

ISSUE 1

SUSTAINABLE TOURISM IMPACT LAB

MARCH 2024



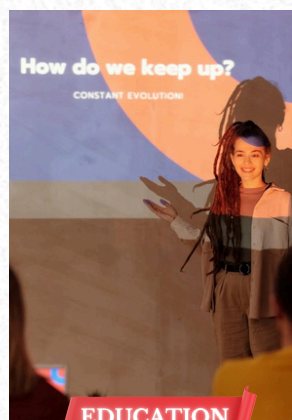
Sustainable Tourism Impact Lab aims to drive responsible & inclusive economic growth and community development in the tourism and hospitality industry.


IMPACT LAB
 Sustainable Tourism

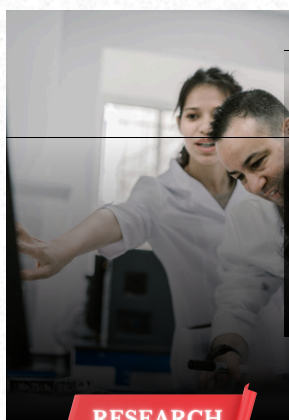
Supports Sustainable Development Goals



3 PILLARS



EDUCATION



RESEARCH



ADVOCACY

Impact labs offer students opportunities to apply their knowledge and skills to address the various complex challenges faced by society, to be addressed by the impact labs, and make an impact on the "people, planet and prosperity". Through these learning opportunities, students have a chance to live their purpose and take their productive place as leaders or change agents in the global community.

Impact labs offer academics the opportunities to work together to address the complex challenges faced by society through interdisciplinary research. Through the activities of the lab including research, academics will be able to make a positive impact on the "people, planet and prosperity" through contributing to the fundamental knowledge, practical solutions, and policy advocacy. Research will strengthen the positions of advocacy with evidence based outcomes and elevate the credibility and profile of expertise in the Impact Labs.

Impact labs are established to create awareness and advocate for support for actions to address the complex challenges faced by the world. Specifically, the purpose of advocacy is to benefit a community, to call for support from the public and authorities and to inspire more actions to address the complex challenges. To support this intended advocacy role of the impact labs, Various actions will be taken by Taylor's and by the respective impact lab directors.



VISIT OUR WEBSITE FOR MORE INFO [HERE](#) OR SCAN

In This Issue

RESEARCH

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

- Academic Publications: Indexed Journals & Books

ADVOCACY

- PATA Gold Award 2025 for Best Cultural Heritage Preservation Initiative
- Strengthening ASEAN Tourism Frameworks at Sebelas Maret International Workshop and Conference

9TH ASIA EURO TOURISM, HOSPITALITY & GASTRONOMY CONFERENCE



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

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

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

22nd Graduate Research Colloquium

held in parallel with the 9th Asia Euro Conference 2026

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



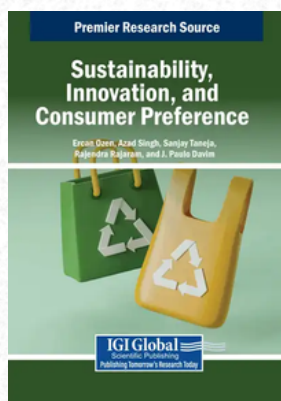
Who Should Attend?

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

For more information, visit

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

PUBLICATIONS



01

The Future of Hotels
Robotics, AI, and Service
Automation in Practice

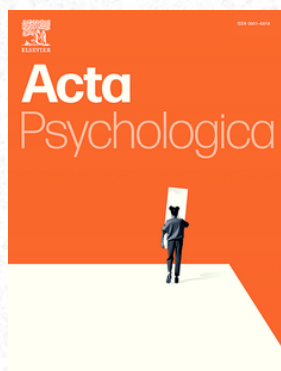
<https://doi.org/10.4018/979-8-3693-9699-5.ch011>



05

Exploring the impact of
travel vlog attributes on
silver tourists' behavioural
intentions: the role of
cognitive and emotional
resonance

<https://doi.org/10.1080/13683500.2025.2523536>



02

Beyond Slowness: Exploring
Destination Stimuli and
Tourists' Emotional
Connections in Slow Tourism

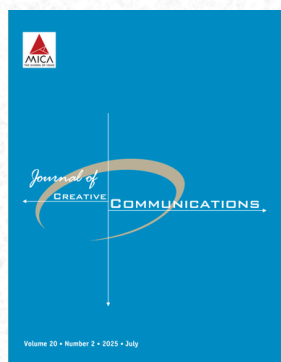
<https://doi.org/10.1016/j.actpsy.2025.105402>



06

Overcrowding, Risk
Perception, and Protective
Behaviours: A Study on
Tourist Decision-Making

<https://doi.org/10.1002/jtr.70095>



03

Can Smart Mobile Applications
Attract Travelers? Exploring
Catenation between Digital
Tourism Entrepreneurs' use of
Artificial Intelligence Generative
Chatbots for Interactive
Marketing Communication and
Virtual Reality

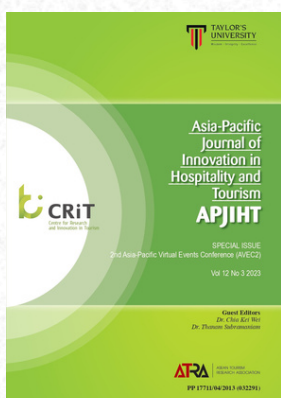
<https://doi.org/10.1177/09732586251345220>



