

## 観光とテクノロジー、 サービスデザインと観光マネジメント

Researching the themes of tourism and technology, service design and tourism management.



### ザイナル アビディン フスナ

ZAINAL ABIDIN Husna

准教授

Associate Professor

専門領域 Areas of expertise

- Tourism Management
- Tourism & Technology
- Service Design in  
Tourism and Hospitality

主な担当科目 Subjects

- Tourism Marketing  
Research
- Tourist Behavior
- Principles of Tourism A

#### 研究活動 Research

Dr Husna Zainal Abidin's research primarily focuses on the topics of tourism management, digital technologies and service design. Some key research interest include 1) exploring how digital technologies influence tourism management and tourist behaviour for sustainable tourism development, 2) exploring how service design can be integrated to develop meaningful tourism experiences, and a recently developed research area of 3) exploring the development of Muslim-friendly destinations.

Currently, Dr Husna Zainal Abidin is conducting research through international and national collaboration focusing on research that leads to industry and community impact; in addition to knowledge sharing through academic publications.

#### ゼミ活動 Education

In Dr Husna Zainal Abidin's zemi, students will explore and discuss current issues in the areas of tourism management and digital technologies. Students will also develop academic, research, writing and communication skills. Activities will include engaging with literature, conducting mini research projects, practice presentation, and practice academic writing. The ongoing research and academic activities will prepare students to complete their final year dissertation research.



# tourism

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