on October 1st, 2022 and is set to continue until June 30th, 2024. This Sustainable Tourism Project aims to fortify sustainable tourism recovery across three district ecotourism cluster destinations in Malaysia: (i) Mersing, Johor; (ii) Manjung, Perak; and (iii) Setiu, Terengganu. With the objective of developing and conducting a carrying capacity assessment and destination branding activities, this collaboration is meant to reinforce the sustainability of these local tourism sites.

A fundamental element of this collaboration is the active involvement of students and lecturers from Taylor's University in Malaysia. These students will participate in UNDP activities, receiving an invaluable real life learning experience that supports their learning on sustainable tourism or related subjects to the UNDP Sustainable Tourism Project. The expertise of Taylor's University lecturers will be leveraged in implementing UNDP's sustainable tourism activities. This is set to contribute significantly to achieving the desired project outcome - the Sustainable Tourism Index, a crucial tool for measuring the sustainability of tourist destinations.

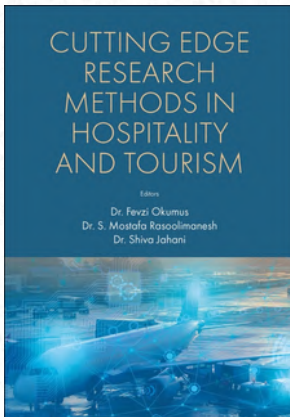
Central to this project is the capacity building of key stakeholders. Based on the sustainability assessment results from the Sustainable Tourism Index, targeted capacity-building efforts will ensure that stakeholders have the skills and knowledge to uphold and promote sustainable tourism practices.

Taylor's University has pledged its dedication to work hand-in-hand with the United Nations Development Programme (UNDP). The joint venture aims to support and accomplish the multitude of activities and deliverables outlined in the UNDP Sustainable Tourism initiative. This joint effort will involve the active engagement of both the students and lecturers. The University is entrusted with the role of coordinating the execution of these activities, creating comprehensive timelines to ensure the participation of students is seamless and effective through projects hosted by the Sustainable Tourism Impact Lab. Moreover, Taylor's University will support the assessment sustainability of destinations using the Sustainable Tourism Index, including the required survey and report analysis and capacity-building activities.



Meanwhile, the UNDP is committed to ensuring smooth project execution. They will provide access to the necessary project site, allowing for the conduct of a multitude of activities integral to the Sustainable Tourism project. The UNDP is also responsible for supporting the operational aspects of the project site to facilitate the successful execution of the Sustainable Tourism project. In their capacity as a technical advisor, the UNDP will work diligently to ensure that the project activities are well-aligned with the agreed-upon objectives and deliver mutual benefits. This advisory role will ensure the continuity and success of the project, fostering a symbiotic relationship that aims to further the goals of sustainable tourism.

PUBLICATIONS



01

Cutting Edge Research Methods in Hospitality and Tourism

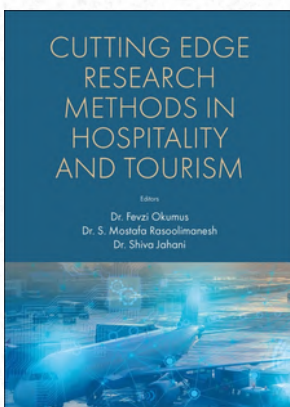
<https://doi.org/10.1108/9781804550632>



05

My new financial companion! non-linear understanding of Robo-advisory service acceptance

<https://doi.org/10.1080/02642069.2022.2161528>



02

Guideline for Application of fuzzy-set Qualitative Comparative Analysis (fsQCA) in Tourism and Hospitality Studies

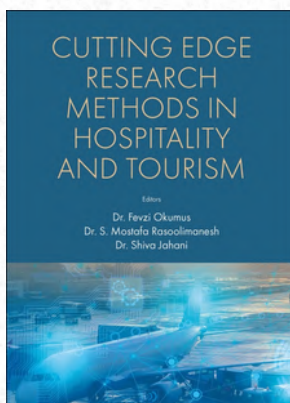
<https://doi.org/10.1108/9781-80455-063-220231009>



