

Centre for Research and Innovation in Tourism (CRiT)

Faculty of Social Sciences and Leisure Management (FSLM)

QUARTERLY NEWSLETTER  
Issue 3 – OCTOBER 2021

## EVENTS

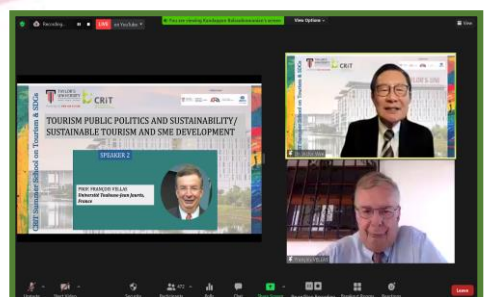
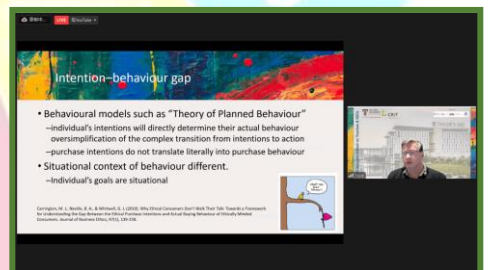
### CRiT Summer School on Tourism & SDGs

The CRiT Summer School on Tourism & SDGs was organized by the Centre for Research and Innovation in Tourism (CRiT), in collaboration with School of Hospitality, Tourism, and Events (SHTE), and the ASEAN Tourism Research Association (ATRA) from 26th - 30th July 2021. The aim of this event was to promote CRiT, Taylor's University as a centre for "Tourism & SDGs" which creates opportunities for researchers to collaborate with national and international organizations, and networking with top scholars in Tourism and SDGs.

The opening message was delivered by Dr. Dirk Glaesser, Director of the Sustainable Development of Tourism, UNWTO and Prof. Dr. Neethiahnanthan Ari Ragavan, Executive Dean of Faculty of Social Sciences and Leisure Management, Taylor's University and President of ASEAN Tourism Research Association (ATRA). During the five days, eleven sessions on various topics related to Tourism and SDGs were presented such as "Responsible Tourism Behavior; Gender Equity and Women Empowerment; CSR and Sustainability in Hospitality Industry; Inclusive Human Resource Management in Tourism and Hospitality Industry; Partnership in Tourism and SDGs; Technology in Tourism and SDGs; Rural Tourism; Tourism and Social Justice; and Tourism and Peace."

The CRiT Summer School had 21 eminent speakers such as Prof. Michael Hall, Prof. Noel Scott, Prof. Tom Baum; Prof. Joseph Cheer; Prof. François Vellas; Prof. Regina Scheyvens; Dr. Alisha Ali; Dr. Inês Carvalho; Dr. Freya Higgins-Desbiolles and Dr. Omar Moufakkir who freely shared their research interests and addressed questions from the participants. More than 1,500 registrations were received from more than 85 countries from postgraduate scholars, academicians, and industry experts. In each session, we consistently had:

- 450 – 600 participants LIVE in Zoom,
- 500+ reached each session from the CRiT Facebook LIVE Stream; and
- 200 – 400 views via the CRiT [YouTube](#) channel.



## Postgraduate Research Colloquium (PGRC) 2021

Centre for Research and Innovation in Tourism (CRiT) and Faculty of Social Sciences and Leisure Management (FSLM) organized Postgraduate Research Colloquium (PGRC) 2021 – virtually, on 31<sup>st</sup> July – 1<sup>st</sup> August 2021. 1000+ participants from 60 different countries registered for the PGRC2021. Six concurrent sessions, including 18 breakout rooms (Selangor, Kuala Lumpur and Putrajaya), were arranged to accommodate 51 presentations (37 PhD and 14 MIHM) by postgraduate students under four tracks - Hospitality, Tourism & Event; Media and Communication; Education and Food Sciences & Gastronomy. An average of almost 60 participants attended each breakout room.

Four research workshops were also executed, offered by eminent international speakers during the two days of the colloquium.

