

	Name:	Tan, Siow Kian
	Current Position:	Associate Professor
	Office	A2 # 442
	Programme:	School of Economics and Management
	Tel:	
	E-mail:	siowkian.tan@xmu.edu.my

RESEARCH INTERESTS

- Creative and cultural tourism
- Creative experience
- Creative place-making
- Cultural heritage and sustainability
- Sense of place
- Tourism management & sustainable development

EDUCATIONAL BACKGROUND

- Bachelor of Communication (Honours) (Radio & Television), School of Communication, University of Science, Malaysia (2000)
- Master of Science (Travel Management), The Graduate School of Travel Management, National Kaohsiung Hospitality College, Taiwan (2009)
- Ph. D (Creative Industry Design), Institute of Creative Industries Design, College of Planning & Design, National Cheng Kung University, Taiwan (2014)

WORKING EXPERIENCE

- Senior Lecturer, Multimedia University, Malaysia (2016-2023).
- Lecturer, Multimedia University, Malaysia (2013-2016).
- Journalist, Sin Chew Daily (2000-2006).

HONORS/AWARDS/GRANTS

Grant (National)

1. 2017-2019 (Role: Project Leader): An enhanced 'sense of place' framework for the sustainability of cultural / heritage tourism (MOHE: FRGS/2017)
2. 2014-2017 (Role: Project Leader): Enhanced creativity indicators in cultural businesses (MOHE: FRGS/2/2014)
3. 2014-2016 (Role: Project Member): Enhanced Investor Sentiment Index in Modeling Non-linear Trading Rules (MOHE: FRGS/1/2014)

4. 2014-2016 (Role: Project Member): An Integrated Framework of Malaysian Happiness Index (MOHE: FRGS/1/2014)

Grant (University)

1. 2022 (Role: Project Leader): Modeling a place-based approach for tourism revitalization
2. 2018-2019 (Role: Project Member): Crafting Entrepreneurship Strategy to Preserve the Handicraft Industry
3. 2016-2017 (Role: Project Leader): A Sustainable Framework of Heritage Tourism
4. 2016-2017 (Role: Project Member): Configuring Malaysian Behaviours and Personalities to Stay Fit through Functional Food Consumption
5. 2015-2016 (Role: Project Member): Combating Obesity through Slimming Centre Technology Innovations
6. 2014-2015 (Role: Project Leader): Managing creativity for the innovations of museums

REPRESENTATIVE PUBLICATION

1. **Tan, S.-K.***, Tan, S.-H. (2023, article in press). A creative place-making framework – Story-creation for a sustainable development. *Sustainable Development*. (SSCI Q1; Scopus Q1). <https://doi.org/10.1002/sd.2619>
2. Duan, Z.Y., **Tan, S.-K.***, Choon, S.-W, Zhang, M.Y. (2023). Crafting a place-based souvenir for sustaining cultural heritage. *Heliyon*, 9(5), e15761. (SSCI Q2; Scopus Q1). <https://doi.org/10.1016/j.heliyon.2023.e15761>
3. **Tan, S.-K.***, Tan, S.-H. (2020). Clan/geographical association heritage as a place-based approach for nurturing the sense of place for locals at a World Heritage Site. *Journal of Hospitality and Tourism Management*, Vol. 45, pp. 592-603. (SSCI Q1; Scopus Q1; ABDC: A journal) <https://doi.org/10.1016/j.jhtm.2020.10.017>
4. **Tan, S.-K.***, Lim, H.-H., Tan, S.-H., Kok, Y.-S. (2020). A cultural-creativity framework for the sustainability of intangible cultural heritage. *Journal of Hospitality and Tourism Research*, Vol. 44 (3), pp. 439-471. (SSCI Q1; Scopus Q1; ABDC: A journal) <https://doi.org/10.1177/1096348019886929>
5. **Tan, S.-K.***, Tan, S.-H., Kok, Y.-S., Choon, S.-W. (2018). Sense of place and sustainability of intangible cultural heritage–The case of George Town and Melaka. *Tourism Management*, 67, pp. 376-387. (SSCI: Q1; Scopus Q1; ABDC: A* journal) <https://doi.org/10.1016/j.tourman.2018.02.012>
6. Tan, S.-H., Habibullah, M.S., **Tan, S.-K.**, Choon, S.-W. (2017). The impact of the dimensions of environmental performance on firm performance in travel and tourism industry. *Journal of Environmental Management*, 203, pp. 603-611. (SSCI Q1; Scopus Q1; ABDC: A journal) <https://doi.org/10.1016/j.jenvman.2017.02.029>
7. Tan, S.-H., Habibullah, M.S., **Tan, S.-K.** (2017). Corporate governance and environmental responsibility. *Annals of Tourism Research*, 63, pp. 213-215. (SSCI: Q1; Scopus Q1; ABDC: A* journal) <https://doi.org/10.1016/j.annals.2016.12.008>
8. **Tan, S.-K.***, Tan, S.-H., Luh, D.-B. and Kung, S.-F. (2016). Understanding Tourist Perspectives in Creative Tourism. *Current Issues in Tourism*, Vol. 19, No. 10, pp. 981-987. (SSCI Q1; Scopus Q1; ABDC: A journal) <https://doi.org/10.1080/13683500.2015.1008427>

