

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Chua Bee Lia		Gelaran <i>(Title)</i> : Dr.
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i> 831212-03-5350	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Chinese	Jantina <i>(Gender)</i> Female
Jawatan <i>(Designation)</i>	Senior Lecturer	Tarikh Lahir <i>(Date of Birth)</i>	12 December 1983

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor	Department of Food Service and Management, Faculty of Food Science and Technology	E-mail: chuabeelia@upm.edu.my H/P: 016-986 8765

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Doctor of Philosophy	Texas Tech University	2014	Hospitality Administration
Master of Science	Universiti Putra Malaysia	2009	Food Management
Bachelor of Science	Universiti Putra Malaysia	2006	Food Studies

C. KEMAHIRAN BAHASA <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English				√	
Bahasa Melayu				√	

Chinese				√	
Lain-lain (other):					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN

(Scientific experience and Specialisation)

Organization	Position	Start Date	End Date	Expertise
Journal of Travel & Tourism Marketing (JTTM)	Editorial Board	2021	Present	Hospitality and Tourism Marketing
Journal of Hospitality Marketing & Management (JHMM)	Editorial Board	2024	Present	Hospitality and Tourism Marketing
International Journal of Hospitality Management (IJHM)	Coordinating Editor	2024	Present	Hospitality and Tourism Marketing
Journal of Hospitality and Tourism Horizons (JHTH)	Editorial Board	2025	Present	Hospitality and Tourism Marketing
ABAC Journal	Editorial Board	2025	Present	Hospitality and Tourism Marketing
International Food Insights Journal (IFIJ)	Editor-in-Chief	2025	Present	Hospitality and Tourism Marketing

E. PEKERJAAN (Employment)

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Senior Lecturer	Food Service and Management	2014	Present

F. ANUGERAH DAN HADIAH (Honours and Awards)

Name of awards	Title	Award Authority	Award Type	Year
Academic Awards				
Non-Academic Awards	Anugerah Perkhidmatan Cemerlang 2022	Universiti Putra Malaysia	Service	2023
Awards of Merit	Inisiatif Pemerkasaan Penerbitan Jurnal Tahun 2020	Universiti Putra Malaysia	Research	2020
	Anugerah Penyelidikan Universiti (Kategori Individu: Kecemerlangan Dalam Penerbitan)	Universiti Putra Malaysia	Research	2016
	Anugerah Penerbitan Makalah Jurnal UPM 2015 – Insentif Penerbitan Artikel Dalam Jurnal Teratas Journal Citation Reports (JCR)	Universiti Putra Malaysia	Research	2015

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)

