

出國報告（出國類別：國際研討會）

The 23rd APacCHRIE 2025 Conference

服務機關：國立高雄餐旅大學

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一、 摘要

The Multiple Roles of Virtual Communities in Taiwanese Women's Daily Lives: The Sociability and Usability of Social Media (Paper #)

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Abstract:

This study explores how Taiwanese women use virtual communities to achieve self-empowerment and social connection. While they provide support and identity-building, challenges such as social comparison persist. Findings provide insights into platform design and policies that promote gender-equal digital environments.

Keywords: Online communities, Digital attachment, Self-identity, Role construction

二、 參加國際研討會目的

本次出國目的是參加國際研討會，「The 23rd APacCHRIE 2025 Conference」即第 23 屆 APacCHRIE 國際會議（Asia-Pacific Council on Hotel, Restaurant and Institutional Education）。這是亞太地區觀光、餐旅及休閒領域中最具影響力的國際性學術盛會之一，由 APacCHRIE 協會主辦，每年吸引來自世界各地的學者、研究人員與業界專家齊聚一堂，針對當代旅遊與餐旅領域的重大議題進行交流與對話，今年的研討會以「Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality」為主題，聚焦於科技創新、永續發展、人工智慧、數位轉型、顧客體驗與多元文化等核心議題。大會邀請來自各國知名大學的研究者進行論文發表與討論，涵蓋的主題包括 ESG 永續發展、AI 在觀光產業中的應用、新興 ICT 議題、特殊興趣旅遊（SIT）、再生旅遊、消費者行為變遷等，透過這些多元化的主題議程安排，與會者能夠深入了解最新研究成果與產業趨勢。

其中研討會主題包含：旅遊目的地意象、旅遊與餐旅創新議題、人工智慧於旅遊與餐旅的應用、旅遊與餐旅中新興的資通訊科技議題、環境、社會與治理（ESG）在旅遊與餐旅中的實踐、再生旅遊、旅遊規劃、發展與永續性、特殊興趣旅遊（SIT）、旅遊與餐旅中的創意與文化、旅遊與餐旅商業中的關鍵議題與案例研究、旅遊與餐旅的管理與行銷、旅遊物流、旅客體驗與旅遊行為的變遷、旅遊與餐旅的服務設計、旅遊衝擊、旅遊與餐旅的新趨勢以及其他與旅遊與餐旅相關等議題。研討會提供了一個國際性的學術交流平台，讓所有能與來自不同國家、文化背景的學者互動，彼此分享研究成果、探討理論與實務的結合。除了學術發表外，研討會也安排了業界講者的主題演講（Keynote Speeches）與工作坊（Workshops），讓參與者能夠將研究成果與業界實務做進一步連結。

參與這場研討會不僅拓展了我的國際視野，也啟發了對旅遊與休閒研究議題的更多想像與發展方向。透過實際參與論文發表、聆聽其他研究者的經驗分享，獲得許多寶貴的回饋，並進一步思考如何深化自己的研究架構與應用價值。整體而言，這是一場兼具專業深度與國際交流價值的研討會，在學術生涯當中非常珍貴的經歷之一。

三、 參加國際研討會過程

本次參加2025年第23屆 APacCHRIE 國際研討會，舉辦地點位於泰國清邁的萬豪酒店，由清邁大學作為主辦單位，香港理工大學 The Hong Kong Polytechnic University 則為協辦單位。

本次研討會為個人口頭發表，研討會主要內容行程表及報告場次如下：



Schedule of the 23rd APacCHRIE Conference and the 16th Youth Conference 2025
“Transforming to The Future: Innovation, AI, and Regenerative Tourism and Hospitality”
At Chiang Mai Marriott Hotel,
Chiang Mai, Thailand on May 27th – May 30th, 2025

Main Conference:

May 27 th	Pre-Conference Events	Room
8:30 – 10:00	Registration Desk Open (For Board members only)	2 nd Floor, Foyer
9:00 a.m. – 12:00	APacCHRIE Board Meeting (By invitation)	2nd Floor, Ballroom 2
12:00 p.m. – 13:00	Lunch (Board members, by invitation)	
12.30-18.00	Registration Desk Open (To all participants)	2 nd Floor, Foyer
13.30 – 14.00 (All Participants)	Pre-Conference Workshop 1 by Cesim Business Simulations “Transforming Hospitality Education with Simulations: Integrating ESG and AI for Experiential Learning Classroom”	2nd Floor, Ballroom 1
14.00 – 14.30 (All Participants)	Pre-Conference Workshop 2 by Ediphi	
14.30- 15.00 (All Participants)	Afternoon Refreshment	2 nd Floor, Foyer
15.00-16.00	Deans and Directors Meeting, Topic: “Students of the Future” Moderated by Prof. Lawrence Fong <ul style="list-style-type: none"> Prof. Kaye Chon (Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR) Dr. Warren Goodsir (Head, School of Hospitality and Tourism, AUT, New Zealand) Prof. Kyungsoo Han (Dean, College of tourism and culture, Kyonggi University, South Korea) Dr. Pornpisanu Promsivapallop (Dean, Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand) Dr. Minh Nguyen (Director of Graduate School and Vice Dean of the Southstar Management Institute at Duy Tan University, Vietnam) MGM Osaka Resort Project Ms. Jody Collins (Vice President of Global Development, MGM) 	2nd Floor, Ballroom 1
16.00-17.00	JHTR Board Meeting (By invitation)	2nd Floor, Ballroom 2
18.00-20.00 (All Participants)	Welcome Reception	3rd Floor, Pre Function Area
May 28th	Opening Day (All Participants)	Room
08:30-17:00	Registration Desk Open	4th Floor
9:00	Exhibition Area Open	4th floor



