

SUSTAINABLE TOURISM IMPACT LAB



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



IMPACT LAB
Sustainable Tourism

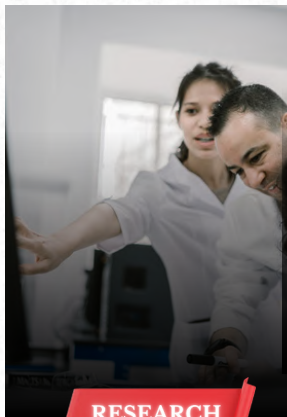
Supports Sustainable Development Goals



3 PILLARS



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

RESEARCH

- Sustainable Tourism Impact Lab Webinar on Applying Impact Lab Grant
- Publications

ADVOCACY

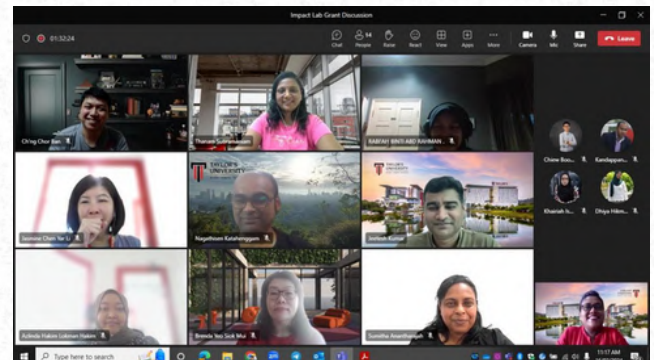
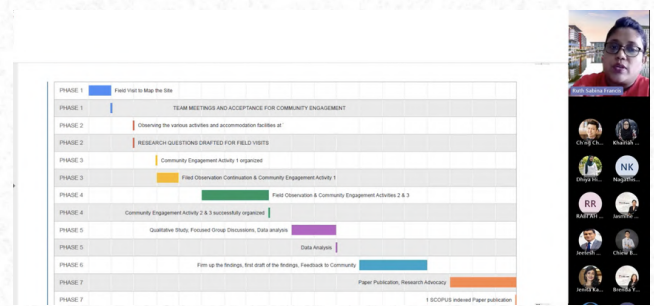
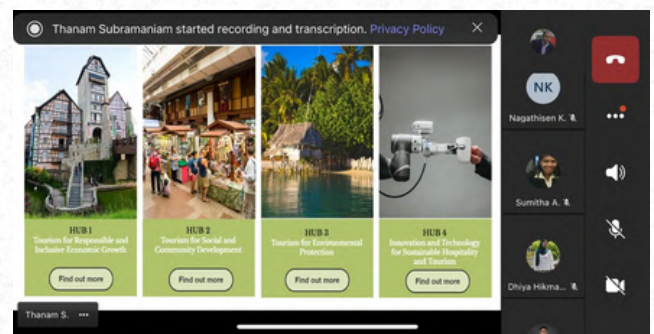
- 32nd Council of Hotel and Restaurant Educators of the Philippines (COHREP) Convention on Cruise: Research Conference and Grand Educational Immersion “Regenerative and Sustainable Tourism and Hospitality”
- Innovation in Teaching and Learning Practices
- Boosting Engagement: Interactive and Digital Learning Design
- Global Trends In Research And Innovation: Power Of The Past – Force Of The Future 2.0
- Masterclass 2024 - Enhance Your Leadership Vista: Cultivating Cross-Cultural Understanding Through Networking and International Engagements
- Tourism Forum 2024 unveils insights on COVID-19 Impacts on Malaysian Tour Businesses

SUSTAINABLE TOURISM IMPACT LAB WEBINAR ON APPLYING IMPACT LAB GRANT

On 16th February 2024, the Sustainable Tourism Impact Lab - CRiT organized an insightful online sharing session dedicated to the Taylor's Impact Lab Grant. The event was led by our successful grant project leaders from the previous round, Dr. Thanam Subramaniam, Dr. Ruth Sabina Francis, and Mr. Ch'ng Chor Ban, with the purpose of empowering members to effectively apply for the internal grant.

