



## Report of Study Tour Abroad (International Conference)

### The 23rd APacCHRIE 2025 Conference

### *Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality*

Service Organization: National Kaohsiung University of Hospitality and Tourism

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Countries Dispatched to: Thailand

Period of Study Tour Abroad: 2025/05/23 to 2025/05/31

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## Abstract

This report outlines a study tour to Thailand from May 23 to May 31, 2025, funded by the National Kaohsiung University of Hospitality and Tourism's International Academic Conference Subsidy. The highlight of the tour was participation in the 23rd Annual APacCHRIE Conference in Chiang Mai, from May 27 to May 30, 2025. At the conference, the research paper titled *"How does transformative learning in higher education enhance regenerative tourism? A case study applying the 3H model in Central Vietnam"* was presented. The trip was extended beyond the conference dates to encompass educational field observations of key tourism and hospitality sites in Bangkok and Chiang Mai.

The conference, themed *"Transforming to the Future: Innovation, AI, and Regenerative Tourism and Hospitality"*, provided a critical platform for academic exchange. The process involved pre-conference exploration of Chiang Mai's culture at the welcome party, followed by full engagement in the conference's keynote sessions and educational tracks in Chiang Mai. Following the conference, further experiential learning was conducted by observing local tourism operations in Chiang Mai. *Key experiences include gaining advanced knowledge on AI's role in hospitality and the principles of regenerative tourism, supplemented by practical insights from observing Thailand's world-class tourism industry firsthand. Engaging with peers from institutions such as Chiang Mai University, The Hong Kong Polytechnic University, Asia Pacific University (Japan), and Griffith University has opened potential avenues for future academic collaborations.*

This integrated approach, which combines academic participation with practical field observation, proved highly effective. The tour not only facilitated professional development and networking but also provided a holistic understanding of tourism theory and practice. This report concludes with strong recommendations to continue supporting such comprehensive study tours, which significantly enhance both the students' expertise and the university's academic reputation. The report is submitted to fulfill the subsidy requirements.

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## 1. Purpose

The primary objectives for attending the APacCHRIE 2025 conference were as follows:

- **To Present Research:** To present our academic paper, *"How does transformative learning in higher education enhance regenerative tourism? A case study applying the 3H model in Central Vietnam,"* contributing to the academic discourse in the field.
- **To Conduct Field Observation:** To conduct experiential learning by exploring key tourism and hospitality sites in Bangkok and Chiang Mai. This aimed to gain practical insights into Thailand's booming tourism industry, observing operations, destination management, and the preservation of cultural heritage.
- **To Represent the University:** To represent the National Kaohsiung University of Hospitality and Tourism (NKUHT) at a prestigious international event, thereby enhancing the university's visibility and academic reputation.
- **To Gain Knowledge and Insights:** To learn about the latest trends, research, and innovations in tourism and hospitality, specifically concerning the conference theme of *"Innovation, AI, and Regenerative Tourism and Hospitality."*
- **To Network and Collaborate:** To engage with international academics, researchers, and industry leaders, fostering professional connections that could lead to future research collaborations.

## 2. Process

The study tour followed a structured chronological plan:

- **Pre-Conference Period (May 23 - May 26):**
  - Travelled from Taiwan to Bangkok, Thailand.
  - Conducted field observations of significant cultural and tourism landmarks in Bangkok. Additionally, a visit was made to Mahidol University to learn about their curriculum and training models in the fields of hospitality and tourism management.
  - On May 26, took a domestic flight from Bangkok to Chiang Mai to settle in and prepare for the conference.

- **Conference Period (May 27 - May 30):**
  - Registered for and attended the APacCHRIE 2025 conference, and participated in the unique welcome party.
  - Actively participated in the opening ceremony, keynote speeches, and various academic sessions that aligned with my research interests.
  - Successfully presented our paper to an international audience on May 28 afternoon, which was followed by a productive Q&A session that provided valuable feedback and connections.
  - Visited Chiang Mai University, the host of the event, to explore their educational management and potential for future academic exchanges or collaborations.
- **Post-Conference Period (May 30 - May 31):**
  - Utilized the day after the conference to explore local tourism initiatives and cultural sites in Chiang Mai, providing a comparative perspective to Bangkok's metropolitan tourism scene.
  - On May 31st, traveled from Chiang Mai back to Taiwan, concluding the study tour.

