



**TAYLOR'S
UNIVERSITY**
Wisdom · Integrity · Excellence

Curriculum Vitae

PERSONAL DETAILS

Professor Dato' Dr Victor Wee Eng Lye

- **Professor**
- School of Hosp,Tourism & Events
Faculty of Hospitality, Food & Leisure Management
- 03-56295514
- victor.wee@taylors.edu.my

ADMINISTRATIVE DUTIES

(Role),(Level),(Duration)

- Professor II, Faculty of Hospitality, Food & Leisure Management, 05/01/2015 to 04/01/2018

ACADEMIC QUALIFICATION

(Qualification),(Institution)

- Doctor of Philosophy, UNIVERSITY OF BRISTOL, -
- Master of Arts (Sociology), BROWN UNIVERSITY, -
- Bachelor of Economics, UNIVERSITY OF MALAYA, Malaysia

AREAS OF EXPERTISE

(Area)

- Education And Training (Tourism Policy and Planning, Tourism Campaigns and Product Development, Heritage Tourism, Marketing and Branding, Future of Tourism)

TEACHING

(Course Title),(Level of Study),(Institution),(Year)

- Tourism Economics, Bachelor Degree, Taylor's University (2017)

PUBLICATIONS

(Title of publication in APA style)

Book Chapter

2017

- United Nations World Tourism Organisation (2017). Interministerial Coordination and Policy Coherence in Malaysia. In Noel Scott (Eds), *Managing Growth and Sustainable Tourism Governance in Asia and the Pacific* (pp. 74-77). United Nations World Tourism Organisation.

Article in Journals

2015

- Wee, Victor (2015). Challenge of Conserving and Protecting Heritage Sites. *TEAM Journal of Hospitality and Tourism*, Vol. 12, Issue I, 2015 (SCOPUS-Indexed), *TEAM Journal of Hospitality and Tourism*

RESEARCH PROJECT

(Project title),(Role),(Duration),(Level)

- Mega Science Framework Study for Sustained National Development (2015-2050): Tourism Industry Sector, Project Leader, 2015 to 2017 (*National*)

CONSULTANCY PROJECT

(Project title),(Organisation),(Duration),(Role),(Level)

- Buddhist Tourism in Asia: Towards Sustainable Development, United Nations World Tourism Organisation, 02/01/2018 to 26/10/2018, Consultant (*International*)
- Preparation of the ASEAN Social and Cultural Blueprint, 2016-2025, Ministry of Tourism and Culture, 01/04/2015 to 31/08/2016, Project Leader (*Government Sector*)

PRESENTATION

(Title),(Event),(Date Presented),(Organiser),(Level)

EVENT ORGANISER

- Conclusions and Recommendations of World Tourism Conference, World Tourism Conference 2016, 17/10/2016 to 19/10/2016, United Nations World Tourism Organisation and Ministry of Tourism and Culture (*International*)

PLEANARY/KEYNOTE SPEAKER

- ASEAN Tourism in 2050, ASEAN Tourism Research Conference 2017, 18/01/2017 to 18/01/2017, James Cook University (*International*)
- Tourism 2050: What Will It Be, 6th Asia Euro Conference 2016: Tourism, Hospitality and Gastronomy Conference, 14/11/2016 to 15/11/2017, Taylor's University and Indian Institute of Tourism and Travel Management (*International*)