

# **Report of Study Tour Abroad (Category of Study Tour Abroad: International Conference)**

## **ICRTH (International Conference on Responsible Tourism and Hospitality) International Conference Report**

**Service Organization: NKUHT IMTH**

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**Countries Dispatched to: Kuching, Malaysia**

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# **Abstract**

This report reflects on my experience presenting at an international conference in Kuching, Malaysia, marking my first time presenting overseas as a representative of the IMTH (The International Master's Program in Tourism and Hospitality) at NKUHT (National Kaohsiung University of Hospitality and Tourism). The conference provided an invaluable platform to share my research on exploring environmental and social sustainability practices and their impacts on tourist experience with a diverse audience of scholars and industry experts. While the preparation process was challenging, the experience enhanced my public speaking skills and deepened my understanding of global trends in tourism and hospitality. Through engaging discussions and feedback during the Q&A session, I gained new insights that will inform my future research. Additionally, the conference fostered meaningful networking opportunities, enabling cultural exchange and the potential for international collaborations. Overall, this experience contributed significantly to my academic and professional development, as well as strengthened NKUHT's international presence.

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# Main text

## 1. Purpose

As part of the IMTH (International Master's in Tourism and Hospitality) program at NKUHT (National Kaohsiung University of Hospitality and Tourism), students are actively encouraged to participate in international conferences. The rationale behind this is twofold: academic growth and the promotion of our institution on the global stage. First, attending international conferences provides us with invaluable overseas experience. These events offer a unique platform to engage with industry professionals, researchers, and fellow students from around the world. By attending, we are exposed to global trends, innovative practices, and emerging research in the fields of tourism and hospitality. This broadens our understanding of the industry beyond Taiwan and equips us with a global perspective, which is crucial in today's interconnected world. Moreover, it gives us the chance to network with experts, explore diverse viewpoints, and gain insights that can inspire future research or business strategies. The experience of learning from and collaborating with international peers enhances our academic knowledge and prepares us for the competitive global market after graduation.

Second, participation in these conferences is a requirement for graduation in the IMTH program. We must accumulate academic points, with a minimum of 6 points required before graduation. This system ensures that students actively engage in professional development and stay involved in cutting-edge discussions within the industry. Earning these points is not just about meeting a requirement; it is about ensuring that we are continually improving our understanding of tourism and hospitality on an international level. Third, these conferences provide an opportunity to promote NKUHT and its reputation internationally. When we attend and present at such events, we represent not only ourselves but also our university. This helps to raise awareness of NKUHT's excellence in tourism and hospitality education. It opens doors for potential collaborations with foreign universities, industry partnerships, and research opportunities.

## 2. Process

Date	Schedule
Aug. 5 <sup>th</sup>	Taiwan → Kuala Lumpur → Kuching
Aug. 6 <sup>th</sup>	Pre-Conference (Research Methodology)
Aug. 7 <sup>th</sup>	Open Ceremony Academic Presentation (Including my presentation and join others presentation)
Aug. 8 <sup>th</sup>	Academic Presentation Experiential Excursion (SJK Chung Hua Paku / Rock Maze Garden) Networking Dinner
Aug. 9 <sup>th</sup>	Awards and Closing Ceremony Kuching → Kuala Lumpur

## 3. Experience and Suggestions

Attending and presenting at my first international conference overseas was a significant milestone in my academic and professional journey. I am glad that I had the opportunity to share my case study and engage with scholars, industry experts, and peers from diverse countries. This experience has been incredibly enriching, providing not only academic insights but also personal growth. The preparation process for my presentation was both exciting and

nerve-wracking. Knowing that I would be speaking to an international audience, I invested a great deal of time in refining my case study, making my presentation content clear, concise, and engaging. My focus was on delivering a presentation about one of the sustainable hotel in Taiwan which is quite unique and innovation. I hope that I could communicate my key points effectively through the academic presentation in the conference. The day of my presentation was filled with a mixture of excitement and nerves. Standing in front of an international audience for the first time felt both empowering and slightly intimidating.

During the presentation, there were nods of agreement, and some participants actively took notes, which reassured me that my study was being well-received. The Q&A session after the presentation was the most insightful part. I received thoughtful questions and feedback from both academics and practitioners. While the overall experience was positive, there were a few challenges that I encountered. One of the biggest obstacles was the Q&A section that I could not answer the professional questions about the methodology part. The reason was that I didn't understand the qualitative method well before I presented. This was a learning curve for me, but it taught me the importance of practice and precision on my study when speaking in an international conference.

One of the most rewarding aspects of attending the conference was the networking opportunities. I met scholars and professionals from various countries, each bringing unique perspectives to the discussions. This cultural exchange enriched my understanding of how different regions approach tourism and hospitality challenges, particularly in relation to sustainability, and responsible tourism. Presenting at an international conference for the first time has undoubtedly contributed to my growth as a student. I developed new skills in public speaking, cross-cultural communication, and academic discourse. More importantly, this experience boosted my understanding in my research and abilities, making me feel more prepared to tackle future academic challenges.

In conclusion, presenting at an international conference overseas was a transformative experience. It allowed me to share my case study with a wider audience, receive valuable feedback, and connect with professionals from around the world. I am grateful for the opportunity to represent NKUHT and the IMTH program on such a platform. This experience has not only enhanced my academic development but also equipped me with the confidence and knowledge to continue contributing to the global hospitality industry.

