

出國報告（出國類別：國際研討會）

31st APTA 2026 Fukuoka Conference (Asia Pacific Tourism Association)

服務機關：國立高雄餐旅大學 觀光研究所

姓名職稱：俞盛章 博士生

派赴國家：日本 福岡

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Abstract

This report presents the outcomes of my participation in the 31st APTA 2026 Fukuoka Conference, organized by the Asia Pacific Tourism Association in Fukuoka, Japan. The main purposes of attending the conference were to present my doctoral research proposal, exchange academic perspectives with international scholars, and gain insights into recent developments in artificial intelligence, digital transformation, service innovation, and sustainable tourism.

My presentation, entitled “AI-Enabled Human – AI Collaboration: Integrating the SECI Model and Means – End Chain for Service Innovation in the Hospitality Industry,” examined how artificial intelligence(AI) can support the conversion and application of frontline employees’ tacit knowledge and contribute to customer value creation. Through the presentation and academic discussions, I received valuable feedback on the theoretical framework, research design, and practical implications of the study. The conference broadened my academic perspective, strengthened my English presentation and communication skills, and contributed to the further development of my doctoral dissertation.

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Purpose and Process

I. Purpose of Participation

The primary purpose of this overseas conference participation was to take part in the **TiP (Thesis-in-Progress) Session** at conference, organized by the Asia Pacific Tourism Association in Fukuoka, Japan. Through this session, **I presented my ongoing doctoral dissertation research** and received academic feedback from scholars in the fields of tourism and hospitality.

As a doctoral student, I presented my doctoral research entitled “AI-Enabled Human – AI Collaboration: Integrating the SECI Model and Means – End Chain for Service Innovation in the Hospitality Industry.” Participation in the **TiP Session provided an important opportunity to explain the research background, research gaps, objectives, theoretical framework, and proposed methodology of my dissertation.**

The main objectives were to obtain constructive comments on my ongoing doctoral research, **examine the appropriateness of the proposed theoretical framework and research design, and identify areas requiring further clarification or improvement.** The academic feedback received during the session will serve as an important reference for refining the research framework and strengthening the theoretical and practical contributions of the dissertation.

In addition, participation in the conference enabled me to learn about recent developments in international tourism and hospitality research, enhance my English presentation and academic communication skills, and establish academic connections with scholars and graduate students from different countries and institutions.

II. Conference Participation Process

Upon arrival in Fukuoka, Japan, I completed the conference registration procedures and confirmed the schedule, presentation venue, and audiovisual arrangements for my session. I was assigned to the session entitled “***Technology, AI & Digital Transformation,***” which focused on the application of emerging technologies and artificial intelligence in tourism and hospitality research.

My presentation was delivered in English and introduced the background, research gap, objectives, theoretical foundations, conceptual framework, and proposed methodology of my doctoral research. **Emphasis was placed on the role of artificial intelligence in supporting, rather than replacing, frontline employees in hospitality service settings.**

During the presentation, I explained **how artificial intelligence may assist employees in capturing, organizing, integrating, and applying service-related knowledge.** I also described how employees continue to contribute professional judgment, contextual understanding, emotional awareness, and interpersonal interaction **in human – AI collaboration.**

Following the presentation, participating scholars and commentators (Dr. Bora Kim; Dr. Shiang-Lih Chen McCain) provided questions and suggestions concerning the theoretical integration, research scope, selection of participants, application contexts of artificial intelligence, and potential practical contributions of the study. These exchanges enabled me to reconsider several aspects of the proposed research design and identify areas requiring further clarification and refinement.

Experience and Suggestions

Participation in the APTA Conference provided a valuable opportunity to present my doctoral research in an international academic setting and to exchange ideas with scholars from different countries. Delivering the presentation in English required not only a thorough understanding of the research topic but also the ability to explain complex theoretical concepts clearly within a limited period of time. This experience strengthened my academic presentation skills and improved my confidence in responding to questions and comments from international participants.

