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## Curriculum Vitae

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**Name:** Dr. Chin Chee Hua

**List of Research:**

**External Grant**

1. Multi-Dimensional Environmental Framework for Sustainable Tourism (Industry-Contract Research) – Jan 2012 – Dec 2017
2. Sustaining the Environment through Eco-Tourism Initiatives – Biodiversity of Western Sarawak: Life from Headwater to the Coast (NRGS) – Jan 2014 – Dec 2018
3. Technopreneurship, Innovation and Enterprise Development Program (Industry) – Jan 2017 – Dec 2020
4. Community Opportunities & Needs Supported Through Networked Entrepreneurship, Innovation & Communication Technology Strategies Program (Industry) – Jan 2017 – Dec 2020
5. Development and Evaluation of Digital Media Training (DEDT) Program (Industry) – Jan 2018 – June 2021
6. Development and Evaluation of Digital Media Training 2.0 (DEDT 2.0) Program (Industry) – Jan 2018 – Dec 2020
7. Development and Evaluation of Digital Media Training, Perlis (DEDT2.0 - Perlis) Program (Industry) – Jan 2018 – June 2021
8. Content Development of Sarawak Digital Tourism Portal and Application (DSCoE) – Jan 2018 – Dec 2020

9. The Digitalization of Sarawak Tourism Initiatives (DSCoE) – Jan 2018 – Dec 2020
10. Development of Sarawak Travel Portal, Application, Tourism Virtual Reality and Augmented Reality (Sarawak Multimedia Authority) – Jan 2019 – June 2021
11. Tourism Research for the Research Content for Developing Travel Portal and Application: An Empirical on Tourism Industry (Sarawak Multimedia Authority) – Jan 2019 – June 2021
12. Tourism Research for the Development of Travel Portal and Application: A Study on Sarawak Tourism Sector (Sarawak Multimedia Authority) – Jan 2019 – June 2021

**List of Publications:**

1. **Chin, C. H.** & Lo, M. C. (2017). Tourist's perceptions on man-made elements, natural elements and community support on rural tourism destination competitiveness. *International Journal of Leisure and Tourism Marketing*, 5(3), 227-247. **(Indexed in ERA)**
2. Lo, M. C., **Chin, C. H.**, & Law, F. Y. (2017). Tourists' perspectives on hard and soft services toward rural tourism destination competitiveness: Community support as a moderator. *Tourism and Hospitality Research*, 19(2), 139-157. **(Indexed in SCOPUS)**
3. **Chin, C. H.**, Lo, M. C., Mohamad, A. A., & Nair, V. (2017). The impacts of multi-environmental constructs on tourism destination competitiveness: Local residents' perceptions. *Journal of Sustainable Development*, 10(3), 120-132. **(Indexed in ERA)**
4. **Chin, C. H.**, Thian, S. Z., & Lo, M. C. (2017). Community's experiential knowledge on the development of rural tourism competitive advantage: A study on Kampung Semadang–Borneo Heights, Sarawak. *Tourism Review*, 72(2), 238-260. **(Indexed in SCOPUS and SSCI, Impact Factor = 2.908, ABDC Ranking List)**

5. **Chin, C. H.**, & Lo, M. C. (2017). Rural tourism quality of services: Fundamental contributive factors from tourists' perceptions. *Asia Pacific Journal of Tourism Research*, 22(4), 465-479. **(Indexed in SCOPUS and SSCI, Impact Factor = 2.017)**
6. Lo, M. C., Mohamad, A. A., **Chin, C. H.**, & T. Ramayah. (2017). The impact of natural resources, cultural heritage, and special events on tourism destination competitiveness: The moderating role of community support. *International Journal of Business and Society*, 18(S4), 763-774. **(Indexed in SCOPUS)**
7. Lim, J., Lo, M. C., Mohamad, A. A., **Chin, C. H.**, & T. Ramayah. (2017). The moderating impact of community support on tri-dimensional impacts of tourism (economic, socio-cultural, & environmental) towards rural tourism competitive advantage. *International Journal of Business and Society*, 18(S4), 869-880. **(Indexed in SCOPUS)**
8. Wong, W. P. M., Ngian, E-T., & **Chin, C. H.** (2018). Transformational Leadership, Motivation, and Organizational Commitment towards Corporate Social Responsibility in Banking Service Industry, Sarawak. *Global Business and Management Research: An International Journal*, 10(2), 58-70. **(Indexed in ERA)**
9. Lo, M. C., Cheuk, S. C. S., Mohamad, A. A., & **Chin, C. H.** (2018). Local communities' perceptions on rural tourism competitive advantage: A study on Kampung Bako (Bako National Park), Kuching, Sarawak. *International Journal of Asian Social Science*, 8(10), 918-928. **(Indexed in ERA)**
10. **Chin, C. H.**, Law, F. Y., Lo, M. C., & T. Ramayah. (2018). The impact of accessibility quality and accommodation quality on tourists' satisfaction and revisit intention to rural tourism destination in Sarawak: The moderating role of local communities' attitude. *Global Business & Management Research*, 10(2), 115-127. **(Indexed in ERA)**
11. Lim, J., Lo, M. C., Mohamad, A. A., Wang, Y. C., & **Chin, C. H.** (2018). Booster of rural tourism's competitiveness: Stakeholders' involvement as a moderator. *The Journal of Social Sciences Research*, S6, 539-546. **(Indexed in SCOPUS)**

