

Dora Andriani Sinaga

1. Personal details

Domicile : Batam, Indonesia
Email : doraandsinaga@gmail.com
Mobile : (+62) 857 6377 8160
Nationality : Indonesian
Languages : Bahasa Indonesia (Native), English (Fluent)
ORCID number : 0009-0000-7024-7015

2. Educational qualifications and academic awards

Commencing date : September 2023
End date : September 2024
Qualification title : Master of Science in International Hospitality and Tourism Management
Institution : Bournemouth University
School : Bournemouth University Business School
Location : Bournemouth, United Kingdom
Overall GPA : UK degree classification, Distinction (74,16%)
Awards : BH Area Hospitality Awards 2024 – Hospitality Student Award
Research thesis : Smart Leisure Enhances Active Ageing Tourism Experiences
Dissertation length : 14002 words

Commencing date : August 2010
End date : February 2014
Qualification title : Bachelor of Arts (in History education)
Institution : State University of Medan
School : Social Science Faculty

Location : Medan, Indonesia

Overall GPA : 3,63

Research thesis : Mohammad Hoesni Thamrin's struggles as a pioneer of Indonesia Independence (1919 – 1941)

Dissertation length : 14300 words

3. Professional affiliations and memberships

Start date : 2022

End date : Present

Professional association : Indonesian Tour Leader Association (ITLA)

Membership type/role : Provincial Secretary, Riau Archipelago Province
(Kepulauan Riau)

Start date : 2017

End date : Present

Professional association : Indonesian Tourist Guide Association (ITGA)

Membership type/role : Member

4. Employment history

1. April 2026 – Present

Freelance Tourism and hospitality Trainer

Self-employed / Freelance, Batam, Indonesia

Main duties and accountabilities

- Design and deliver professional training programmes for tourism and hospitality practitioners.
- Develop training materials on customer service, communication, destination knowledge, and tour guiding.
- Facilitate workshops for individuals, tourism businesses, and industry stakeholders.

- Assess learning outcomes and provide coaching to improve participants' professional competencies.
- Build and maintain relationships with clients, industry associations, and training partners.

Accomplishments: Delivered industry-focused training that enhanced participants' communication and service skills.

2. August 2025 – November 2025

Front Office Team Member

Kimpton Clocktower Hotel (IHG), Manchester, United Kingdom

Main duties and accountabilities

- Delivered front desk using Opera, handling group check-in and check out.
- Successfully handling high volume tasks such as receptions traces, arrival and departure payment and maintaining service records.
- Managed internal communications and acted as a liaison between departments to support operational flow.
- Organising and preparing schedules, documentation, and materials. Processed payments, managed daily cash reconciliation, and prepared financial closure reports.

Accomplishments: Successfully delivered excellent customer service, consistently recognised for professionalism and efficiency. Successfully recognised in enhancing guest and staff engagement

3. May – July 2024

Research Assistant

Bournemouth University, Bournemouth, United Kingdom

Main duties and accountabilities

- Supported tourism and hospitality research activities, including literature review, research design, qualitative data collection, interviews, observation, and thematic analysis.
- Investigated Smart Leisure and its role in supporting active ageing tourism experiences in age-friendly destinations.

- Contributed to the development of research instruments and the analysis and interpretation of qualitative research data.
- Contributed to academic writing, research dissemination and publication activities.
- Worked with academic researchers to translate theoretical concepts into empirical tourism research.

Accomplishments: Co-authored and published the peer-reviewed article: Sinaga, D. A., Fan, D. X. F., Ilkhani Zadeh, S., & Buhalis, D. (2026). *Smart leisure, tourism and hospitality ecosystems to support active ageing in age-friendly destinations*. Presented the research at the 32nd ENTER e-Tourism Conference (2025).

4. January 2024 – February 2025.

Frontline desk - Receptionist

Holiday Inn Bournemouth 3*

Main duties and accountabilities

- Provided guest services across breakfast and dinner operations, including food and beverage service.
- Served beverages, cleared and cleaned tables, and supported dishwashing and kitchen operations.
- Assisted elderly guests during breakfast, providing attentive and personalised service according to their individual needs.
- Maintained high standards of cleanliness, hygiene and customer service in a busy hotel environment.
- Worked collaboratively with the front-of-house and food and beverage teams to ensure smooth daily operations.