Dr. Thanam Subramaniam's presentation delved into the intricacies of applying for the Impact Lab Grant, emphasizing key elements vital for successful applications. She discussed the crucial factors such as aligning proposals with government policies, integrating with Sustainable Development Goals (SDGs), articulating clear problem statements, and setting objectives that resonate with the challenges outlined by the Impact Lab. Dr. Ruth Sabina Francis provided a detailed overview of the research application steps and areas to focus on, drawing from her own expertise. Her guidance was instrumental in helping participants understand how to structure their proposals effectively. Mr. Ch'ng Chor Ban offered concise guidance and practical tips on grant applications, emphasizing the importance of adhering to timelines and formulating realistic budgets.

The session, which took place online, witnessed the participation of 40 eager members from diverse backgrounds within the Sustainable Tourism Impact Lab community. Through the comprehensive elucidation of the application process by Dr. Ruth Sabina Francis, Mr. Ch'ng Chor Ban, and other speakers, attendees gained valuable insights into crafting impactful grant proposals to advance sustainable tourism objectives. By providing attendees with a clear roadmap for navigating the intricacies of the Impact Lab Grant application process, the webinar fostered a spirit of empowerment and collaboration among members, paving the way for the conception and execution of innovative projects aimed at driving positive change within the realm of sustainable tourism. Hence, this webinar catalyzed inspiring members of the Sustainable Tourism Impact Lab to leverage the resources available through the Impact Lab Grant to spearhead initiatives that contribute to the advancement of sustainable tourism practices in alignment with overarching societal and environmental goals.



PUBLICATIONS



01

Tourism Economic Impact Assessment - Literature Review Using Bibliometric Tools

https://doi.org/10.14246/irspsd.11.4_205



05

Exploring the factors and spatial patterns of national night cultural tourism consumption agglomeration zones in China

<https://doi.org/10.1016/j.heliyon.2024.e24132>



02

How vacation satisfaction shapes relationship quality among Indian couples

<https://doi.org/10.1080/13032917.2023.2286009>



06

Research on Factors Influencing Hotel Consumers' Health: A Systematic Review and Ways Forward

<https://doi.org/10.3390/su16052099>



03

“Savoring the Past, Nourishing the Present”: Uncovering the Essence of Multicultural Mealtime Experiences in Senior Living Facilities

<https://doi.org/10.1080/01684372.2023.2264894>



07

Exploring the Impact of Digital Detoxification on Higher Education Students' Learning

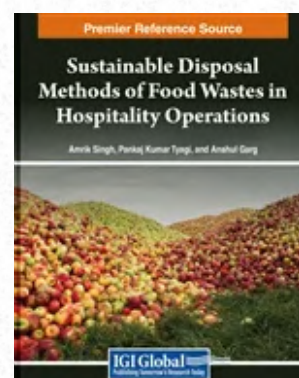
<https://www.igi-global.com/gateway/chapter/336745>



04

Beyond taste: examining sustainable value, perceived CSR and consumer behaviour in the restaurant industry

<https://doi.org/10.1108/JHTI-07-2023-0446>

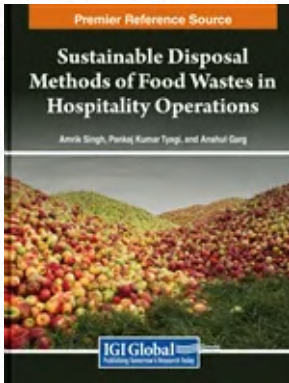


08

Green Revolution in Hospitality Industry: A Deep Dive into Sustainable Food Waste Management

<https://www.igi-global.com/gateway/chapter/341564>

PUBLICATIONS



09

Book: Sustainable Disposal Methods of Food Wastes in Hospitality Operations

<https://www.igi-global.com/gateway/book/331803>



10

Beyond halal: exploring Muslim and non-Muslim tourists' halal food experiences

<https://doi.org/10.1108/JI-MA-04-2023-0134>



11

Clear your plate the impact of cultural values and social influences on intention to reduce food waste among Malaysian consumers