#### 4. Pictures

- Pre-presentation (I joined research methodology workshop)

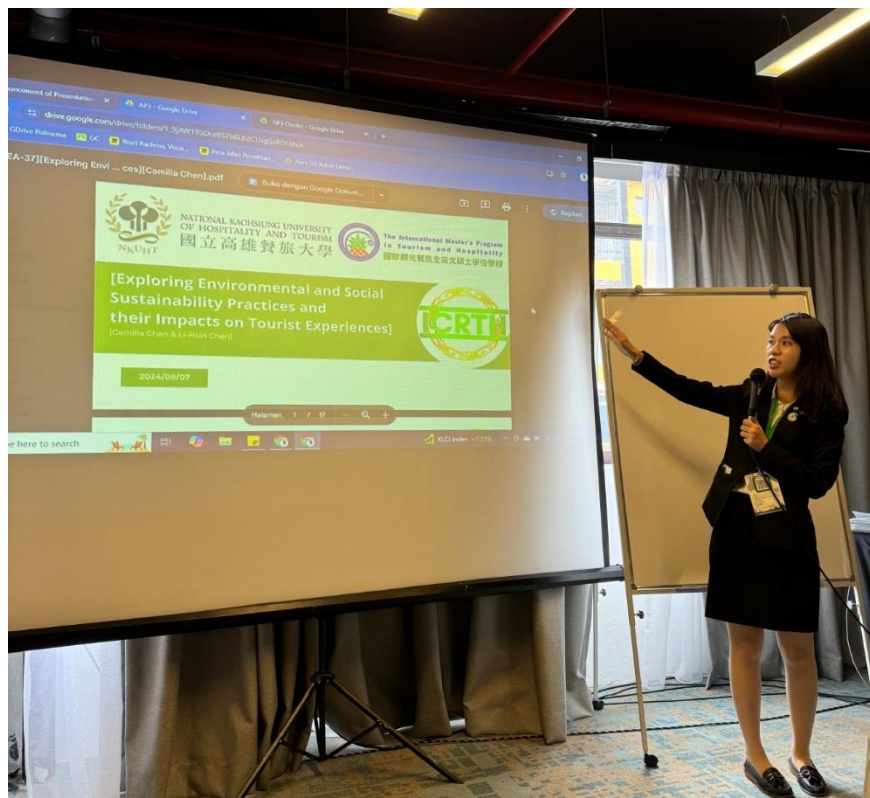




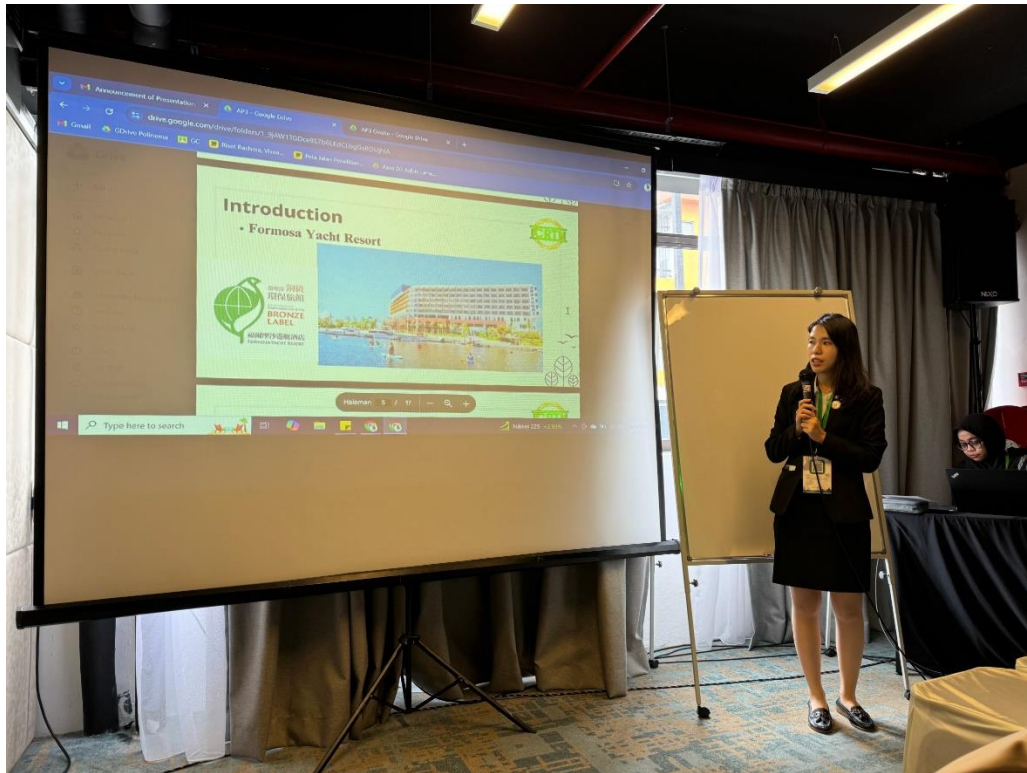
## ● Open Ceremony



## ● Academic Presentation







## ● Experiential Excursion





## ● Award and Closing Ceremony