Journal	Fakfare, P., Worrachananun, M., Promsivapallop, P., Chua, B.-L., & Lee, J.-S. (2026). Unravelling tourists' and residents' appraisals to unethical cannabis-related businesses and their impact on resistance behaviours in tourism cities. <i>International Journal of Tourism Cities</i>. (ESCI) Chua, B.-L., Sewante, L., Gedecho, E. K., Kim, S. S., Ling, E. S. W., Yu, J., Moon, H., & Han, H. (2026). Are you concerned about giving your private information to a hotel? Customer information privacy and its consequences. <i>Asia Pacific Journal of Tourism Research</i>. (SSCI) Han, H., Zhang, C., Ketema, A. F., Kim, S., Chua, B.-L., & Al-Ansi, A. (2026). Emerging data security and information privacy issues in the lodging industry: The impact of brand confidence. <i>International Journal of Hospitality Management</i>, 133, 104513. (SSCI) Pinthong, C., Inprasertkul, T., Rattanopas, C., Fakfare, P., Han, H., & Chua, B.-L. (2026). Spa social responsibility as a quality signal: Building customer loyalty through ethical and sustainable practices. <i>International Journal of Hospitality Management</i>, 133, 104485. (SSCI) Chua, B.-L., Au, W. C., Tsang, K. F., Promsivapallop, P., Phucharoen, C., Fakfare, P., Lee, J.-S., & Han, H. (2025). How cannabis tourism regulation and self-regulation shape resident support for ethical cannabis tourism. <i>Journal of Travel & Tourism Marketing</i>, 42(6), 880-895. (SSCI) Chua, B.-L., Ayalew, Z. A., Kim, S. S., Han, H., & Ha, H. (2025). Consumer multifaceted trust of central bank digital currency (CBDC) payment in travel and tourism. <i>Technological Forecasting & Social Change</i>, 217(August), 124166. (SSCI) Kim, J. J., Kim, S. S., Ayalew, Z. A., Chua, B.-L., Han, H., & Lee, J. (2025). Do employees and customers understand their new roles for collaborative value co-creation in technology-driven service settings? <i>International Journal of Hospitality Management</i>, 128, 104199. (SSCI) Yong, R. Y. M., Chua, B.-L., Han, H., & Fakfare, P. (2025). Advancing service automation technology in tourism for sustainable development goals: A review and agenda for theories, contexts, methodologies, and actions. <i>Journal of Travel & Tourism Marketing</i>, 42(4), 381–414. (SSCI) Radic, A., Quan, W., Ariza-Montes, A., Koo, B., Kim, J. J., Chua, B.-L., Gil-Marín, M., & Han, H. (2025). Do tourists dream of urban air mobility? Psychology the unified theory of acceptance and use of technology. <i>Journal of China Tourism Research</i>, 21(1), 236-270. (ESCI) Chua, B.-L., Kim, S. S., Badu-Baiden, F., Yong, R. Y. M., Kim, B., Gedecho, E.
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	K., & Han, H. (2025). The effects of hawker influence and local gastronomy involvement on authenticity, personal nostalgia, and hawker cultural identity. <i>Journal of Hospitality and Tourism Insights</i>, 8(1), 198-222. (ESCI) Kim, J. J., Radic, A., Ariza-Montes, A., Chua, B.-L., Koo, B., & Han, H. (2025). Cars are ready to fly: Urban air mobility and psychological process of sustainable travel mode choices. <i>The International Journal of Aerospace Psychology</i>, 35(2), 64-84. (SSCI) Chua, B.-L., Kim, S. S., Ling, E. S. W., Xu, Y., Ryu, H. B., Han, H. (2025). Wellness tourism destination loyalty formation: the role of mental health and eudaimonic well-being. <i>Journal of Hospitality and Tourism Insights</i>, 8(3), 1049–1072. (ESCI) Untaru, E. N., Chi, X., Jung, H., Chua, B.-L., & Han, H. (2025). Assessing the impact of the influential factors of airport biometric technology on air traveler behavioral intentions in the with-COVID-19 Era: the role of attitude and mental health value. <i>Tourism Planning & Development</i>, 22(6), 1003–1024. (SSCI) Al-Ansi, A., Kim, S. S., Xu, Y., Chen, C., Chua, B.-L., & Han, H. (2025). Wellness tourism attributes and tourist outcomes: An analysis of configurational effects. <i>Journal of Travel Research</i>, 64(5), 1244-1261. (SSCI) Kim, S., Al-Ansi, A., Lee, J.-S., Chua, B.-L., Phucharoen, S., & Han, H. (2024). Wellness tourism experience and destination brand love. <i>Journal of Travel & Tourism Marketing</i>, 41(7), 988-1004. (SSCI) Chua, B.-L., Chi, X., Wichupankul, S., Lee, J.-S., Meng, B., & Han, H. (2024). Promoting individual and organization-oriented sustainable behaviors among employees in tourism and hospitality. <i>Journal of Retailing and Consumer Services</i>, 79(July), 103822. (SSCI) Yong, R. Y. M., Chua, B.-L., Fakfare, P., & Han, H. (2024). Sustainability à la carte: A systematic review of green restaurant research (2010-2023). <i>Journal of Travel & Tourism Marketing</i>, 41(4), 508-537. (SSCI) Yu, J., Baah, N. G., Kim, S. S., Moon, H., Chua, B.-L., & Han, H. (2024). Effects of green authenticity on well-being, customer engagement, and approach behavior toward green hospitality brands. <i>International Journal of Contemporary Hospitality Management</i>, 36(9), 3129-3150. (SSCI) Han, H., Quan, W., Chua, B.-L., & Lho, H. L. (2024). Traveler psychological decision formation and behavior for central bank digital currency use. <i>Social Behavior and Personality</i>, 52(1), e12857. (SSCI) Yu, J., Moon, H., Chua, B.-L., & Han, H., (2024). A new tourism paradigm in the