Through the presentation and subsequent discussions, I gained a clearer understanding of the strengths and areas for improvement in my proposed research. In particular, I had an in-depth academic exchange with Dr. Shiang-Lih Chen McCain, who served as the commentator for the session. Following my presentation, she provided valuable comments and suggestions regarding the research framework, theoretical development, and future direction of the study. The discussion enabled me to examine my research from a broader perspective and identify areas that require further clarification and refinement. This exchange was especially beneficial to the continued development of my doctoral dissertation and provided an important opportunity to establish a meaningful international academic connection.

Based on this experience, it is recommended that NKUHT continue to encourage and support graduate students in participating in international conferences. Such participation enables students to receive direct feedback from international scholars, broaden their research perspectives, improve foreign-language communication skills, and establish academic networks. It is also recommended that students be provided with opportunities for English presentation rehearsals and simulated question-and-answer sessions before attending international conferences.

Furthermore, participants should systematically record and review the comments received during the conference and incorporate relevant suggestions into subsequent research revisions, dissertation development, and international journal submissions. Continued participation in international academic activities will not only enhance individual research capabilities but also contribute to strengthening the international visibility and academic influence of NKUHT.

Appendix A: Presentation Slides

APTA 2026 Fukuoka Conference TIP Session



Ai-Enabled Human-Ai Collaboration: Integrating the SECI Model and Means-End Chain for Service Innovation in the Hospitality Industry

Te-Yi Chang · Sheng-Chang Yu*

National Kaohsiung University of Hospitality and Tourism (Taiwan)

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APTA 2026 Fukuoka Conference TIP Session

Overview

01 Introduction

02 Literature review

03 Proposed methodology

04 Expected contributions



Photo Credit : Magnific

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Introduction

Research Background

- The rapid development of **artificial intelligence (AI)** is **reshaping the operation** of service industries (Huang and Rust, 2018; Si et al., 2026).



AI in Hospitality Workplace

- Operational optimization (Ivanov et al., 2023)
- Data-driven decision-making (Kong et al., 2023)
- knowledge capture & transformation (Guan et al., 2024)



Human-AI Collaboration

- Employees as knowledge carriers (Shamim, 2017)
- Human expertise & service warmth (Jia et al., 2024)
- Service innovation through collaboration (Li et al., 2024)

- However, the human knowledge behind service warmth is **often tacit, experience-based, and difficult to retain**. (Polanyi, 1966; Guan et al., 2024)

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Introduction

Problem Statement

- In hospitality services, many important service capabilities are based on **tacit knowledge**.
- Although this knowledge is difficult to fully articulate, it strongly influences **service quality and the guest experience** (Polanyi, 1966).
- However, because tacit knowledge is **embedded in individuals**, it may **disappear** through **employee turnover** or the **lack of effective articulation mechanisms**.

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Introduction

Research Gap

- Knowledge management research has long emphasized that **competitive advantage derives from the effective accumulation and transformation of knowledge** (Grant, 1996; Davenport, 1998).
- AI-related research has largely focused on **technological applications and customer acceptance** (Huang and Rust, 2018; Li et al., 2025), with relatively limited attention to **how human-AI collaboration influences organizational learning and service innovation** from a knowledge management perspective.

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Introduction

Purposes of study

This study has four main objectives from both organizational and customer perspectives:

01 Knowledge Transformation pre-service / during-service / post-service

02 Customer Value Perception attributes / outcomes / values (Means-End Chain)

03 AI-SECI Framework knowledge innovation in AI-integrated hotel services

04 Integrated Model AI-enabled service innovation

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Literature review

Theoretical Background: Knowledge Spiral Theory



Figure 1. SECI Model of Dynamic Knowledge Spiral
Adapted from: (Bandera et al., 2017)

- The Knowledge Spiral Theory explains how **tacit and explicit knowledge** are **dynamically converted** within organizations. (Nonaka & Takeuchi, 1995; Hislop, 2013)