06

Webrooming as the new retail experience: a smart-shopping perspective

<https://doi.org/10.1108/IJRD-M-09-2022-0352>



03

Which SEM to Use and What to Report? A Comparison of CB-SEM and PLS-SEM

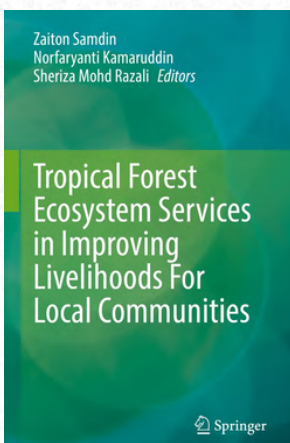
<https://doi.org/10.1108/9781-80455-063-220231002>



07

Insights into the Role of Community Participation as a Tool for Local Support: A Normative Model for Competitive and Sustainable Destination Development

<http://dx.doi.org/10.6007/IJARBSS/v13-il/15600>



04

Assessing the Community Participation in Ecotourism at Ulu Muda Forest Reserve, Malaysia

https://doi.org/10.1007/978-981-19-3342-4_9

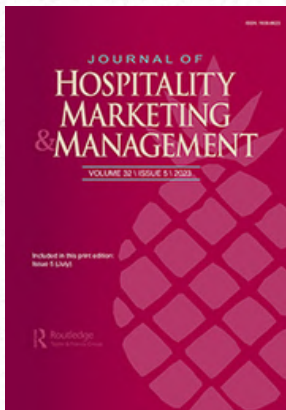


08

Deinstitutionalized senior-friendly accommodation: A phenomenological exploration of deindividualized institutional life of older adults in senior living facilities

<https://doi.org/10.1016/j.ijhm.2023.103476>

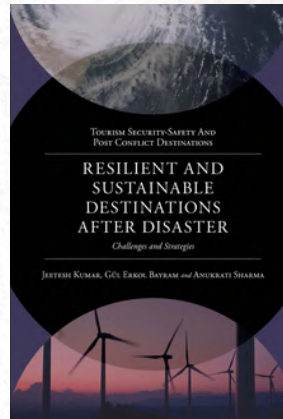
PUBLICATIONS



09

Demystifying meal-sharing experiences through a combination of PLS-SEM and fsQCA

<https://doi.org/10.1080/19368623.2023.2215222>



13

Resilient and Sustainable Destinations after Disaster: Challenges and Strategies

<https://books.emeraldinsight.com/page/detail/resilient-and-sustainable-destinations-after-disaster/?k=9781803820224>



10

Corporate social responsibility and international students mobility in higher education

<https://doi.org/10.1108/SR-J-12-2021-0505>



14

Nature-based tourism and nature conservation: exploring the elements and links.

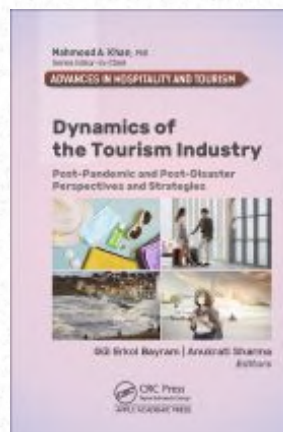
<https://www.routledge.com/..Mandic.../p/book/9781032137704>



11

Community-based model of tourism development in a biosphere reserve context

<https://doi.org/10.1108/TR-10-2022-0529>

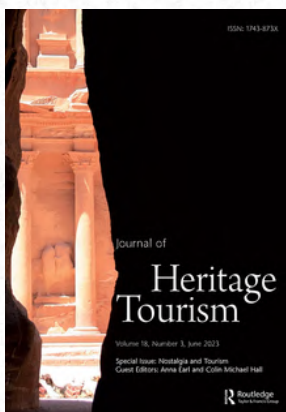


15

Role and importance of Event tourism in economic and social development

The Recovery Roadmap of Tourism Industry Post Covid-19 Pandemic: Literature-based Recommendations