12. **Chin, C. H.**, Chin, C. L., & Wong, W. P. M. (2018). The Implementations of Green Marketing Tools in Rural Tourism: The Readiness of Tourists? *Journal of Hospitality Marketing & Management*, 27(3), 261-280. **(Indexed in SCOPUS and SSCI, Impact Factor: 4.489)**
13. Ching, J. L., Lo, M. C., Suaidi, M. K., Mohamad, A. A., & **Chin, C. H.** (2019). Tourists' perspective on ecotourism destination competitiveness: The role of tangible components. *International Journal of Academic Research in Business and Social Science*, 9(11), 335-357. **(Indexed in ERA)**
14. Thong, J. Z., Lo, M. C., Suaidi, M. K., Mohamad, A. A. & **Chin, C. H.** (2019). Tourists' perceived destination competitiveness in protected areas: The case of Semenggoh Nature Reserve. *The Journal of Social Sciences Research*, 5(11), 1600-1608. **(Indexed in SCOPUS)**
15. Ting, P. P., Wong, W. P. M., & **Chin, C. H.** (2020). The Influence of Attitude, Customer Loyalty, and Past Experiences on Students' Complaining Behavior: The Moderating Role of Gender. *International Journal of Business Innovation and Research*, 2(1), 87-105. **(Indexed in SCOPUS and ERA)**
16. Dey, B., Mathew, J., & **Chin, C. H.** (2020). Influence of Destination Attractiveness Factors and Travel Motivations on Rural Homestay Choice: The Moderating Role of Need for Uniqueness. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 639-666. **(Indexed in ESCI, ABDC Ranking List)**
17. Wong, W. P. M., Wong, W. L., & **Chin, C. H.** (2020). Adoption Behavior in Sustaining the Mobile Banking Services. *International Journal of Service Management and Sustainability*, 5(2), 129-162.
18. **Chin, C. H.**, Lo, M. C., Razak, Z., Pasbakhsh, P., & Mohamad, A. A. (2020). Resources Confirmation for Tourism Destinations Marketing Efforts using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism. *Sustainability*, 12(7), 6787-6810. **(Indexed in SCOPUS and SSCI, Impact Factor = 2.576)**

19. Chan, W. C., Ibrahim, W. H. W., Lo, M. C., Mohamad, A. A. & **Chin, C. H.** (2021). Controllable drivers that influence tourists' satisfaction and revisit intention to Semenggoh Nature Reserve: The moderating impact of destination image. *Journal of Ecotourism*, (In press). **(Indexed in SCOPUS)**
20. **Chin, C. H.**, Winnie, W. P. M., Chin, C. L., & Franklin, G. (2021). Discovering the Intangible Innovation of Knowledge Sharing for Improving Rural Tourism Destinations' Competitiveness: A Collaborative Approach. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 1728-1747. **(Indexed in ERA)**

**List of Awards:**

1. **Best Paper Award** - Lim, J., Lo, M. C., Mohamad, A. A., **Chin, C. H.**, & T. Ramayah. (2017). The moderating impact of community support on tri-dimensional impacts of tourism (economic, socio-cultural, & environmental) towards rural tourism competitive advantage. *UNIMAS Silver Jubilee Conference (USJC 2017)*, 18<sup>th</sup>-20<sup>th</sup> October 2017, Kuching, Sarawak, Malaysia.
2. **Best Paper Award** - Lim, J., Lo, M. C., Mohamad, A. A., Wang, Y. C., & **Chin, C. H.** (2018). Stakeholders' involvement as moderator on community support impact & community knowledge: Impact of tourism towards rural tourism competitive advantage. *5th International Soft Science Conference 2018 (ISSC 2018)*, 25th-27th September 2018, Kuching, Sarawak, Malaysia.
3. **Best Paper Award** – **Chin, C. H.**, Lo, M. C., Cheuk, S. C. S., & Mohamad, A. A. (2018). Local communities' perceptions on rural tourism competitive advantage: A study on Kampung Bako (Bako National Park), Kuching, Sarawak. *InTEX Expo 2018*, 17<sup>th</sup> – 18<sup>th</sup> July 2018, Kuching Sarawak, Malaysia.
4. **Silver Award** – **Chin, C. H.** & Winnie, W. P. M. (2021). Exploring the impact of social media marketing on tourism destination marketing and revisit intention: An empirical study of rural tourism sectors. *BLM2-ICAM4 An International Joint E-Conference 2021*, 11<sup>th</sup> September 2021, Virtual, Malaysia.