9:00 – 10:00	Opening Ceremony	4th floor, Suthep Hall
10:00 – 10:30	Refreshment / Poster Session 1	4th floor, Foyer
10.30 – 12.00	Keynote Speeches and Panel Discussion: Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality <ul style="list-style-type: none"> ◦ Prof. Bela Stantic (Griffith University) ◦ Prof. Haiyan Song (The Hong Kong Polytechnic University) ◦ Mr. Noor Ahmad Hamid (CEO, PATA) ◦ Prof. Warren Goodsir as the Moderator 	4th floor, Suthep Hall
10:30 – 13.00	Research Marathon (ICHRIE) (Coordinated and moderated by Dr. CB Choi, APacCHRIE Director of Research)	3rd floor, Expedition room
12:00 – 13.00	Lunch	Hotel Restaurants: Ping Cuisine or Favola
13.00-13.45	Inspiration Talk by Professor Kaye Chon	2nd floor, Ballroom 1
13.15-13.45	Networking and Poster Session 2	4th floor, Foyer
13.45 -14.45	Meet the Journal Editors <ul style="list-style-type: none"> ◦ Prof. Cathy Hsu, Editor-in-Chief of Tourism Management ◦ Prof. Peter Kim, Co-Editor-in-Chief of Journal of Hospitality & Tourism Research ◦ Dr. Daniel Leung as the Moderator 	4th floor, Suthep Hall
14.45 -15.15	Refreshment / Poster session 3	4th floor, Foyer
15.15-16.15	Concurrent session 1	8 Breakout rooms
16.20-17.40	Concurrent session 2	8 Breakout rooms
Open Evening	Explore Chiang Mai on your own	
May 29th	Presentation Day (All Participants)	Room
8:30-17.00	Registration Desk Open	4th Floor
8:30 – 9:00	APacCHRIE Annual General Meeting (for ICHRIE members)	2nd floor, Balloon 1
9:00	Exhibition Area Open	4th floor
9:00 – 10.30	Concurrent session 3	8 Breakout rooms
10.30-11.00	Refreshment / Poster session 4	4th floor, Foyer
11.00-12.00	Concurrent session 4	8 Breakout rooms
12.00-13.00	Lunch	Hotel Restaurants: Ping Cuisine or Favola
13.15 – 14.15	Panel Discussion: Vision for the Future of the Hotel Industry <ul style="list-style-type: none"> ◦ Khun Suphajee Suthumpun Group Chief Executive Officer of Dusit Thani Public Company Limited (TBC) ◦ Wanda Gispert Vice President of Global HR Development, MGM Resorts International ◦ Dr. Soey Lei as a Moderator 	4th floor, Suthep Hall 01
14.15- 15.15	Concurrent session 5	5 Breakout rooms

15.15-15.45	Refreshment/ Poster Session 5	4th floor, Foyer
15.45-17.05	Concurrent session 6	5 Breakout rooms
18.30-21.00	Gala Dinner and Closing Ceremony* (*for delegates registered with Gala Dinner included)	4th floor, Suthep Hall
May 30th	Post Conference Technical Visit: Chiang Mai Exploring day (Optional)**	Room
8.30- 9:00	Registration	Hotel Lobby
9:00 – 14.30	Chiang Mai Tour Program 1 - 3	

Youth Conference:

May 28th	Opening Day	Room
08:30-17:00	Registration Desk Open	4 th Floor
9:00 – 10:00	Opening Ceremony	4 th floor, Suthep Hall
10:00 - 10:30	Refreshment	(Youth) 2 nd floor, Foyer
10.30-12.00	Keynote Speeches and Panel Discussion : Transforming to The Future: Innovation, AI and Regenerative Tourism and Hospitality <ul style="list-style-type: none"> o Prof. Bela Stantic (Griffith University) o Prof. Haiyan Song (The Hong Kong Polytechnic University) o Mr. Noor Ahmad Hamid (CEO, PATA) o Prof. Warren Goodsir as the Moderator 	4 th floor, Suthep Hall
12:00 – 13:00	Lunch	(Youth) 2 nd floor, Ballroom 2
13.00-13.45	Inspiration Talk by Professor Kaye Chon	2 nd floor, Ballroom 1
13.45-14.45	Youth Presentation session 1	2 nd floor, Ballroom 1
14.45-15.15	Refreshment	(Youth) 2 nd floor, Foyer
15.15-16.35	Youth Presentation session 2	2 nd floor, Ballroom 1
Open evening	Explore Chiang Mai on your own	
May 29th	Presentation Day and Gala Dinner	Room
8.30-17.00	Registration Desk Open	4 th Floor
09:30 – 10:30	Youth Presentation session 3	2 nd floor, Ballroom 1
10:30 – 11.00	Refreshment	(Youth) 2 nd floor, Foyer
11.00-12.00	Youth Presentation session 4	2 nd floor, Ballroom 1
12:00 – 13:00	Lunch	(Youth) 2 nd floor, Ballroom 2
13:15 - 14:15	Panel Discussion: Vision for the Future of the Hotel Industry	4 th floor, Suthep Hall 01

