TOURISM RESEARCH CLUSTER
Social Transformation Platform. Office of Research Platform, Universiti Sains Malaysia.

Background
Tourism Research Cluster is under the purview of the Social Transformation Platform, Office of Research Platform, Universiti Sains Malaysia. It gathers fellow researchers in tourism sector pertaining to the planning and development of tourism products. Established in 2007, Tourism Research Cluster obtained RM1.4 million grant under Research University, for research work focus diverse areas of tourism that may be of interest to Tourism Malaysia, state governments and international institutions.

Objective
To enhance the collaboration network in sharing expertise in tourism sub-fields such as, Planning and development, Economy and statistic, Management, hospitality and human resource, Geography, Marketing and communication, Legal etc. Tourism Research Cluster aims at integrating the works of diverse researchers from the various schools in USM in tourism related areas.

Focus

1. Planning and product development
2. Recreational activities and trends
3. Global, regional and domestic traveling scenarios and trends
4. Environmental Impact Assessment (EIA) and Social Impact Assessment (SIA) of tourism development
5. Development concepts
6. Tourism master plans and action plans
7. Accommodation and the service industry
8. Physical resort development
9. Alternative tourism such as ecotourism, heritage tourism, arched-tourism, agro tourism and etc.

Research Projects

No.	Project Leader	Project Title	Total Grant (RM)
1	Badaruddin Mohamed, Assoc. Prof. Dr. School of Housing, Building & Planning	Penilaian Pelancong Antarabangsa & Tempatan Terhadap Kualiti Produk-Produk Pelancongan Di Pantai Timur Sem. Malaysia	104,732.40
2	Badaruddin Mohamed, Assoc. Prof. Dr. School of Housing, Building & Planning	The Analysis Of Urban Tourism System: Examples Of Malaysia Urban Centers	95,536.40
3	Badaruddin Mohamed, Assoc. Prof. Dr. School of Housing, Building & Planning	Accommodating Tourist: An Analysis of the Evaluation and Future Trends of The Lodging Industry in Malaysia	167,450.00
4	Siti Nabiha Abdul Khalid, Dr. School of Management	Environmental Management Audit of Hotel Industry in Malaysia	183,600.00
5	Mastura Jaafar, Dr. School of Housing, Building & Planning	Sustainability of SMEs in Tourism Accommodation Industry	139,800.00
6	Noraini Yusof, Dr. School of Housing, Building & Planning	Organisational Culture in Ecotourism Industry in Malaysia: Case Study of Resort Operators in Tasik Kenyir	196,194.00
7	Tan Sooi Beng, Prof. School of Arts	Documenting and Packaging the Multicultural of Traditions Penang: Piloting Creative Ways to Promote Cultural Tourism that is Sustainable.	218,172.00
8	Liyana Pillai, Mrs. School of Arts	Cultural Mapping for Sustainable Cultural Tourism: A Case Study in Inner-city George Town	265,804.00

Organised Event

1. National Symposium on Tourism Research, 26 July 2008
2. 2nd National Symposium on Tourism Research, 18 July 2009

Members

Committee:
Assoc. Prof. Badaruddin Mohamed (Chairman)
Prof. Tan Sooi Beng
Mrs. Liyana Pillai
Dr. Ahmad Puad Mat Som
Dr. Mastura Jaafar
Dr. Nor 'Aini Yusof
Dr. Siti Nabiha Abd. Khalid
Dr. Nabsiah Abd. Wahid

Proposal: Model of Tourism Cluster 1

Creating integration between various researchers from schools in USM:
- to bid consultancy project
- to apply research grant

in collaboration from Ministry of Tourism, Tourism Malaysia, State Tourism Action Council and international/ local agencies.

Implications

1. Cost and Finance
- require a strategic space to organise the tourism cluster
- require permanant supporting staff such as research officer etc.

2. Research/Grant/Consultancy Project
- Researcher has to take the initiative to acquire opportunities and apply for projects/grants to ensure cluster operation operates actively.

3. Undivided commitment from researchers

University Tourism Cluster
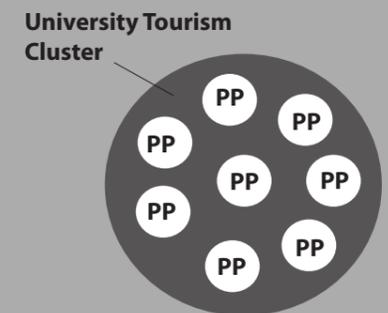
Model 1: Positioning researchers from schools in USM under one Tourism Cluster at University Level

Proposal: Model of Tourism Cluster 2

Streghtening cooperation networking in sharing sub-component tourism expertise such as:
- Development and Planning
- Economy and statistic
- Management, hospitality and human resource
- Geography
- Marketing and Communication
- Law, etc.

Implications

1. Cost and Finance
- require a minimum cost, does not require a specific space and permanant supporting staff such as research officer etc. to organise the tourism cluster

2. Research/Grant/Consultancy Project
- Researchers cooperate with each other and share their expertise to support acquired projects

3. Researchers have the initiative to give undivided commitment

University Tourism Cluster
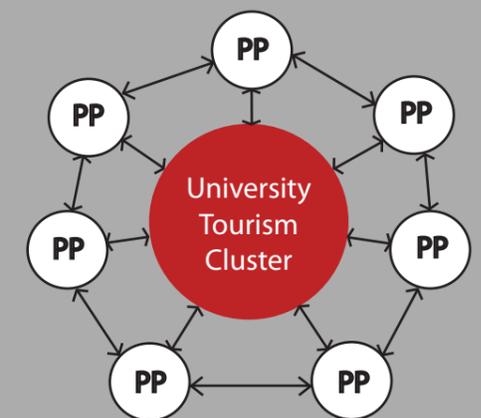
Model 2: Researchers from schools in USM cooperate with Tourism Cluster at University Level