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	marketplace: Armchair travel and destination experiences. <i>Journal of Vacation Marketing</i>, 30(1), 58-71. (SSCI) Ling, E. S. L., Chua, B.-L., & Han, H. (2023). In search of a reciprocal relationship in dessert cafés: Linking customer perceived innovativeness to value co-creation behavior. <i>Humanities and Social Sciences Communications</i>, 10(1), 897. (SSCI) Chua, B.-L., Kim, S., Baah, N. G., Moon, H., Yu, J., & Han, H. (2023). When hospitality brands go green: Green brand authenticity and stereotypes in building customer-green brand relationships. <i>Journal of Sustainable Tourism</i>, 32(6), 1118-1141. (SSCI) Ullah, Z., AIDhaen, E., AIDhaen, F. S., Chua, B.-L., & Han, H. (2023). Socio-psychological factors of rising trend of suicidal ideation among indigenous workforce: Evidence from Himalayan range. <i>International Journal of Mental Health Promotion</i>, 25(12), 1245-1256. (SSCI) Chi, X., Meng, B., Lee, H., Chua, B.-L. & Han, H. (2023). Pro-environmental employees and sustainable hospitality and tourism businesses: Exploring strategic reasons and global motives for green behaviors. <i>Business Strategy and the Environment</i>, 32(7), 4167-4182. (SSCI) Moon, H., Yu, J., Chua, B.-L., & Han, H. (2023). Impact of green brand authenticity on warm glow, green satisfaction, and willingness to pay more. <i>Journal of Travel & Tourism Marketing</i>, 40(4), 326-344. (SSCI) Gedecho, E. K., Chua, B.-L., Kim, S. S., Kim, B., & Han, H. (2023). Hawker culture ethnocentrism: Building an integrative framework for consumer intention toward hawker centers. <i>Journal of Hospitality and Tourism Management</i>, 56, 336-346. (SSCI) Chua, B.-L., Kim, S., Hailu, T. B., Yu, J., Moon, H., & Han, H. (2023). Emerging armchair travel: Investigation of authentic armchair travel experiences and their effect on armchair travel stickiness. <i>Journal of Travel & Tourism Marketing</i>, 40(3), 203-220. (SSCI) Han, H., Koo, B., Kim, S. S., Chua, B.-L., & Kim, J. J. (2023). COVID-19 and the airline business: A new decision-making process for employee loyalty and job insecurity. <i>International Journal of Aviation Psychology</i>, 33(4), 215-231. (SSCI) Han, H., Al-Ansi, A., Chua, B.-L., Ahmad, N., Kim, J. J., Radic, A., & Ryu, H. B. (2023). Reconciling Civilizations: Eliciting residents' attitude and behaviors for international Muslim tourism and development. <i>Current Issues in Tourism</i>, 26(9), 1463-1481. (SSCI)
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	Ariza-Montes, A., Quan, W., Radic, A., Koo, B., Kim, J. J., Chua, B.-L., & Han, H. (2023). Understanding the behavioral intention to use urban air autonomous vehicles. <i>Technological Forecasting & Social Change</i>, 191, 122483. (SSCI) Jeaheng, Y., Al-Ansi, A., Chua, B.-L., Ngah, A. H., Ryu, H. B., Ariza-Montes, A., Han, H. (2023). Influence of Thai street food quality, price, and involvement on traveler behavioral intention: Exploring cultural difference (Eastern versus Western). <i>Psychology Research and Behavior Management</i>, 16, 223-240. (SSCI) Yong, R. Y. M., Chua, B.-L., Han, H., & Kim, B. (2022). Taste your way across the globe: A systematic review of gastronomy tourism literature (2000-2021). <i>Journal of Travel & Tourism Marketing</i>, 39(7-9), 623-650. (SSCI) Kim, B., Lee, D. C. H., Chua, B.-L., & Han, H. (2022). Country image of gastronomy and branding Hawker Culture: Local consumers' perception. <i>Tourism Management Perspectives</i>, 44, 101036. (SSCI) Chua, B.-L. & Han, H. (2022). Green hotels: The state of green hotel research and future prospects. <i>Journal of Travel & Tourism Marketing</i>, 39(5), 465-483. (SSCI) Kim, J. J., Radic, A., Koo, B., Chua, B.-L., & Han, H. (2022). Digital currency and payment innovation in the hospitality and tourism industry. <i>International Journal of Hospitality Management</i>, 107, 103314. (SSCI) Moon, H., Yu, J., Chua, B.-L., & Han, H., (2022). Armchair tourism: Exploring individuals' innovative travel experience in the with-corona era. <i>Tourism Management</i>, 93, 104582. (SSCI) Meng, B., Lee, M. J., Chua, B.-L., & Han, H. (2022). An integrated framework of behavioral-reasoning theory, theory of planned behavior, moral norm, and emotions for fostering hospitality/tourism employees' sustainable behaviors. <i>International Journal of Contemporary Hospitality Management</i>, 34(12), 4516-4538. (SSCI) Boo, H. C. & Chua, B.-L. (2022). An integrative model of facial recognition check-in technology adoption intention: The perspective of hotel guests in Singapore. <i>International Journal of Contemporary Hospitality Management</i>, 34(11), 4052-4079. (SSCI) Al-Ansi, A., Chua, B.-L., Kim, C.-S., Yoon, H., & Han, H. (2022). Islamophobia: Differences across Western and Eastern community residents toward welcoming Muslim tourists. <i>Journal of Hospitality and Tourism Management</i>, 51, 439-450. (SSCI)
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Radic, A., Lück, M., Al-Ansi, M., **Chua, B.-L.**, Seeler, S., Raposo, A., Kim, J. J., & Han, H. (2021). To dine, or not to dine on a cruise ship in the time of the COVID-19 pandemic: The tripartite approach towards an understanding of behavioral intentions among female passengers. *Sustainability*, 13, 2516. (SSCI)

