Report of Study Tour Abroad

(CITR14 International Conference 2026)

Learning Human-Centred and Responsible Approaches to Tourism Resilience: Participation in the CITR14.2026 International Conference, Hanoi, Vietnam

Oct 30, 2026

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Countries Dispatched to: Vietnam (Hanoi)

Period of Study Tour Abroad: 2026/10/29 – 2026/11/2 (Thursday - Monday)

Conference Date : 2026/10/30 (Friday)

Report Date: 2026/11/03

Abstract

This report presents the author's participation in the CITR14.2026 International Conference "Rethinking Tourism & Hospitality: From Theory to Practice", held on 30 October 2026 at Van Khoa Hall, University of Social Sciences and Humanities, Vietnam National University, Hanoi (VNU-USSH), in partnership with Rikkyo University (Japan) and Thuongmai University (Vietnam). The purpose of the study tour was to learn current international thinking on tourism resilience and responsible tourism, to observe how theory is being translated into policy and practice in Vietnam and Southeast Asia, and to build academic networks for future research collaboration.

The conference programme consisted of an opening ceremony, two keynote presentations and a panel discussion. In the first keynote, Assoc. Prof. Dr. Pham Hong Long argued that human experience is a strategic source of resilience and introduced the ADAPT framework (Anticipate, Deploy, Advance, Prioritise, Thrive), together with a roadmap for Vietnam to 2030. In the second keynote, Prof. Dr. Hiram Ting defined responsible tourism as a collective call to action rather than a marketing label and presented the Southeast Asia Responsible Tourism (SEART) framework and the Importance – Urgency – Significance (IUS) model. The panel discussion linked both perspectives to practice.

The main lessons are that resilience is fundamentally a human capability, that success should be measured by trust, local value and wellbeing rather than arrivals alone, and that collaboration across sectors and borders is essential. Suggestions are offered for curriculum development, community-based research, university – industry living labs and future participation in international conferences.

Keywords: tourism resilience; responsible tourism; human experience; ADAPT framework; Southeast Asia

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1. Purpose

Tourism in Southeast Asia is growing rapidly but faces rising uncertainty from climate change, geopolitical tension and fast technological change. The study tour to CITR14.2026 in Hanoi had four purposes:

1. To learn current international concepts of tourism resilience and responsible tourism directly from leading scholars and practitioners in the region.
2. To observe how Vietnam is translating these concepts into national policy and destination practice, as a reference for Indonesia and other Southeast Asian countries.
3. To build academic networks with universities in Vietnam, Japan, Malaysia and China for future joint research, publication and student exchange.
4. To bring back practical frameworks and examples that can strengthen teaching, research and community engagement at the home institution.

2. Process

2.1. Conference overview, programme and opening

The CITR14.2026 International Conference, themed "Rethinking Tourism & Hospitality: From Theory to Practice", was hosted by VNU-USSH in Hanoi on 30 October 2026 with partner universities including Rikkyo University and Thuongmai University. The opening and welcoming remarks by leaders of the three universities underlined the conference's role as a platform for cross-border cooperation. The sessions attended are summarised below.

Session	Speaker / content
Opening remark	Assoc. Prof. Dr. Bui Thanh Nam, Vice Rector, VNU-USSH
Welcoming remarks	Prof. Dr. Katsuhito Nohara (Rikkyo University, Japan); Assoc. Prof. Dr. Bui Huu Duc, Vice Rector, Thuongmai University
Keynote 1	Assoc. Prof. Dr. Pham Hong Long, Human Experience as Strategic Resilience in Tourism Development: the ADAPT Framework
Keynote 2	Prof. Dr. Hiram Ting, What Really Matters in Tourism? Driving Sustainability and Resilience through Responsible Tourism
Panel discussion	From Theory to Practice: Making Responsible and Resilient Tourism Work

2.2. Keynote 1: Human experience as strategic resilience

Assoc. Prof. Dr. Pham Hong Long (Faculty of Tourism Studies, VNU-USSH) opened the conference with the argument that human experience is **not the "soft side" of tourism.** It is the element that turns technology, sustainability and strategy into **trust, connection and meaning** for travellers. His key point was simple: *"technology can be copied, but trusted relationships cannot."*

Tourism is growing fast: global arrivals reached 1.52 billion in 2025, Vietnam received a record 21.17 million international visitors in 2025 (+20.4%) and 17.7 million in January – September 2026, and Vietnam rose seven places to 52nd of 110 in the WEF Travel & Tourism Development Index 2026. Yet risks such as geoeconomic confrontation, extreme weather and misinformation are rising (WEF, 2026), and Vietnam lags on services and infrastructure. To reach the 2030 target of 45 – 50 million international arrivals (Resolution 26-NQ/TW), Vietnam must invest in people as seriously as in airports and platforms: *the human and service layer is the next frontier.*

