

PROCEEDING
3rd Regional Conference of Tourism Research

'Innovation & Optimisation of Tourism Research'

Editor:
Ku 'Azam Tuan Lonik

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'Innovation & Optimisation of Tourism Research'

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Sustainable Tourism Research Cluster, Universiti Sains Malaysia.

Sustainable Tourism Research Cluster (STRC), Universiti Sains Malaysia, was set-up in 2010 as an expansion from the Tourism Research Circle set-up earlier. STRC bring together multi-disciplinary experts from various schools and centers in the university and has an extensive network of collaborations with local and regional institutions of higher learning. In line with USM's APEX University agenda for sustainability, many ongoing research projects are related to sustainability, in physical development, tourism impact studies, sustainable tourism, heritage and other issue pertaining to alternative tourism. STRC is granted various research grants awarded by university and also external funders.

Langkawi Development Authority (LADA)

Langkawi Development Authority (LADA) was established by the federal government to plan, promote and implement development on the island of Langkawi. LADA was officially established on March 15, 1990 under the Langkawi Development Authority Act 1990 (Act 423) and placed under the authority of the Ministry of Finance. As stipulated in Act 423, LADA functions are to be as follows:

- To encourage, stimulate, accelerate and implement socio-economic development in Langkawi.
- Promote the entire Langkawi region as a duty-free tourist destination.
- Promote, stimulate and implement tourism and infrastructure policy, as well as the residential, agricultural, industrial and trade developments in Langkawi.
- To coordinate the above mentioned developmental activities in Langkawi.

Based on act 423, lada has the mandate and trust of the federal government to implement developmental activities in line with the following strategies and policies:

- Coordinate all activities involving tourism, business or industrial development.
- Work in full cooperation with any third parties involved with such activities.
- Lend financial or other types of assistance to any third party with the proven ability to undertake tourism, business or industrial developments authorized by LADA.

Responsible Rural Tourism Network

Responsible Rural Tourism Network (RRTN) is a loose network of researchers on issues pertaining to responsible rural tourism activities. It was formed in 2011. At present, it comprises researchers from Universiti Sains Malaysia (USM), Taylor's University, Universiti Teknologi Malaysia (UTM), University Putra Malaysia, and Universiti Utara Malaysia. RRTN has managed to secure a study grant under the (then) Ministry of Higher Education under the Long-Term Research Grants Scheme (LRGS).

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