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Literature review

Theoretical Background: SECI Model Mechanism

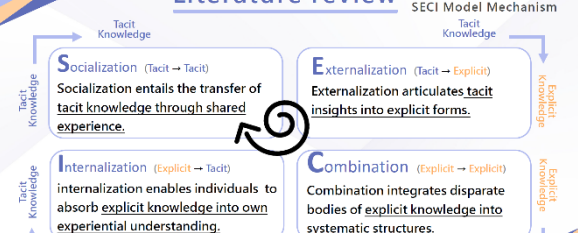


Figure 2. SECI Model (Nonaka and Takeuchi, 1995)

- Socialization (Tacit → Tacit)**
Socialization entails the transfer of **tacit knowledge** through shared experience.
- Externalization (Tacit → Explicit)**
Externalization articulates **tacit insights** into explicit forms.
- Internalization (Explicit → Tacit)**
Internalization enables individuals to absorb **explicit knowledge** into own experiential understanding.
- Combination (Explicit → Explicit)**
Combination integrates disparate bodies of **explicit knowledge** into systematic structures.

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Appendix B: Presentation Photos



Group photo with my academic advisor,
Professor Chang Te-Yi (Day 1)



Group photo with fellow doctoral
students (Day 2)



Opening Ceremony (Dr. Yeong-Hyeon
Hwang, Chairman of the Board, APTA)



Keynote Speech (Mr. Randy Durband,
CEO of the Global Sustainable Tourism
Council, GSTC)



Oral Presentation



Session Commentators (Dr. Bora Kim
and Dr. Shiang-Lih Chen McCain)

Appendix C: Certificate of Presentation

Presentation Schedule

Day 1 (July 6, Mon.)

Day 2 (July 7)

Day 3 (July 8)

TIP Session | Concurrent Session 1, 2 | Poster Session 1 | Welcome Reception

[Important] All the abstract will ONLY be available during the conference.

"Certificate of Presentation" for those presented at the conference will be available **after the conference**.

09:00 ~ Registration Desk Open [34F Foyer]

11:30 ~ 13:00 Lunch [4F, Brasserie & Lounge Seala]

13:00 ~ 14:30 Thesis-in-Progress Session

TIP Session 1. Technology, AI, & Digital Transformation [3F, Kiku]

Commentator: Dr. Bora Kim; Dr. Shiang-Lih Chen McCain

- Enhancing Museum Visitor Experience Through Ai Assistants And Digital Environments: An Integrated Framework Based On Hybrid Intelligent Service Ecosystems And Customer Citizenship Behavior // Zongyi Zhu (Kookmin University)*; Zixuan Luo (Kookmin University)
- Safe Home, Sweet Home: Investigating Consumers' Food Safety Risk Perceptions On Home-Based Food Business In Antipolo City, Rizallvanne Louise Laxamana (University of the Philippines-Diliman)*; Shirley V. Guevarra (University of the Philippines-Diliman)
- Ai-Enabled Human-Ai Collaboration: Integrating Seci Model And Means-End Chain For Service Innovation In Hospitality Industry // Te-Yi Chang (National Kaohsiung University of Hospitality and Tourism); Sheng Chang Yu (National Kaohsiung University of Hospitality and Tourism)***
- The Formation Mechanism Of Tourism Intentions In Cross-Cultural Communication Via Micro-Short Dramas - A Data Mining Study Based On User Reviews: A Data Mining Study Based On User Reviews // Changqing Liu (Northeast Normal University)*; Zairong Li (Northeast Normal University); Han Zhou (Gifu University); Daekyung Kim (Dong-A University); Youngmin Ahn (Korea Communications Agency)
- Navigating The Stara Disruption: Identity Threats And Divergent Coping Behaviors Of Hotel Employees // Bingchun Huang (Ritsumeikan Asia Pacific University)*; Seungho Youn (Ritsumeikan Asia Pacific University)