- Fuzzy-set Qualitative Comparative Analysis (fsQCA): What? Why? and How? attended by 300 participants.
- Mixed-Methods Research, attended by 233 participants.
- Challenges for Postgraduates and Young Researchers and Difficult Roads Often Lead to Beautiful Destinations attended by 246 participants.
- Designing a Qualitative Ethnographic Research, attended by 208 participants

Results of evaluation surveys confirm that each workshop was excellent in terms of workshop objectives achieved, well-organized content, knowledgeable and well-prepared speaker/s, zoom meeting rooms and the management, and overall satisfaction of the participants for each workshop. Besides Zoom, workshops were also done live on the CRiT YouTube channel, Facebook and LinkedIn, and as an average, each workshop have been viewed 200 times on the YouTube channel and four times shared on Facebook. Recording of each workshop can be accessed via [CRiT YouTube](#) channel.

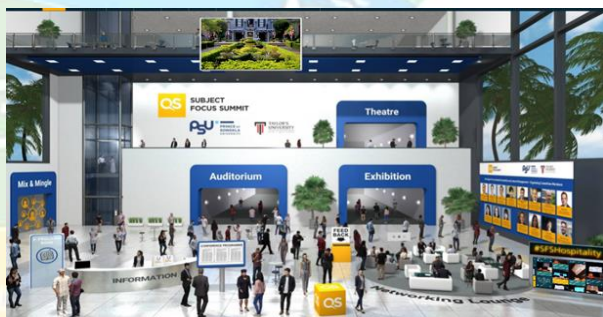


## QS Subject Focus Summit Hospitality and Leisure Management 2021

The QS Subject Focus Summit Hospitality and Leisure Management 2021, with the topic of “Sustainable and Resilient Solutions in Tourism Today” has been organized by QS, Prince of Songkla University and Taylor’s University from 5-7 October 2021.

Themed Sustainable and Resilient Solutions in Tourism Today, the QS Subject Focus Summit Hospitality and Leisure Management explores events such as the COVID-19 pandemic and looks at what lessons can be learnt. The summit brings together experts and leaders in hospitality and academia to discuss the future of hospitality and the tourism industry and how sustainable models should be implemented.

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## Virtual MoU Signing of the REBIRTH

Centre for Research and Innovation in Tourism (CRiT) with lead mentors namely: Dr Kandappan Balasubramanian, Dr Puvaneswaran Kunasekaran, Dr. Rupam Konar and Dr Rokhshad Tavakoli strongly supported the Virtual MoU Signing of the REBIRTH project held last August 19, 2021.

REBIRTH stands for Resilient Educators, Borderless Innovators Reshaping Tourism and Hospitality aims to promote research capacity development and professional networking between SHTE, Taylors University Malaysia, and College of International Tourism and Hospitality Management of the Lyceum of the Philippines University.

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## INVITED SPEAKERS

### Alternative Tourism and Its Impacts

Dr. Jeetesh Kumar, Associate Director - Information Management and Documentation of the Centre for Research and Innovation in Tourism (CRiT) was invited by Dr. Suhendroyono, Chairman, STIPRAM Yougakarta, Indonesia to share the insights on "Alternative Tourism and its Impacts" during International Webinar 2021, on 10th August 2021. Dr. Jeetesh discussed basics, types, differences and character sticks of Alternative tourism/ tourists.

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## Union of Filipino Tourism Educators (UFTE) Virtual General Membership Meeting (GMM) 2021

Associate Prof. Dr. Kandappan Balasubramanian, Associated Director of the Centre for Research and Innovation in Tourism (CRIT) and Prof David Hind were invited to be part of the Union of Filipino Tourism Educators (UFTE) Virtual General Membership Meeting (GMM) 2021 and Election of the Organization's Board of Trustees slated on September 09, 2021 at 1:00PM with the theme: UFTE Moving Forward in 2021: Strengthening Academic Internationalization through Partnerships and Linkages.

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## Building Strong University Linkage Programs for the Advancement of Tourism & Hospitality Education: The Taylor's University way!

The Union of Filipino Tourism Educators (UFTE) organised its General Membership Meeting for this year 2021 and Election of the new Board of Trustees on September 09, 2021 with the theme: "UFTE Moving Forward in 2021: Strengthening Academic Internationalization through Partnerships and Linkages." Associate Professor Dr. Kandappan Balasubramanian, shared his experience as one of Resource Speakers during this momentous event

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## Conducting Research in the New Normal : Best Practices and Strategies

Center for Research Innovation and Data Management (CRID) organised a webinar on strengthening the research culture encourages research enthusiasts to explore innovative ideas and shared best practices in the conduct of research in the new normal. They invited Dr. Puvaneswaran Kunasekaran as the webinar speaker.