Why human experience matters

- **Trust becomes infrastructure:** travellers choose places and people they can trust, based on verified information, transparent data use and clear safety signals.
- **From "bouncing back" to "bouncing forward":** resilience means adapting and transforming into a better, fairer system, and this learning happens through staff, hosts and communities.
- **From selling to sensing:** tourism has moved from selling nature to offering experiences visitors feel, such as a cooking class with a local family in Hoi An; every guide, driver and receptionist is an experience designer.
- **High-tech, high-touch:** technology removes friction (booking, payment, translation) so people can focus on empathy and service recovery, as with automated passport-free clearance at Singapore's Changi Airport.

The ADAPT framework

- **A – Anticipate human change:** track travellers' needs and emotions, not only arrival numbers; design for diversity in age, ability, language and culture; and plan for climate, health, geopolitical and misinformation shocks. Arrivals from Europe (+55%) and India (+33%) in 2026 bring new languages and habits.

- D – **Deploy technology humanely:** automate booking, payment and translation and be transparent about AI and data, but always keep a human easy to reach. Chatbot-only service in a crisis and digital-only systems that exclude older people should be avoided.
- A – **Advance adaptive capability:** follow a Sense – Learn – Try – Scale cycle with continuous upskilling and living labs linking universities, destinations and SMEs, as in Vietnam's crisis-plan review after Typhoon Yagi (2024).
- P – **Prioritise people and place:** ensure decent work, give residents a voice and a fair share of value, and manage limits to protect their wellbeing (e.g., KOTO in Hanoi; Bali's tourist levy).
- T – **Thrive together:** resilience is a team sport across sectors and borders, supported by ASEAN skills standards and university – industry platforms such as CITR.

He closed by urging destinations to count trust, loyalty and wellbeing alongside arrivals, and to **develop people as seriously as we develop platforms**.

2.3. Keynote 2: Responsible tourism for sustainability and resilience

Prof. Dr. Hiram Ting (President of Responsible Borneo/REBORN; Professor at Asia Pacific University of Technology and Innovation, Malaysia; member of the UN Tourism Panel of Tourism Experts) began with two questions: "What matters to tourism?" and "Why does tourism matter?" He explained that responsible tourism is **not another tourism product or marketing label**. It is a call for behavioural change and collective action for the common good, built on **trust and respect**, that should benefit local stakeholders and the ecosystem. Its three pillars are: local livelihoods and tourism businesses; local communities and cultural heritage; and nature conservation and environmental protection.

Responsible tourism in Southeast Asia: the SEART framework

Responsible tourism is especially relevant to Southeast Asia. Its rich biodiversity, diverse cultures and affordable travel make it attractive but vulnerable, so growth must create jobs, preserve cultures and protect the environment. Prof. Ting presented the **Southeast Asia Responsible Tourism (SEART) framework**:

- **Goals:** economic growth, socio-cultural development and environmental well-being, at macro and micro levels.

- **Prioritised issues and responsibilities:** water conservation, effective energy use, waste management, climate change and pollution prevention, accessibility and connectivity, community building and revitalisation, education and continuous learning, support for local businesses, mindful citizenship, and youth and women empowerment.
- **Foundations:** respect and trust, cooperation and value co-creation, community orientation, effective communication, and adaptation and innovation.

From framework to action: the IUS model and REBORN's experience

To translate the framework into practice, he proposed the preliminary **Importance – Urgency – Significance (IUS) model** for realising responsible tourism progressively and collectively, with a long-term view:

Stage	Stakeholders	Priorities	Context	Measure
Initiation	Who are they?	What comes first?	What matters?	How much? (Importance)
Induction	Which roles?	Which to implement?	Which approach?	How soon? (Urgency)
Integration	How to work with others?	How to cooperate and collaborate?	How to cohere and sustain?	How long? (Significance)

Table 1. The Importance – Urgency – Significance (IUS) model (Ting, 2026).

He stressed that the final stage requires **collaboration rather than mere cooperation**. REBORN's "Green & Gold Experiential Tourism" roadmap in Borneo shows this in practice. Its action plans include communication with the community, partnership with local government, community capacity building, consultation with elders, women empowerment and school engagement.

He also introduced REBORN's regional network, the International Conference on Responsible Tourism and Hospitality (ICRTH). The keynote showed that responsible tourism is not a slogan but a structured, step-by-step and community-centred process.