9. **Tan, S.-K.***, Luh, D.-B. and Kung, S.-F. (2014). A Taxonomy of Creative Tourists in Creative Tourism. *Tourism Management*, Vol. 42, pp. 248-259. (SSCI: Q1; Scopus Q1; ABDC: A* journal) <https://doi.org/10.1016/j.tourman.2013.11.008>
10. Tan, S.-H. and **Tan, S.-K.*** (2014). Are Shocks to Singapore's Tourist Arrivals Permanent or Transitory? An Application of Stationarity Test with Structural Breaks. *Current Issues in Tourism*, Vol. 17, No. 6, 480-486. (SSCI Q1: Scopus Q1; ABDC: A journal) <https://doi.org/10.1080/13683500.2013.822854>
11. **Tan, S.-K.***, Kung, S.-F. and Luh, D.-B. (2013). A Model of 'Creative Experience' in Creative Tourism, *Annals of Tourism Research*, Vol. 41, pp. 153-174. (SSCI: Q1; Scopus Q1; ABDC: A* journal) <https://doi.org/10.1016/j.annals.2012.12.002>
12. Tan, S.-H. and **Tan, S.-K.** (2013). Research Note: Are Singapore's Tourism Markets Converging with Structural Breaks? *Tourism Economics*, Vol. 19 No. 1, pp. 209-216. (SSCI Q2: Scopus Q1; ABDC: A journal) <https://doi.org/10.5367/te.2013.0193>

Book Chapter

1. Tan, S.-K.*, Tan, S.-H. (2021). Place-based education, cemetery visitation and the tourist experience. In R. Sharpley (Ed.), *Routledge Handbook of the Tourist Experience* (pp 577-587). London: Routledge.
2. Tan, S.-K.*, Tan, S.-H. (2019). Nurturing the creative tourist in Malaysia. In N. Duxbury & G. Richards (Eds.), *A Research Agenda for Creative Tourism* (pp. 17-27). Cheltenham, United Kingdom: Edward Elgar Publishing, Inc.
3. Tan, S.-K.*, Tan, S.-H., Kok, Y.-S., and Choon, S.-W. (2019). Somut Olmayan Kültürel Mirasın Sürdürülebilirliği ve Mekân Duygusu: George Town ve Melaka Örneği. In Nebi Özdemir & Adem Öger (Eds.), *Kültürel Miras Yönetimi* (pp. 439-472). Turkey: Grafik-Ofset Matbaacılık Reklamcılık San. ve Tic. Ltd. Şti

Conference papers

1. Chong, P.-K., **Tan, S.-K.**, Tan, B.-C. (2020). A sense of place model to enhance guided tour experience in Melaka. *European Proceedings of Social and Behavioural Sciences – EpSBS*, Vol. 88, pp. 1051-1057.
2. **Tan, S.-K.**, Tan, S.-H., Choon, S.-W., Kok, Y.-S. (2016). A framework of creative cultural trades in World Heritage Site, in *Academic Fora International Conference, BESSH*, 12-13 November 2016.
3. Kok, Y.-S., **Tan, S.-K.**, Choon, S.-W. (2016). A review on cultural and creative 'matters'. *International Journal of Innovation and Business Strategy (IJIBS)*, Vol. 8, No. 2, June 2017, pp. 40-46.
4. **Tan, S.-K.**, Kung, S.-F. and Luh, D.-B. (2011). Creating 'conversations': An innovation model of creative tourism's online marketing, in *the 2011 TOSOK (Tourism Sciences Society of Korea) International Tourism Conference*, 3-6 July 2011.
5. **Tan, S.-K.**, Kung, S.-F. and Luh, D.-B. (2010). Constructing a model of experience for Muslims at leisure farms, in *the 11th World Leisure Congress 2010*, ChunCheon, Korea, 28 August- 2 September 2010.
6. 林若慧、張德儀、**陳堯郵** (2009) 休閒農場遊客樂趣體驗模式之研究, 2009第11屆休閒、遊憩、觀光學術研討會暨國際論壇, 26 September 2009.