

1. Now we knew the importance of responsible tourism, how can we promote this perspective in our daily to others or make stakeholders taking it into serious?

Response: This is a very important question; a question which I continue to explore for answers and more ideas. As an academician and researcher, the very first thing I did and will do is to inculcate my students about the importance and the practicality of responsible tourism. I asked my students to plan an event called Sarawak Youth Talent last year with the theme on Towards Responsible Tourism. The event was held this year in February and it was a great success. The highlight is not just the event itself but the process where the students learned about responsible tourism, talked to various stakeholders including government officials and students who intended to participate in this event, prepared materials about being a responsible traveller and etc for presentation and so on so forth. They are the future generation. I am not in a position to make policies but I can do my part in my capacity to bring about a positive change in our youths and empower them to take responsibility and make their voice heard. Think big but start small and little things do not mean they are insignificant. Do it with passion and instil that vision into the young generation. Once the ball starts rolling and when some of these students begin to do something more than a mere obligation, things will happen. This is a huge question but I hope my brief response from one aspect provides understanding how and why we should begin with the first step first with people around us.

2. As you mentioned in your speech, you will focus on doing study about Sarawak in this field, would you like to share some example with us about the policy or any business strategy in Sarawak already did about responsible tourism.

Response: I hope I will/can provide a more comprehensive response to you next year :) It is a new initiative in Sarawak and Sarawak Tourism Board (STB), the agency which is commissioned to realise responsible tourism, is still learning the trade. Individuals and organizations practice responsible tourism at various degrees in the state but we have not seen a collective effort from the policy makers yet. Last year it was more about creating awareness and hence STB and other members invited different stakeholders to have roundtable discussions about what responsible tourism meant to them and how it could be put into practice. My team at UCSI University planned an international conference on responsible tourism (12-14 August

2020) with the support from the state government so as to bring different stakeholders together to define, evaluate and declare what responsible tourism is and how they should play their roles in a concerted manner ... but as you know the event was rescheduled to 2021 due to the pandemic. That is part of the reason why I presented different exemplars during the conference. In the coming weeks and months, I believe I will compile more good practices from different places, regions and countries. And I hope all this info would be useful to help businesses to practice responsible tourism later on. I proposed to STB verbally to do a research to develop responsible tourism index but it did not materialise due to various reasons. I just talked to my Dean this afternoon and we will likely organise an international seminar or forum on responsible tourism in June or July. We will see how things go. I welcome your input if any as I must admit we are still very much at an infancy stage.

3. Do you think Covid-19 pandemic will have an impact on responsible tourism in Malaysia in the nearly future? What kind of impact?

Response: We know the pandemic has affected every facet of human lives and businesses. While lockdown, movement control and physical/social distancing have caused much inconvenience, they also present new ideas and opportunities. Apparently the reduced human activities have helped mother nature to recuperate and it is great to know about all these. However the question remains and that is whether human has learnt the lessons and whether there is a sense of responsibility in us towards environment and community. Generally I would say the pandemic has definitely affected tourism/travel/hospitality industry in Malaysia. It remains to be seen if it impacts responsible tourism. Perhaps you can recall why I kept on mentioning about "behaviour" in my presentation and why I am fascinated with research related to behaviour. Our attitude, our commitment, our deeds etc will determine our future. The pandemic might stay and it might go away and we will have to learn how to embrace and live with uncertainties. Hence the "impact" which you asked, based on my view, is dependent on human behaviour, not the external factors. We need technologies to save lives and improve our living standard, but we need the sense of responsibility to sustain our lives not only for ourselves but also for others and for the future generation. I know my response might be a little philosophical and hypothetical here but this is genuinely my view. When the lockdown is lifted, when the vaccines are available, when movement restrictions are

abandoned, and when all activities are back to normal (even though we are adapting to the new norms now), imagine all the traffics, all the struggles and competitions to survive and thrive and etc - how human decisions and behaviours will exert a greater impact on responsible tourism. From the micro perspective, define sustainability in the local context, determine our roles and priorities and do what we can with the community we live in. If a little virus can cause havoc in the whole wide world, our little effort can make a change.

If the delegates would be interested to submit their potential manuscripts to the special issues which I co-edit. I will provide four Call for Papers below which they might find relevant:

Call for Papers from British Food Journal on The Future of Food:

Responsible Production, Acquisition, Consumption and Disposition

<https://www.emeraldgrouppublishing.com/journal/bfj/future-food-responsible-production-acquisition-consumption-and-disposition>

Call for Papers from International Journal of Culture, Tourism and Hospitality

Research on Opportunities and Challenges at the Connection of Coffee, Tea and Tourism

<https://www.emeraldgrouppublishing.com/journal/ijcthr/opportunities-and-challenges-connection-coffee-tea-and-tourism>

Call for Papers from Journal of Consumer Behaviour on The Dark and Bright Sides of Online Consumer Behaviour

<https://onlinelibrary.wiley.com/pb-assets/assets/14791838/CB - Call for Papers - Online Consumer Behaviour 2021-1582793839400.pdf>

Call for Papers from Journal of Hospitality and Tourism Technology on Challenges and Prospects of AIoT Application in Hospitality and Tourism Marketing

<https://www.emeraldgrouppublishing.com/journal/jhtt/challenges-and-prospects-aiot-application-hospitality-and-tourism-marketing>

If anyone wishes to connect, they can contact me at hiramparousia@gmail.com or find me at Facebook (Hiram Ting). Please send me a message so that I know who I am adding as friend.