Accomplishments: Received a Rockstar Certificate in recognition of excellent customer service, particularly for providing attentive assistance and support to elderly guests during breakfast service. Developed practical experience in age-friendly hospitality, personalised service and customer engagement, relevant to my research interests in tourism experiences and inclusive destination services.

5. December 2016 – August 2023

Business owner

Batam Travel Planner, Batam, Indonesia

- Planned and delivered multi-stakeholder events, maintaining communication across clients, suppliers, and internal teams.
- Developed customer-facing content and responded to client queries via email, social media, and in person. Created reporting templates to track feedback and improve programme delivery.
- Built strong customer relationships, aligning services with diverse needs and expectations.

Accomplishments: Delivered successful tour events with positive client feedback. Improved customer engagement through targeted content and responsive communication. Developed a feedback system that helped enhance service quality and client retention. Built strong supplier partnerships to offer better tour packages. Streamlined communication processes, resulting in faster response times and increased bookings

5. Other research experience

January 2022 – March 2022

Independent Research Project with Raja Ali Haji Museum – Cultural Tourism

Batam, Indonesia

- Conducted an independent study on the attractiveness of Raja Ali Haji Museum as a cultural tourism destination.
- Investigated the museum's historical and cultural significance and its potential to attract and engage visitors.
- Conducted literature and documentary research and analysed the museum's potential as a cultural heritage attraction.
- Published the findings as "*Daya Tarik Museum Batam Raja Ali Haji Sebagai Destinasi Wisata Budaya*" in *Jurnal Kajian Dan Terapan Wisata*, Vol. 3 No. 1 (2022).
- Developed research experience in destination attractiveness, cultural heritage tourism and visitor engagement, providing an early foundation for subsequent tourism research.

6. Research outputs

Research Published

1. 2026

- **Sinaga, D. A.**, Zadeh, S. I., Fan, D. X. F., & Buhalis, D. (2026). Smart leisure, tourism and hospitality ecosystems to support active ageing in age-friendly destinations.

Journal of Destination Marketing & Management, 41, 101116.
<https://doi.org/10.1016/j.jdmm.2026.101116>

- Metrics / measures of esteem: Published in the peer-reviewed *Journal of Destination Marketing & Management* (Elsevier), an internationally recognised tourism journal indexed in Scopus and Web of Science. The article is published in Volume 41 (2026), Article 101116, and has DOI 10.1016/j.jdmm.2026.101116.
- First author. Led the conception and design of the study, literature review, qualitative data collection, analysis and interpretation of findings. Developed the research framework and contributed substantially to the theoretical development. Authored the initial manuscript and led subsequent revisions, incorporating co-authors' feedback.

2. 2022

- **Sinaga, D. A.** (2022). Daya tarik Museum Batam Raja Ali Haji sebagai destinasi wisata budaya. *Jurnal Kajian dan Terapan Pariwisata*, 3(1), 1–11.
<https://doi.org/10.53356/diparojs.v3i1.60>
- Metrics / esteem: Peer-reviewed journal article published in *Jurnal Kajian dan Terapan Pariwisata*, Volume 3, Issue 1, November 2022. DOI: 10.53356/diparojs.v3i1.60.
- Sole author. Conceived and designed the study, conducted the literature and documentary research and interviews, analysed the data using qualitative descriptive and SWOT approaches, interpreted the findings, and wrote the full article.

Conference proceedings

3. 2025

- Sinaga, D. A., Fan, D. X. F., Ilkhani Zadeh, S., & Buhalis, D. (2025). Smart leisure enabled active ageing tourism experiences. In *ENTER25: Information and Communication Technologies in Travel and Tourism 2025 Conference Proceedings*.
- Metrics / esteem: Presented at ENTER25, the international eTourism conference organised by the International Federation for IT and Travel & Tourism (IFITT). The paper appears in the official ENTER25 proceedings. The conference programme lists your paper under the Experience Reviews session.
- First author. Contributed to the conception and design of the research, qualitative research process, analysis and interpretation of findings, and preparation for presentation of the conference paper at ENTER25.