Kim, J. J., **Chua, B.-L.**, & Han, H. (2021). Mobile hotel reservations and customer behavior: Channel familiarity and channel type. *Journal of Vacation Marketing*, 27(1), 82-102. (SSCI)

Chua, B.-L., Meng, B., Ryu, H. B., & Han, H. (2021). Participate in volunteer tourism again? Effect of volunteering value on temporal re-participation intention. *Journal of Hospitality and Tourism Management*, 46(March), 193-204. (SSCI)

Han, H., Koo, B., **Chua, B.-L.**, Sul, H.-K., & Kim, J. J. (2020). Travelers' intentions for green behaviors at airports: Exploring the effect of green physical surroundings using mixed methods. *Journal of Hospitality and Tourism Management*, 45, 569-579. (SSCI)

Han, H., Meng, B., **Chua, B.-L.**, Ryu, H. B. (2020). Hedonic and utilitarian performances as determinants of mental health and pro-social behaviors among volunteer tourists. *International Journal of Environmental Research and Public Health*, 17(18), 6594, 1-14. (SSCI)

Han, H., Al-Ansi, A., **Chua, B.-L.**, Tariq, B., Radic, A., & Park, S. (2020). The post-coronavirus world in the international tourism industry: Application of the theory of planned behavior to safer destination choices in the case of US outbound tourism. *International Journal of Environmental Research and Public Health*, 17(18), 6485, 1-15. (SSCI)

Chua, B.-L., Karim, S., Lee, S., & Han, H. (2020). Customer restaurant choice: An empirical analysis of restaurant types and eating-out occasions. *International Journal of Environmental Research and Public Health*, 17(17), 6276, 1-23. (SSCI)

Meng, B., **Chua, B.-L.**, Ryu, H. B., & Han, H. (2020). Volunteer tourism (VT) traveler behavior: Merging norm activation model and theory of planned behavior. *Journal of Sustainable Tourism*, 28(12), 1947-1969. (SSCI)

Han, H., **Chua, B.-L.**, Ariza-Montes, A., & Untaru, E.-N. (2020). Effect of environmental CSR on green attitude and norm activation process for sustainable consumption: Airline versus restaurant. *Corporate Social Responsibility and Environmental Management*, 27, 1851-1864. (SSCI)