2.4. Panel discussion

The panel "From Theory to Practice: Making Responsible and Resilient Tourism Work" brought together Dr. Trinh Le Anh (VNU-USSH), Prof. Hiram Ting (APU, Malaysia), Assoc. Prof. Dr. Nguyen Viet Thai (Thuongmai University), Prof. Dr. Xu Honggang (Sun Yat-sen University, China) and Assoc. Prof. Dr. Pham Hong Long (VNU-USSH). It connected the human-experience perspective of the ADAPT framework with the community-based perspective of responsible tourism and discussed how research can be turned into concrete action by governments, businesses, universities and communities.

3. Experience and Suggestions

3.1. Experience and lessons learned

1. **Resilience is a human capability.** Destinations recover and improve through people: staff, hosts and communities, not only through infrastructure or technology.
2. **Responsible tourism is a shared commitment, not a label.** Its value lies in trust, respect and a fair balance between livelihoods, culture and nature.
3. **What we measure shapes what we do.** Both speakers urged moving beyond arrival numbers to indicators of trust, loyalty, local value, regeneration and the wellbeing of workers and residents.
4. **Collaboration is the common thread.** The "Thrive together" pillar of ADAPT and the "Integration" stage of the IUS model express the same message: no destination learns fast enough alone.
5. **Regional cases are directly relevant to Indonesia.** Examples from Bali (tourist levy, hotel manager training lab) and Borneo (community-led roadmap) show approaches that can be adapted to Indonesian destinations.

3.2 Suggestions

1. Integrate modules on responsible tourism, human-centred service design and crisis resilience into tourism, hospitality and community development courses, using the ADAPT and SEART frameworks as teaching tools.
2. Apply and test the IUS model and human-experience indicators (trust, local value, resident wellbeing) in community-based, eco-, cultural and religious tourism settings in Indonesia.
3. Establish partnerships between the university, local government, tourism villages and SMEs so that students and communities co-design and evaluate tourism experiences.
4. Follow up contacts made at CITR14.2026 and ICRTH for joint research, co-authored publications and student or staff exchange.
5. Support faculty and students to present papers at CITR and similar regional conferences, and share conference materials internally through a seminar after each study tour.

4. Conclusion

Participation in CITR14.2026 achieved its purposes. The conference provided up-to-date concepts, frameworks and evidence on tourism resilience and responsible tourism, real examples from Vietnam, Malaysia and Indonesia, and new academic contacts across the region. The central lesson, that people

and places must be at the centre of tourism development — will inform the author's future teaching, research and community engagement.

References

Pham, H. L. (2026). Human experience as strategic resilience in tourism development: The ADAPT framework [Keynote presentation]. CITR14.2026, VNU-USSH, Hanoi.

Ting, H. (2026). What really matters in tourism? Driving sustainability and resilience through responsible tourism [Keynote presentation]. CITR14.2026, VNU-USSH, Hanoi.

Data cited by the speakers: UN Tourism (2026); WEF (2026) Global Risks Report and TTDI; Resolution 26-NQ/TW (2026).

Appendix: Photo Documentation

The following photographs were taken by the author during the conference on 30 October 2026 at Van Khoa Hall, VNU-USSH, Hanoi.



Figure 1. Opening remark by Assoc. Prof. Dr. Bui Thanh Nam (Vice Rector, VNU-USSH)



Figure 2. Welcoming remark by Prof. Dr. Katsuhito Nohara (Rikkyo University, Japan)



Figure 3. Keynote 1 by Assoc. Prof. Dr. Pham Hong Long (VNU-USSH)



Figure 4. Keynote 2 by Prof. Dr. Hiram Ting (REBORN / APU, Malaysia)

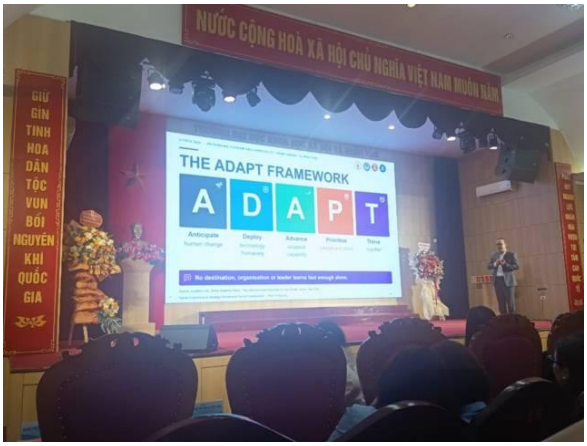

Figure 5. The ADAPT framework presented in Keynote 1



Figure 6. Panel discussion "From Theory to Practice"