### 3. Experience

My participation in the APacCHRIE 2025 conference, which combined a study tour and conference participation, was an immensely valuable and holistic experience.

- **Professional Development:** The academic sessions enhanced my understanding of how AI is transforming hotel management and how the concept of regenerative tourism is progressing beyond sustainability. The feedback received on our paper was constructive and will be invaluable for future research and publication.
- **Integrated Learning:** The ability to connect the academic theories discussed at the conference with real-world practices observed in Bangkok and Chiang Mai was profound. It offered a much deeper and more practical understanding of destination management and hospitality than attending the conference alone.
- **Academic Networking:** I had the opportunity to connect with esteemed scholars and fellow researchers from leading institutions, including Chiang Mai University, The Hong Kong

Polytechnic University, Asia Pacific University (Japan), Duy Tan University (Vietnam) and Griffith University. These interactions have established a foundation for potential international research projects, which could bring significant benefits to our university.

- **Institutional Visibility:** Presenting at such a well-regarded conference successfully raised the profile of the National Kaohsiung University of Hospitality and Tourism within the international academic community.

#### 4. Suggestions

Based on this experience, I would like to offer the following suggestions:

- *For the University:*
  - Continue to wholeheartedly support faculty and students in attending international conferences through the subsidy programme, as it is essential for fostering the university's global presence and represents a crucial investment in academic capital.
  - Instruct students (who are approved to participate in the conference) to use the school's branded business card to promote NKUHT's image effectively and professionally.
  - Gather a group of members to take part in a conference, where they will discuss and prepare joint activities that reflect NKUHT's identity.
  - Actively encourage and support study tours that integrate conference attendance with structured field observations, as this model offers a significantly greater return on investment regarding knowledge acquisition and practical experience.
- *For Future Attendees:*
  - Begin the funding and conference registration application process as early as possible to avoid any last-minute problems.
  - Prepare presentations with a clear emphasis on engaging a diverse, international audience.
  - Actively take advantage of all networking opportunities, as the connections made can be just as valuable as the academic content itself.

- Create a personal business card that showcases the school's brand, enabling you to introduce yourself, exchange contact information, and connect with others during the seminar.
- When possible, plan for a few extra days before or after a conference for educational exploration.
- Prepare a brief list of learning objectives for the field observation portion of the trip to maintain focus and maximise the educational benefit.

## 5. Photos from the Conference



*Presenting in the “Transformation in Education” session in the Conference (May 28)*



*Listening comments from Prof. Benigno Glenn R. Ricaforte and discussing with other conference delegates*



*Connecting with fellow conference delegates (May 29)*

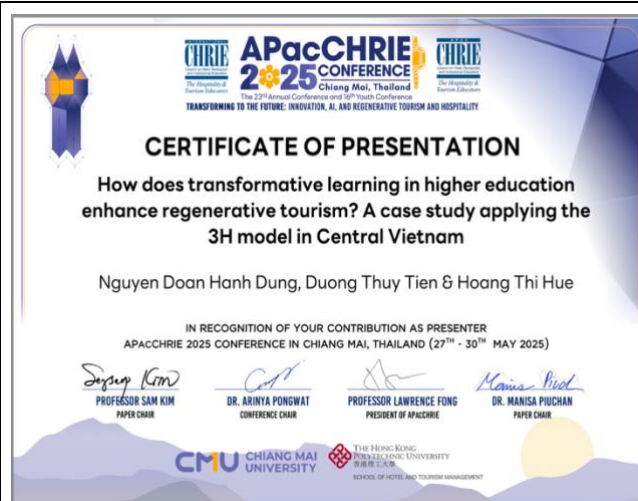


*Visiting Chiang Mai University with delegates from HK PolyU and APU (Asia Pacific University)*





*Gathering with the NKUHT team at the  
APacCHRIE 2025*



*Receiving the Certificate of presentation  
(June 11)*



*Networking at the conference venue with the  
APacCHRIE 2025 backdrop*



*Visiting Mahidol University in Bangkok  
(May 24)*



*Experiencing in Bangkok & Chiang Mai with international friends*