	Koo, B., Yu, J., Chua, B.-L., Lee, S., & Han, H. (2020). Relationships among emotional and material rewards, job satisfaction, burnout, affective commitment, job performance, and turnover intention in the hotel industry. <i>Journal of Quality Assurance in Hospitality and Tourism</i>, 21(4), 371-401. (Scopus) Han, H., Chua, B.-L., & Hyun, S. S. (2020). Consumers' intention to adopt eco-friendly electric airplanes: The moderating role of perceived uncertainty of outcomes and attachment to eco-friendly products. <i>International Journal of Sustainable Transportation</i>, 14(9), 671-685. (SSCI) Han, H., Lee, K.-S., Chua, B.-L., & Lee, S. (2020). Contribution of airline F&B to passenger loyalty enhancement in the full-service airline industry. <i>Journal of Travel & Tourism Marketing</i>, 37(3), 380-395. (SSCI) Han, H., Lee, S., Meng, B., Chua, B.-L., Ryu, H.B. (2020). The relative importance of volunteer tourism (sustainable/pro-social form of tourism) motivation factors for young tourists: A descriptive analysis by continents, gender, and frequency. <i>Sustainability</i>, 12(10), 4002. (SSCI) Lee, S., Chua, B.-L., & Han, H. (2020). Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants. <i>Journal of Hospitality and Tourism Management</i>, 43, 220-231. (SSCI) Meng, B., Ryu, H., Chua, B.-L., & Han, H. (2020). Predictors of intention for continuing volunteer tourism activities among young tourists. <i>Asia Pacific Journal of Tourism Research</i>, 25(3), 261-273. (SSCI) Han, H., Lee, K.-S., Song, H.-J., Lee, S., & Chua, B.-L. (2020). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention: Impact of switching costs. <i>Journal of Hospitality and Tourism Insights</i>, 3(1), 17-35. (ESCI) Han, H., Chua, B.-L., Hyun, S. S. (2020). Eliciting customers' waste reduction and water saving behaviors at a hotel. <i>International Journal of Hospitality Management</i>, 87(May), 102386. (SSCI) Han, H., Nguyen, H. N., Song, H.-J., Chua, B.-L., Lee, S., & Kim, W. (2019). Role of social network services (SNS) sales promotions in generating brand loyalty for chain steakhouses. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 20(5), 617-645. (Scopus) Han, H., Yu, J., Chua, B.-L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust, and love on repurchase: Full-service vs. low-cost carriers in South Korea. <i>International Journal of Contemporary Hospitality Management</i>, 31(4), 1588-1608. (SSCI)
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	Chua, B.-L., Kim, H. C., Lee, S., & Han, H. (2019). The role of brand personality, self-congruity, and sensory experience in elucidating sky lounge users' behavior. <i>Journal of Travel & Tourism Marketing</i>, 36(1), 29-42. (SSCI) Han, H., Nguyen, H. N., Song, H. J., Lee, S., & Chua, B.-L. (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. <i>Journal of Hospitality Marketing & Management</i>, 28(4), 446-471. (SSCI) Han, H., Meng, B., Chua, B.-L., Ryu, H., & Kim, W. (2019). International volunteer tourism and youth travelers – An emerging tourism trend. <i>Journal of Travel & Tourism Marketing</i>, 36(5), 549-562. (SSCI) Han, H., Lee, K. S., Chua, B.-L., Lee, S., & Kim, W. (2019). Role of airline food quality, price reasonableness, image, satisfaction, and attachment in building re-flying intention. <i>International Journal of Hospitality Management</i>, 80(July), 91-100. (SSCI) Chua, B.-L., Lee, S., Kim, H.-C., & Han, H. (2019). Investigation of cruise vacationers' behavioral intention formation in the fast-growing cruise industry: The moderating impact of gender and age. <i>Journal of Vacation Marketing</i>, 25(1), 51-70. (SSCI) Lee, S., Lee, K. S., Chua, B.-L., & Han, H. (2019). Hotel restaurants' challenges and critical success factors in Klang Valley, Malaysia: The inseparable roles of support centers and revenue streams. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 20(1), 16-43. (Scopus) Kim, W., Chua, B.-L., Han, H., & Lee, M.-J. (2019). Triggers of traveler willingness to use and recommend eco-friendly airplanes. <i>Journal of Hospitality and Tourism Management</i>, 38(March), 91-101. (SSCI) Kim, S., Ham, S., Moon, H. Y., Chua, B.-L., & Han, H. (2019). Experience, brand prestige, perceived value (functional, hedonic, social, and financial), and loyalty among GROCERANT customers. <i>International Journal of Hospitality Management</i>, 77(January), 169-177. (SSCI) Lee, S., Nguyen, H. N., Lee, K. S., Chua, B.-L., & Han, H. (2018). Price, people, location, culture, and reputation: Determinants of Malaysia as study destination by international hospitality and tourism undergraduates. <i>Journal of Tourism and Cultural Change</i>, 16(4), 335-347. (SSCI) Han, H., Nguyen, H. N., Song, H. J., Chua, B.-L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. <i>International Journal of Hospitality Management</i>, 72(June), 86-97. (SSCI)
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Intellectual property	Chua, B.-L., Yong, R. Y. M., Ramachandran, S., & Zainal Abidin, M. R. (2026). Sustaining Malaysia's hawker heritage: A practical guide to engaging stakeholders in creating digital storytelling. [MyIPO copyright registration number: LY2026E03309]

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)					
Project No.	Project Title	Role	Year	Source of fund	Status
9810500	Development of experiential travel framework for integrating slow food into community-based tourism in Selangor, Malaysia	Principal Investigator	2024-2026	Geran Putra Berimpak	Ongoing
6380178	Creative City of Gastronomy reverie: Unveiling Malaysian tourists' attitudes toward slow food travel in Tsuruoka, Japan	Principal Investigator	2024-2025	The Sumitomo Foundation	Completed
9774200	Interplay of social practices and actor-networks in the adoption of digital storytelling for safeguarding Taman Selera's hawker culture in Malaysia.	Principal Investigator	2023-2026	Geran Putra IPS	Ongoing
9750200	Understanding memorable tourism experiences and well-being of senior tourists to	Member	2023-2025	Geran Putra IPS	Ongoing

	visit a tourism destination				
9476400	Understanding consumers' variety-seeking behavior in the restaurant industry	Principal Investigator	2016-2018	Geran Putra IPM	Completed

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