	<ul style="list-style-type: none"> ○ Khun Suphaje Suthumpun Group Chief Executive Officer of Dusit Thani Public Company Limited (TBC) ○ Wanda Gisbert Vice President of Global HR Development, MGM Resorts International ○ Dr. Soey Lei as a Moderator 	
14.15-15.15	Concurrent session 5 (Main Conference)	2 nd floor, Ballroom 1
15.15-15.45	Refreshment	
15.45-17.05	Concurrent session 6 (Main Conference)	2 nd floor, Ballroom 1
Open evening	Free time	
18.30-21.00	Gala Dinner and Closing Ceremony* (*for delegates registered with Gala Dinner included)	
May 30th	Post Conference Technical Visit: Chiang Mai Exploring day (Optional)**	Room
9:00 a.m.	Registration	
9:30 -14.30	Chiang Mai Tour Program 1 - 3	

Noted: *Applicable for delegates registered with Gala Dinner included.

**Applicable for delegates registered with Optional Technical Visit Program.

***The schedule is subject to change as appropriate.

APacCHRIE2025 Website: <https://apacchrie2025.org/>

Main Conference Participants (Boards, Keynotes, Sponsors, Graduate, CHRIE and Non-CHRIE):

Refreshment: 4th Floor, Foyer

Lunch: Ping Cuisine or Favola (Buffet), participants may choose one restaurant

Youth Participants and CMU staff

Refreshment: 2nd Floor, Foyer

Lunch: 2nd Floor, Ballroom 2





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CMU CHIANG MAI
UNIVERSITY

1. Introduction 2. Literature Review Literature Review

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四、心得及建議

本次有幸參與 The 23rd APacCHRIE 2025 Conference，是一場極具學術深度與國際視野的會議。研討會主題涵蓋觀光、餐旅、休閒、永續發展、科技創新與人力資源等廣泛領域，吸引了來自亞太地區乃至全球的學者、業界人士與學生參與。對參與者而言，這次的參與不僅是一次知識的交流，更是一段跨文化與自我成長的過程。

首先，在多場主題演講（Keynote Speeches）中，我印象最深刻的是一位來自香港理工大學的教授針對「Z 世代群體」所做的演講。他以互動性的演講方式，請台下所有 28 歲以下的參與者舉手，講者認為應該要由 Z 世代的人來告訴大家，未來的餐旅業在科技這塊會是如何操作、運用，這段話讓在場的所有觀眾忍不住給予演講者大力地鼓掌，的確，未來餐旅業即將由 Z 世代群體接手，這部分也與個人自身研究關注的議題高度契合，也啟發思考如何更有責任地設計休閒與旅遊相關方案。

在 29 號分組的論文發表中發表自己的研究成果，主題是「The Multiple Roles of Virtual Communities in Taiwanese Women's Daily Lives: The Sociability and Usability of Social Media」，這場分享讓我第一次在國際學術舞台上與其他研究者交流，不僅獲得了肯定，也從與談人的提問中得到許多建設性的建議，尤其是有學者提醒我可從交互文化比較的角度切入，對未來擴展研究樣本與理論架構提供了實質方向。

此外，分組場次的聽講也使得參與者接觸到許多最新研究，包括 AI 在飯店管理中的應用、以及 Z 世代消費者的行為特性等。這些前沿議題不僅幫助我掌握產業脈動，也讓我更加體認到學術與實務的連結性。值得一提的是，許多論文都融合了跨學科觀點，例如結合心理學、科技與永續觀點，展現出觀光與餐旅領域研究的多元性與可能性。

整體來說，這次 APacCHRIE 研討會是一次非常充實且具啟發性的經歷。透過學術發表、跨國交流與產業趨勢觀察，不僅提升了自身的研究能力，也拓展了視野。這不僅是一次參與會議，更像是一場思想與文化的盛宴。期待未來有更多機會能參與此類國際研討會，持續精進自己、與世界接軌。

附件一

參加研討會照片與發表證明



研討會報到



研討會掛牌



觀光所博士班學生與金龍老師
於研討會現場合影



研討會發表現場情況



發表者們與該場 chair 合照



研討會發表現場情況