07

The role of destination
brand experience,
emotions and brand
credibility in influencing
destination brand equity

<https://doi.org/10.1108/JHT-1-09-2024-1000>



04

Innovative Technologies in
Tourism and Hospitality
Education: A Bibliometric
Review with Future Research
Direction

<https://fslmjournals.taylors.edu.my/innovative-technologies-in-tourism-and-hospitality-education-a-bibliometric-review-with-future-research-directions/>



08

MVis4SID: Multimodal
Visual Interactive System
for Suicide Ideation
Detection

<https://doi.org/10.1145/3701716.3718380>

PUBLICATIONS



09

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

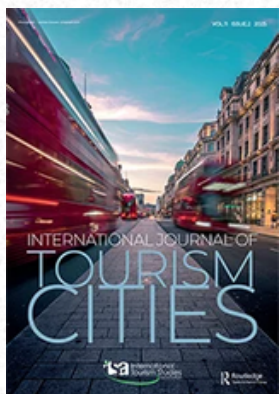
<https://doi.org/10.70517/ijhsa.464539>



10

'Be a part or apart?': A phenomenological study on older adults' resident retention and continued stay in senior living facilities

<https://doi.org/10.1016/j.ijhm.2025.104078>



11

Does food vlog video drive international tourists' gastronomic escapades? Evidence from Penang, Malaysia

<https://doi.org/10.1080/20565607.2025.2558228>



12

Exploring Tourism Diplomacy: Strategies Implementation for Strengthening Global Relations in Malaysia

<https://doi.org/10.37741/t.73.3.6>

PATA GOLD AWARD 2025 FOR BEST CULTURAL HERITAGE PRESERVATION INITIATIVE

Taylor's University proudly celebrates a global achievement as Dr. Thanam Subramaniam, Programme Director and Senior Lecturer at the School of Hospitality, Tourism & Events, and Hub Leader, Sustainable Tourism Impact Lab, has been awarded the prestigious PATA Gold Award 2025 for Best Cultural Heritage Preservation Initiative with the Lenggong Valley Heritage Revival project.

This award-winning, student-powered initiative reimagines the UNESCO World Heritage Site as a vibrant and sustainable heritage destination. The project involved 15 Tourism Management students and 13 Public Relations students in a multidisciplinary collaboration with MOTAC Perak, the Lenggong District Council, local communities, tour guides, and Taylor's Sustainable Tourism Impact Lab. Key outcomes include immersive 360° digital storytelling, a community hub model, and the Lenggong Cultural Festival. Together, these efforts empower local communities as entrepreneurs and cultural stewards, equip MOTAC and local councils with innovative VR and digital tools, and transform students into future-ready leaders through real-world, impact-driven learning.

This milestone highlights Taylor's University's leadership in uniting academia, industry, and community to preserve heritage, empower people, and shape the future of sustainable tourism. Here is a quick glimpse into the impactful work by Dr. Thanam and her students on the Lenggong Project:

<https://university.taylors.edu.my/en/student-life/news/2025/taylors-case-study-revitalising-lenggong-through-culture-and-collaboration.htm>



STRENGTHENING ASEAN TOURISM FRAMEWORKS AT SEBELAS MARET INTERNATIONAL WORKSHOP AND CONFERENCE

On the 3rd and 4th of September, Dr. Nagathisen Katahenggam, Director of the Sustainable Tourism Impact Lab (STIL) at Taylor's University, was honoured to be invited by Universitas Sebelas Maret, Solo, Indonesia to participate in the Sebelas Maret International Workshop on Economic Growth and Development in Emerging Markets and the Sebelas Maret International Conference on Digital Economy (SMICDE) as one of the invited speakers.

In this capacity, Dr. Nagathisen delivered a talk on Sustainable Urban Tourism Destinations and their Associated Employment Opportunities, emphasizing the role of tourism as a catalyst for economic growth, innovation, and community empowerment when developed responsibly. The presentation highlighted the need for building resilient urban tourism ecosystems that not only attract visitors but also generate meaningful employment and support local wellbeing.

The annual SMICDE 2025 conference was organised by the Faculty of Economics and Business (FEB), Universitas Sebelas Maret, in collaboration with the UNS Fintech Center, and supported by the Indonesia Endowment Funds for Education Agency (LPDP) and the Ministry of Higher Education, Science, and Technology of the Republic of Indonesia. This year's conference, themed "Towards Digital Future: New Challenges in Global Economics," featured 2 keynote speakers and 5 invited speakers, and also served as the venue for the Declaration of Consortium on SDG 8: International Association of Studies on Economic Growth and Development in Emerging Markets. The declaration was signed by 14 universities, marking a shared commitment to advancing collaborative research, knowledge exchange, and academic partnerships that promote sustainable and inclusive economic growth in line with SDG 8.

This engagement reflects Taylor's University's commitment, through the Sustainable Tourism Impact Lab (STIL) and CRiT initiative, to advancing sustainable tourism frameworks across ASEAN. The workshop and conference also offered a vital platform for knowledge exchange and collaboration with scholars, practitioners, and policymakers in sustainable tourism, economic development, and digital transformation.





GET IN TOUCH WITH US TODAY!



TAYLOR'S

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Supports Sustainable Development Goals



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