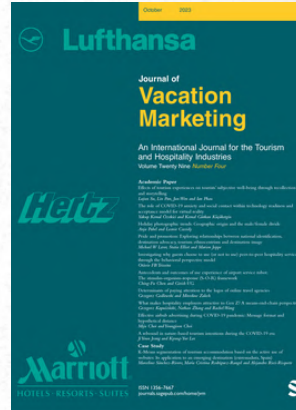
<https://doi.org/10.1080/23311975.2024.2321796>



12

How I Obtained My PhD Admission Letter: A Reflective Interaction-Based Autoethnography

<https://doi.org/10.46743/2160-3715/2024.6380>



13

An exploratory study on tourist perception of green hotels: Empirical evidence from Thailand

<https://doi.org/10.1177/13567667231225475>



14

Role of New Era on Information Management of Tourist Guides

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781032633374-2/role-new-era-information-management-tourist-guides...>



15

Small Steps, Big Impact: Conceptualising the Adoption of Social Media Marketing in Bangladesh's SMEs

<https://doi.org/10.4018/979-8-3693-1918-5.ch009>



16

Social Media Reviews' Influence on Spa and Wellness Consumer Choices: Conceptual Framework, Prospective Significance, and Future Research Directions

<https://doi.org/10.4018/979-8-3693-1978-9.ch001>

32ND COUNCIL OF HOTEL AND RESTAURANT EDUCATORS OF THE PHILIPPINES (COHREP) CONVENTION ON CRUISE: RESEARCH CONFERENCE AND GRAND EDUCATIONAL IMMERSION

The Acting Director of the Sustainable Tourism Impact Lab, Assoc. Prof. Dr. Kandappan Balasubramanian and Programme Director of MIHM & MGHM Programmes at School of Hospitality, Tourism and Events, Taylor’s University, made a significant contribution as a keynote speaker at the "32nd Council of Hotel and Restaurant Educators of the Philippines (COHREP) Convention on Cruise: Research Conference and Grand Educational Immersion" held in Kuala Lumpur, Malaysia on 20th January 2024. Dr Kandappan shared the stage with Mr. Mohd Shahrir Mohd Ali, Director of International Promotion (South East Asia), Tourism Malaysia, and his keynote sharing focused on "Regenerative and Sustainable Tourism and Hospitality" technological advancements, changing consumer behaviors, collaboration innovations, sustainability, and national policy frameworks.



Dr. Kandappan's keynote presentation delved into regenerative tourism principles, showcasing its application through case studies from Malaysia and the broader Asian context. It highlighted sustainable practices within the industry, discussing the challenges and opportunities ahead. The future outlook of regenerative tourism was explored, emphasizing four key trends shaping its evolution: technological advancements, shifting consumer behaviors towards local experiences, innovative collaborations, and a focus on sustainability and responsible practices. The conclusion underscored the critical role of regenerative tourism in shaping a sustainable future for the industry. The invitation was extended to Dr. Kandappan by the COHREP IV organizers -Dr. Lee Majors Fajilan, Chair of Event, Dr. Mark Irvin Celis President and Dr. Shirley Guev, Vice President of COHEREP.



FACULTY DEVELOPMENT PROGRAMME ON "INNOVATION IN TEACHING AND LEARNING PRACTICES"

On 15th February, 2024, Assoc. Prof. Dr. Kandappan Balasubramanian, Acting Director of the Sustainable Tourism Impact Lab and Programme Director at Taylor's University, was invited as a Global Speaker for a Faculty Development Programme on "Innovation in Teaching and Learning Practices" at Jansons School of Business, India. Dr. Kandappan highlighted the importance of innovative teaching methods, including using technology, sticky notes, and fishbone analysis to enhance group activities and interactive learning. Brand management was chosen as a specific example to demonstrate how these methodologies could be seamlessly applied in team settings to foster a dynamic learning environment.