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## Tourism and Hospitality Research: Approach in dealing with the pandemic crisis

The University of Papua New Guinea (UPNG) organised its 15th UPNG Tourism Convention 2021 through Hybrid mode on the 22nd of September with the theme: "Preparing for a New Dawn for PNG Tourism". They invited Associate Professor Dr. Kandappan Balasubramanian to share his expertise and insights on the topic "Tourism and Hospitality Research: Approach in dealing with the pandemic crisis".

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## PUBLICATIONS

- Are we in right path for mediation analysis? Reviewing the literature and proposing robust guidelines <https://www.sciencedirect.com/science/article/abs/pii/S1447677021001170?via%3Dihub>
- Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context <https://www.emerald.com/insight/content/doi/10.1108/TR-02-2021-0086/full/html>
- Event Tourism In Asian Countries: Challenges and Prospects <https://www.appleacademicpress.com/event-tourism-in-asian-countries-challenges-and-prospects/9781774630044>
- Social media marketing influence on boutique hotel customers <https://tmstudies.net/index.php/ectms/article/view/1502>
- Exploring the factors influencing the selection of traditional travel agencies: A case of Banjarmasin, Indonesia <https://journals.itb.ac.id/index.php/ajht/article/view/16008>
- Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust <https://www.tandfonline.com/doi/abs/10.1080/08841241.2021.1973645?journalCode=wmhe20>
- A framework for understanding media exposure and post-COVID-19 travel intentionst <https://www.tandfonline.com/doi/abs/10.1080/02508281.2021.1949545?journalCode=rtrr20>
- A critical review of moderation analysis in tourism and hospitality research toward robust guidelines [https://www.emerald.com/insight/content/doi/10.1108/IJCHM-02-2021-0272/full/html?fbclid=IwAR3\\_DWWqt8cvmTAOv\\_JZ5BRkhNPWa5-JTpdDBZQM6ftwGkEf1ghK2\\_hZqEw](https://www.emerald.com/insight/content/doi/10.1108/IJCHM-02-2021-0272/full/html?fbclid=IwAR3_DWWqt8cvmTAOv_JZ5BRkhNPWa5-JTpdDBZQM6ftwGkEf1ghK2_hZqEw)

# LATEST GRANTS

- **Developing and validating a Sustainability Scale for hotels in Malaysian context**

This project aims to investigate the current tools for measuring sustainability in the hotels' industry including CSR as well as their implementation barriers and benefits. Outcomes intend to propose a scale for measuring and monitoring sustainability in the hotel's industry benchmarking the experiences of CSR globally and locally. The study adopts a qualitative approach with semi-structured interviews of general managers of hotels in Malaysia, people who work in CSR related departments and sustainability. This proposal contributes to the advancement of knowledge and literature by offering a comprehensive scale based on CSR to measure sustainability in the hotel industry.

**Research Team:** Dr. Joaquim Miguel Dias Soeiro, School of Hospitality, Tourism and Events, Taylor's University, Associate Prof. Dr. Seyyed Mostafa Rasoolimanesh, Centre for Research and Innovation in Tourism (CRiT), Taylor's University, Dr. Ruth Sabina Francis, School of Hospitality, Tourism and Events, Taylor's University, Prof. Dr. Ahmad Puad Bin Mat Som, Universiti Sultan Zainal Abidin and Shantini A/P S.thuraiselvam, School of Hospitality, Tourism and Events, Taylor's University

**Grant:** Fundamental Research Grant Scheme (FRGS) 2021

## Centre for Research and Innovation in Tourism (CRiT)

Faculty of Social Sciences and Leisure Management  
Taylor's University  
Address: Block D, Level 2, No.1, Jalan Taylor's, 47500 Subang Jaya,  
Selangor Darul Ehsan, Malaysia  
Phone: 603-5629 5000  
Fax: 603-5629 5001  
Email: [crit.fslm@taylors.edu.my](mailto:crit.fslm@taylors.edu.my)