Apple Academic Press



12

Residents' perception of tourism impacts and their support for tourism development: a study of a Bektashi faith destination in Türkiye

<https://doi.org/10.1080/1743873X.2023.2212170>



16

Cryptocurrencies have arrived, but are we ready? Unveiling cryptocurrency adoption recipes through an SEM-fsQCA approach

<https://doi.org/10.1108/BL-01-2022-0010>

UPSCALING WORLD CLASS RESEARCH & SOCIAL SERVICES FOR LEARNING EXPERIENCES

ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23: Panel Discussion I

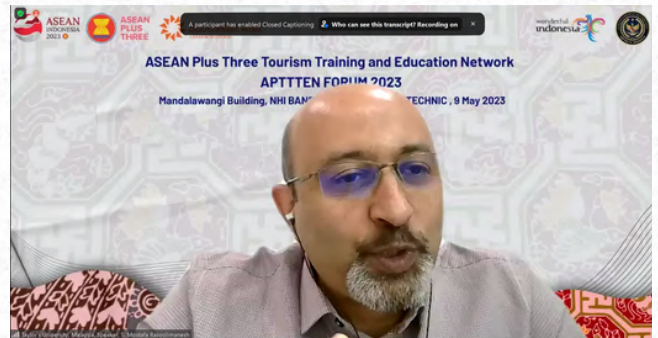
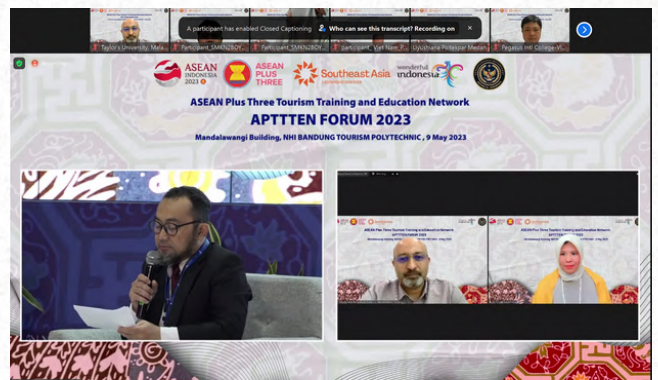
Pillar: Advocacy

Invited Speaker: Prof. Dr. S. Mostafa Rasoolimanesh

On 9th May 2023, the ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23 took place in a hybrid format, combining in-person attendance in Bandung, West Java, Indonesia, and virtual participation via the Zoom platform. The event, which ran from 8:30am to 3:30pm (GMT+7), was organized by the Ministry of Tourism and Creative Economy of the Republic of Indonesia and NHI Bandung Tourism Polytechnic.

One of the highlights of the forum was Panel Discussion 1 (9.00am - 9.45am), titled "Upscaling World Class Research & Social Services for Learning Experiences." moderated by HILDIKTIPARI (Himpunan Lembaga Pendidikan Tinggi Pariwisata Indonesia). Esteemed panelists included Prof. Dr. Alexandra J. Kenyon from University Vitez, Bosnia, Prof. Dr. Seyyed Mostafa Rasoolimanesh from Faculty of Social Sciences and Leisure Management, Taylor's University Malaysia, and Hera Oktadiana, Ph.D., from James Cook University Australia.

As the second panelist, Prof. Dr. Seyyed Mostafa Rasoolimanesh presented his insights on this topic which highlighted the vital role of interdisciplinary collaboration and partnerships between various stakeholders, including tourists, local communities, businesses, and governments. He also proposed the use of innovative and creative approaches to research project design and implementation, experimental research methodologies for behavioral studies, and the utilization of big data analytics. he stressed the necessity for impactful research that takes into account the effects on society, communities, and industries.



ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23
NHI Bandung Polytechnic of Tourism

Upscaling World Class Research and Social Services for Learning Experiences

S. Mostafa Rasoolimanesh
Professor of Tourism
Faculty of Social Sciences and Leisure Management
Taylor's University, Malaysia



World Class Research and Learning Experiences

World-class research can provide new insights for educators and students:

- Understand how research can be applied in real-world contexts, such as tourism planning and development, policy making, and marketing.
- Collaboration and Communication Skills among researchers, community members, and other stakeholders.
- Understand impactful research and incorporate purpose on their learning experiences.



World Class Research and Learning Experiences

World-class research can provide new insights for educators and students:

- Trends and Worldwide interdisciplinary / multidisciplinary issues - Exposure to Cutting-Edge Research
- Develop critical thinking and analytical skills - Complex data and research methodologies and Interpret data

NEW LEARNING EXPERIENCES CAPABILITIES: TRANSFORMATION OF DIGITAL MATURITY, GREENOVATION, GENERATION LIFESTYLE

ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23: Panel Discussion I

Pillar: Advocacy

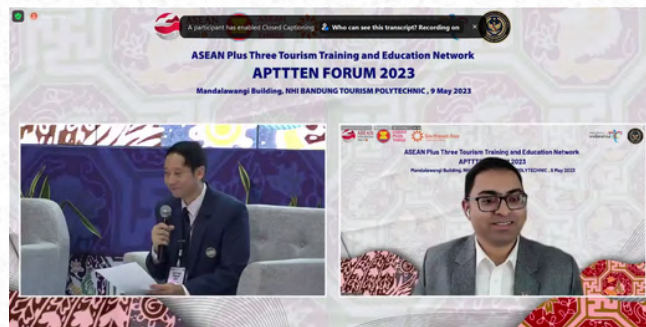
Invited Speaker: Dr. Rupam Konar

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Panel Discussion II (10.00am - 10.45am), at the ASEAN Plus Three Tourism Training & Education (APTTTEN) Forum 23, titled "New Learning Experiences Capabilities: Transformation of Digital Maturity, Greenovation, Generation Lifestyle," was moderated by NHI Bandung Polytechnic of Tourism. Esteemed panelists included Prof. Dr. Diena Mutiara Lemy from Tourism Universitas Pelita Haripan and HILDIKTIPARI, Dr. A.H. Galih Kusumah, MM.,CHE, and Dr. Rupam Konar from Taylor's University Malaysia.

Dr. Rupam Konar, the third panelist, presented on "Digital Maturity, Greenovation, and Generation Lifestyle on the Future of Education: Perspectives from Taylor's University, Malaysia." He discussed the transformative effects of these three critical areas on learning and skill development. Emphasizing the increasing demand for lifelong learning and the continuous upskilling and reskilling needed to keep pace with rapid changes in technology, society, and the economy, He also highlighted the expansion of learning beyond classroom walls.

This involves connecting learners with local and global communities and addressing pressing issues with innovative solutions. He stressed the importance of providing personalized, flexible, and diverse learning opportunities that cater to different learners' needs, interests, and preferences. Furthermore, Dr. Rupam highlighted several new horizons in the education industry, including personalized learning experiences for students, the growth of transnational education, cultivating capabilities for the future, scaling up the higher education model, and the emergence of Education 5.0.