A significant highlight of Dr. Kandappan's presentation was his exploration of interactive learning experiences. He detailed how traditional activities utilizing sticky notes could be transformed into digital exercises using the Slido app, thus creating a platform for creative collaboration and engagement among learners. This transition from physical to digital underscored the potential of technology to revolutionize how educational content is delivered and experienced. Director Professor Dr. A. G. V. Narayanan and Coordinator Dr. Shanthi Lakshmi of Jansons School of Business extended the invitation to speak at this distinguished event to nurture a culture of continuous improvement and innovation within the Jansons academic community. Dr. Kandappan's contribution to the Faculty Development Programme not only highlighted his expertise and leadership in the field of hospitality and tourism education but also reinforced Taylor's University's position as a pioneer in embracing and advocating for innovative teaching and learning practices and purpose-driven learning through impact labs on a global stage.

GLOBAL CONFLUENCE
(An Interaction with Global Leaders)

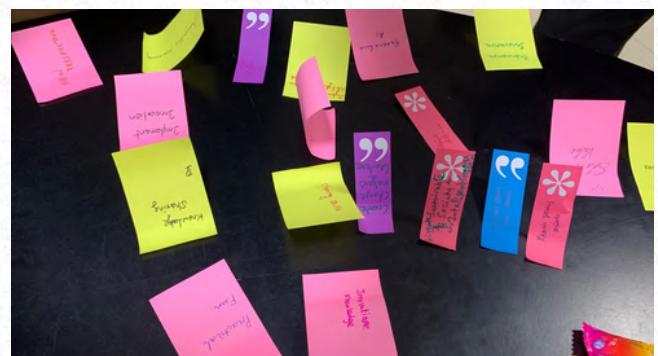
FACULTY DEVELOPMENT PROGRAMME
on
Innovation in Teaching & Learning Practices

Dr Kandappan Balasubramanian
Associate Professor and Programme Director
MIHM & MGHM Programmes
School of Hospitality, Tourism & Events
Taylor's University, Malaysia

15th February 2024
Thursday @ 2.00 pm

Centre for Faculty Development
JANSONS SCHOOL OF BUSINESS
(AUTONOMOUS)
Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA

Celebrating 22 Years in Management Education | 2002 - 2024



FACULTY ENRICHMENT PROGRAMME ON "BOOSTING ENGAGEMENT: INTERACTIVE AND DIGITAL LEARNING DESIGN"

On 16th February, 2024, Assoc. Prof Dr. Kandappan Balasubramanian, Acting Director of the Sustainable Tourism Impact Lab and Programme Director at Taylor's University, was honored as a Resource Person for the "Boosting Engagement: Interactive and Digital Learning Design" faculty enrichment programme at Nirmala College for Women, India. Emphasizing innovative teaching, he discussed technology's role, the effectiveness of sticky notes and fishbone analysis in group activities, and interactive learning. Using brand management as an example, Dr. Kandappan showcased how these strategies enhanced team-based learning environments and introduced the Padlet app for digital collaboration.

The invitation from Mrs. J Folentia Kamal, Dean of Academics at Nirmala College for Women, underscores a mutual dedication to cultivating a culture of continuous improvement and embracing innovative educational practices. Dr. Kandappan's significant contributions to this faculty development program spotlighted his deep expertise in hospitality and tourism education and solidified Taylor's University's reputation as a leader in advocating for innovative teaching and learning strategies. Through this engagement, Dr. Kandappan further propagated the ethos of purpose-driven learning, emphasizing the global impact of Taylor's University's Sustainable Tourism Impact Lab.



NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)
 Accredited with A++ grade by NAAG in the IV cycle with CGPA 3.78
 Accorded star status by DBT, Government of India
 Supported by DST-FIST at level '0'
 Red Fields, Coimbatore-641018, Tamil Nadu, India

Faculty Enrichment Programme
Boosting Engagement: Interactive and Digital Learning Design

Resource Person
Dr. Kandappan Balasubramanian
 Associate Professor and Programme Director
 MHM and MGHM Programmes
 School of Hospitality, Tourism & Events
 Taylor's University, Malaysia

Date: 16.02.2024 **Time: 2.15 pm to 4.00 pm**

Organizing Committee

Chief Patron **Patron**
 Rev. Sr. Dr. A. Kulandai Therese Rev. Sr. Dr. Mary Fabiola
 Secretary Principal

Members
 Mrs. J. Folentia Kamal, Dean of Academics
 Dr. K. Julia Rose Mary, Associate Professor and Head, Dept of Mathematics
 Dr. P. Kalaivani, Assistant Professor, Dept of Chemistry
 Dr. S. Sivashankari, Associate Professor, Dept of Bioinformatics



**FACULTY DEVELOPMENT PROGRAMME ON
“GLOBAL TRENDS IN RESEARCH AND INNOVATION: POWER OF THE PAST – FORCE OF THE FUTURE 2.0”**

On 17th February, 2024, Assoc. Prof Dr. Kandappan Balasubramanian, the Acting Director of the Sustainable Tourism Impact Lab and Programme Director of MIHM & MGHM at Taylor’s University’s School of Hospitality, Tourism, and Events, made a notable appearance as a keynote speaker at the International Conference on "Global Trends In Research And Innovation: Power Of The Past – Force Of The Future 2.0." This event was hosted by Sri Ramakrishna College of Arts and Science.



In his keynote, Dr. Kandappan explored the critical importance of research and innovation, delving into advanced research areas. He highlighted contemporary research methodologies the power of collaborative innovation, and addressed environmental sustainability challenges, offering tech-driven solutions through examples from a global to an Indian context. Dr. Kandy further discussed current and future trends in research and innovation, touching on AI, climate change, big data, sustainability, and interdisciplinary research domains. Participants greatly valued Dr. Kandappan's insights on selecting relevant research topics from various journals, reflecting the deep appreciation for his knowledge sharing. Concluding his address, Dr. Kandy advocated for purpose-driven learning and underscored the global influence of Taylor’s University’s Sustainable Tourism Impact Lab in fostering education, research, and advocacy in the field.





SRI RAMAKRISHNA
COLLEGE OF ARTS & SCIENCE (Autonomous)
Formerly SRK Social College

DEPARTMENT OF B.COM-A&F

A ONE DAY INTERNATIONAL CONFERENCE
ON
**GLOBAL TRENDS IN RESEARCH AND INNOVATION : POWER OF THE PAST
- FORCE OF THE FUTURE 2.0**
(SECOND EDITION)
17 FEBRUARY 2024



MR. JYOTI RANJAN PARIDA
*Deputy Vice President
Regional Head- HDFC Bank
Coimbatore*



CA JOSEPH JOY PUTHUSSERY
*Assistant Professor
School of Commerce and Management
Studies, Bharata Mata College, Thrikkakara
Kochi, Kerala*



DR. KANDAPPAN BALASUBRAMANIAN
*Associate Professor - School of Hospitality,
Tourism and Events, Programme Director - MHIM
& MGHM, Faculty of Social Sciences and Leisure
Management, Taylor's University, Malaysia.*

Venue : CH - 1

Time : 9 AM

PATRON
Dr.B.L.Shivakumar
Principal & Secretary

CONVENOR
Dr.G.Agila
Head of the Department

COORDINATORS
Dr.A.Tharmalingam
Ms.J.Novina Steffy



MASTERCLASS 2024 “ENHANCE YOUR LEADERSHIP VISTA: CULTIVATING CROSS-CULTURAL UNDERSTANDING THROUGH NETWORKING AND INTERNATIONAL ENGAGEMENTS”

On 17th February, 2024, Assoc. Prof. Dr. Kandappan Balasubramanian, the Acting Director of the Sustainable Tourism Impact Lab and Programme Director of MIHM & MGHM at Taylor’s University’s School of Hospitality, Tourism and Events, delivered an influential Masterclass on “Enhance Your Leadership Vista: Cultivating Cross-Cultural Understanding Through Networking and International Engagements” in India, organized by Kumaraguru College of Liberal Arts and Science (KCLAS) in partnership with the Rotaract Club of KCLAS.

