

Report of Study Tour Abroad (Category of Study Tour Abroad: Inspection)

Presenting at Kuching, Malaysia for the International Conference of Responsible Tourism and Hospitality 2024

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Abstract

This report outlines my participation in the 2024 International Conference on Responsible Tourism and Hospitality (ICRTH) held in Kuching, Malaysia. Organized by the Sarawak Research Society (SRS), the conference focused on key themes such as sustainable tourism practices, cultural heritage preservation, and educational innovations in tourism and hospitality management. The primary objectives of attending were to enhance the visibility of National Kaohsiung University of Hospitality and Tourism (NKUHT), attract prospective students, build international networks, strengthen responsible tourism education, and contribute to the research field by presenting my study titled, "Beyond the Pizza: Unveiling the Recipe for Success Through Cultural Fusion and Sustainable Hospitality at Pizza 4P's Vietnam."

The event featured expert presentations, panel discussions, experiential field trips, and an education fair. By engaging in these activities, I gained insights into the global trends of responsible tourism and sustainable practices. The conference also provided opportunities for networking and promoting NKUHT's educational programs to a diverse audience of scholars, students, and professionals. Based on the experience, this report suggests further steps for increasing our institution's presence in future events, expanding faculty and student involvement, and continuing to build international partnerships to enhance NKUHT's role in responsible tourism education.

Keywords: Responsible tourism, sustainable hospitality, international networking, tourism education, NKUHT, international collaboration, ICRTH 2024

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I. Purpose

The purpose of attending the 2024 International Conference on Responsible Tourism and Hospitality (ICRTH) held in Kuching, Malaysia, was to promote discussions on responsible tourism and sustainable development. The event, organized by the Sarawak Research Society (SRS), focused on key themes including sustainable tourism practices, cultural heritage preservation, and educational innovations in tourism and hospitality management. The primary goals of my attendance were:

1. **Enhancing NKUHT's global brand visibility:** By showcasing our institution's educational achievements in sustainable development and responsible tourism, we aimed to boost NKUHT's presence in the international education market.
2. **Attracting potential students:** The education fair provided a platform to interact with students and parents from diverse backgrounds, addressing their needs and promoting NKUHT's specialized programs and academic resources.
3. **Building international networks:** Establishing connections with global educators and industry professionals to explore future collaboration opportunities.
4. **Strengthening responsible tourism education:** Gaining insights into new trends and best practices to incorporate into our curriculum, further promoting sustainable tourism education at NKUHT.
5. **Learning and contributing to the research fields and industries:** Gaining experiences in presenting and conducting research, implications to the real-life context.

II. Process

The conference took place over several days, blending expert presentations, workshops, and experiential learning opportunities such as field trips. Key stages in the conference participation process included:

1. **Pre-conference preparation:** Ensured that all necessary materials, including presentations, promotional materials for the education fair, and documents related to our programs were ready.
2. **Conference activities:**
 - **Workshops and panel discussions:** Participated in various sessions covering topics like innovations in tourism education, sustainable tourism models, and cultural heritage promotion also ways to improve your research.
 - **Experiential activities:** Joined field trips that allowed for hands-on exploration of responsible tourism practices in the local context.
 - **Education fair:** Presented NKUHT's programs to attendees, engaging

directly with potential students and collaborators.

3. **Post-conference engagement:** Followed up with contacts made during the event, fostering potential partnerships, and reviewed the materials from the sessions to integrate the knowledge gained into our programs.



III. Experience and Suggestions


Experience: Attending ICRTTH 2024 was an enriching experience, providing valuable insights into global trends in responsible tourism and hospitality education. The interactive sessions, combined with field-based learning, offered a deep understanding of how theory translates into practice. Moreover, the education fair was a great opportunity to engage with prospective students and promote our institution's strengths.

Suggestions:

1. **Increase visibility at future events:** We could benefit from a more prominent presence at future conferences, possibly through a dedicated booth or sponsored panels on topics aligned with NKUHT's research strengths.
2. **Broader participation from faculty and students:** Bringing more faculty members and students to participate in various tracks could foster deeper engagement with the conference's core topics.
3. **Continue building international partnerships:** Expanding collaborative efforts initiated during the event can enhance the university's role in global discussions on responsible tourism and sustainability.

IV. Appendix

	
Pre-conference workshop	Q&A with professor during the workshop

	
<p>Opening ceremony</p> 	<p>With my classmates in the conference</p> 
<p>Presenting my research project</p> 	<p>Representing IMTH – NKUHT at ICRTH</p> 
<p>Promoting our programs to potential students</p>	<p>Booth checkin-in with the classmates</p>



Attending the coffee brewing competition with 2nd prize



During the competition



Networking dinner for delegates of ICRTH



Performing



Joining the fieldtrip



Closing ceremony with chairman of ICRTH –
Dr. Hiram Ting