GLOBAL TRENDS AND ISSUES IN ACADEMIC RESEARCH: HOSPITALITY AND TOURISM

Theme: Globalizing Research: Opportunities and Challenges in Adapting New Trends

Pillar: Advocacy

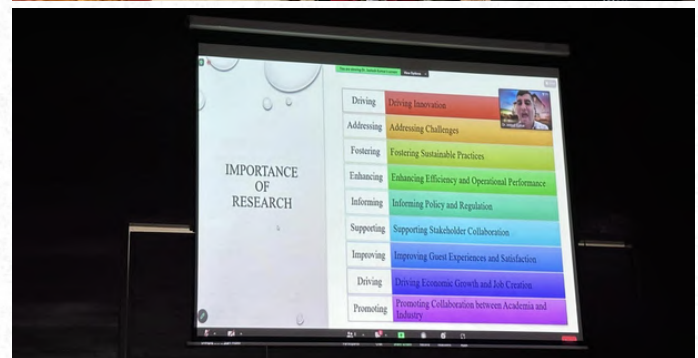
Invited Speaker: Dr. Jeetesh Kumar

The College of International Hospitality and Tourism Management, Manuel S. Enverga University Foundation, Philippines, conducted the third Tourism and Hospitality Research Colloquium on May 25, 2023, in a hybrid setup with the theme "Globalizing Research: Opportunities and Challenges in Adapting New Trends". Dr. Jeetesh Kumar from the School of Hospitality, Tourism & Events, Taylor's University, Malaysia, was invited as a resource speaker. Where Dr. Jeetesh presented his insights on the topic "Global Trends and Issues in Academic Research: Hospitality and Tourism". He highlighted from sustainability to technological advancements, and the presentation explored vital topics shaping the industry's future.

Driven by a growing focus on sustainable practices, researchers are working to minimize environmental impact and preserve cultural heritage. Technological advancements are revolutionizing customer experiences, with AI, VR, and blockchain leading the way. Understanding consumer behaviour and enhancing destination marketing are also vital areas of research. Crisis management, cultural heritage, and the economic impact of tourism were other significant topics discussed. As researchers strive to shape the industry's sustainable and resilient future, exciting times lie ahead.

Impact of this activity:

The session served as an invaluable source of knowledge for academics, students, and industry professionals. By discussing global trends and issues in academic research concerning hospitality and tourism, he enhanced the audience's understanding of critical issues, such as sustainability, technological advancements, consumer behaviour, destination marketing, and crisis management. The event served as an incubator for new ideas and strategies that are poised to make a lasting impact on the industry.



COLLABORATION WITH WWF TO LAUNCH CLIMATE COMMUNICATION CHALLENGE (CCC)

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

Pillar: Advocacy

Team: Ms. Azreena Binti Azman, Ms. Salina Mohd Farid, Dr. Kalpana Das, Dr. Thanam Subramaniam

The collaboration aims to partner with the World Wide Fund for Nature (WWF) to launch the Climate Communication Challenge (CCC). This initiative is designed to enhance tertiary students' knowledge, awareness, and competency regarding possible Net Zero Pathways for Malaysia, as part of efforts to mitigate climate change. The aim of this competition is to encourage students to utilize their knowledge, expertise, creativities, and capabilities as well as leverage their skills to actively promote climate action through digital content creation communication amongst youth and urban consumers to help achieve 'Securing Our Future: Net Zero Pathways for Malaysia' by 2050 according to 12th Malaysia Plan.

- Aishah Sabrina Binti Abdul Jalal, Senior Programme Officer at WWF, will launch the CCC during 15-minute presentations given to Taylor's College students in their English as An Additional Language (EAL) class.
- Additionally, a WWF booth will be set up, where copies of WWF publications will be displayed. The booth will also serve to introduce the CCC to the Taylor's University (TU) community.



Impact and Outcome of this activity:

- 122 students of the SACE International students of the EAL module were encouraged to register for the CCC challenge to showcase their talent in music or video for Tik Tok on other platforms on the 31st May and 8th June 2023. Participants would receive training to prepare accurate content and effective communication methods to attract their target audience on social media. The students were enticed by the cash prizes and the e-certificate for all participants.
- The webinars and content creation workshops would prepare the participants for content creation as well as technical writing to communicate to a specific target audience as well as hone their writing skills for the module.
- The WWF booth which was set up at the walkaway near the Student Life Center on the 8th June from 10 to 4pm drew large crowds as students responded to questions on nature's trivia to win WWF merchandise.
- WWF also received some early registrations for the CCC of their target of 1000 submissions





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