Assoc. Prof Dr. Kandappan Balasubramanian from Taylor’s University emphasized the critical roles of networking, collaboration, and cross-cultural engagements in leadership development. Highlighting these as key drivers for success in today’s interconnected world, he provided actionable insights into leveraging these elements for personal and professional growth. Dr. Kandappan underscored the value of building a diverse network, fostering collaborative projects across cultures, and engaging deeply with different cultural perspectives to enhance leadership skills. He also shared practical tips for students interested in pursuing higher education in Malaysia, focusing on the importance of selecting the right program that aligns with their career aspirations, the benefits of immersing themselves in Malaysia’s multicultural environment, and leveraging networking opportunities for academic and career advancement.

These insights prepared the participants for future leadership roles and positioned Malaysia as an attractive destination for higher education, known for its high-quality academic offerings and rich cultural diversity. Dr. Kandappan’s session, thus, served as a bridge connecting students with the possibilities of international education and professional development in Malaysia. The session invitation came from Professor Dr. Sakkthivel Annamalai Manickam and Associate Professor Dr. Preetha Leena of KCLAS, which reflects their commitment to providing their students with world-class learning opportunities.



TOURISM FORUM 2024 UNVEILS INSIGHTS ON COVID-19 IMPACTS ON MALAYSIAN TOUR BUSINESSES

On 12th of March 2024, Dr. Thanam Subramaniam, esteemed hub leader of Social and Community Development at Sustainable Tourism, delivered a compelling presentation at the Tourism Forum 2024. Focused on unveiling the repercussions of the COVID-19 pandemic on tour businesses in Malaysia, Dr. Thanam's research insights ignited discussions on innovative survival strategies amidst unprecedented challenges tour operators face.

The Tourism Forum 2024, a collaborative effort between Taylor's University, Universiti Malaysia Sabah (UMS), and the ASEAN Tourism Research Association (ATRA), served as a platform for scholarly exchange and exploration of pressing issues within the tourism sector. This event marked the culmination of a research initiative initiated between Taylor's University and Universiti Malaysia Sabah (UMS) from March 2022 to September 2024. Leveraging both qualitative and quantitative research methodologies, the collaborative research endeavor aimed to unravel the intricacies of the post-pandemic tourism landscape and shed light on the challenges and strategies tour operators adopt to navigate these uncertain times.

Dr. Thanam's presentation, centered on the outcomes of quantitative research methods, provided attendees with invaluable insights into the pandemic's tangible impacts on Malaysian tour businesses. Through meticulous analysis and interpretation of data, she illuminated the multifaceted challenges tour operators face and highlighted innovative approaches to ensuring business continuity amidst adversity.

With 200 enthusiastic physical participants (including policymakers, tour operators, travel agencies, academicians and students) gracing Taylor's University's campus and a multitude of engaged virtual attendees, the Tourism Forum 2024 embraced a hybrid format. This format symbolized a significant leap forward in unravelling the complex dynamics of Malaysia's tourism landscape during the global pandemic.




TOURISM FORUM 2024 UNVEILS INSIGHTS ON COVID-19 IMPACTS ON MALAYSIAN TOUR BUSINESSES

The convergence of diverse perspectives and expertise fostered dynamic discussions and paved the way for collaborative efforts to revitalise the tourism sector and charting a resilient path forward. In addition, the Tourism Forum 2024 served as a beacon of knowledge and collaboration, propelling stakeholders within the tourism industry towards informed decision-making and collective action to address the challenges posed by the COVID-19 pandemic and pave the way for a sustainable and resilient future for Malaysian tour businesses.





GET IN TOUCH WITH US TODAY!



Supports Sustainable Development Goals



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Fax: 603-5629 5001

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TO VISIT OUR WEBSITE

