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School of
**HOSPITALITY &
SERVICE MANAGEMENT**

ORGANISED BY THE ASIA PACIFIC CENTRE FOR HOSPITALITY RESEARCH (APCHR)

Research Seminar Series 2024 #2



**EXPLORING THE
INTERSECTION OF SOCIAL
MEDIA AND CULINARY
HERITAGE DESTINATIONS:
A TRAVELER'S PERSPECTIVE**

By

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MONDAY 22 APRIL 2024, 13-14.00

THE SEMINAR WILL BE FACE-FACE: HOTEL SUITE, LEVEL 5, SUNWAY UNIVERSITY

Presentation synopsis

In an era dominated by digitalisation, the influence of digital platforms on travel decisions is undeniable. As culinary heritage food is associated with a destination's identity and one of its essential intangible national heritages, it is crucial to delve into the relationship between social media and culinary heritage destinations from travellers' perspectives. Understanding these intersections is vital for stakeholders in the tourism industry to leverage digital platforms effectively, enhance visitor experiences, and preserve cultural culinary legacies.

Speaker's profile

Dr Muhammad Safuan Abdul Latip holds a PhD and a Master of Business Administration (Services Management). His undergraduate study was in Bachelor of Science Hons, Culinary Art Management. His area of expertise includes consumer behaviour, culinary and gastronomy studies, and consumer marketing. He is Senior Lecturer at the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Terengganu, and Post-Doctoral Research Fellow at the Asia Pacific Centre for Hospitality Research (APCHR), School of Hospitality and Service Management, Sunway University, Malaysia.

SHOULD YOU HAVE FURTHER INQUIRIES, CONTACT US AT apchr@sunway.edu.my