



Report of Study Tour Abroad (International Conference)

International Conference on Destination Management (ICDM) 2026 Conference *Next-Gen for Responsible Development*

Service Organization: National Kaohsiung University of Hospitality and Tourism

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Countries Dispatched to: Thailand

Period of Study Tour Abroad: 2026/06/10 to 2026/06/15

Report Date: 2026/06/18

Abstract

This report outlines a study tour to Thailand from June 10 to June 15, 2026, supported by the International Academic Conference Subsidy of the National Kaohsiung University of Hospitality and Tourism (NKUHT). The main purpose of this study tour was to participate in an international academic conference, present original research findings on the topic *“Young People’ s Perceptions of Slow Tourism and Heritage Preservation: A Case Study of Hue City, Vietnam”* and receive valuable academic feedback from international scholars and participants.

In addition to the conference presentation, the study tour aimed to conduct relevant field observations of tourism practices in Bangkok and Phuket, with particular attention to destination management, urban tourism, cultural tourism, and real-world tourism operations. These observations provided an opportunity to connect academic knowledge with practical tourism contexts in Thailand.

Furthermore, the study tour served as a platform to introduce NKUHT to international participants, engage in academic networking, and strengthen cross-cultural exchange with scholars, students, and tourism professionals from different countries. Overall, the experience contributed to my academic development, research improvement, international exposure, and professional growth in the field of tourism and hospitality.

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1. Purpose

The primary objectives of attending the International Conference on Destination Management (ICDM) 2026 were as follows:

- To present academic research:

To present my academic paper *entitled “Young People’s Perceptions of Slow Tourism and Heritage Preservation: A Case Study of Hue City, Vietnam.”* Through this presentation, I aimed to share my original research findings and contribute to academic discussions in the field of tourism and hospitality.

- To conduct field observation:

To engage in experiential learning by observing key tourism and hospitality sites in Bangkok and Phuket. These field observations aimed to provide practical insights into Thailand’s dynamic tourism industry, particularly in relation to tourism operations, destination management, cultural tourism, and heritage preservation.

- To represent the university:

To represent the National Kaohsiung University of Hospitality and Tourism (NKUHT) at an international academic event, thereby contributing to the university’s visibility, academic reputation, and international engagement.

- To gain knowledge and academic insights:

To learn about current trends, research directions, and innovations in tourism and hospitality. This was especially relevant because the conference theme, “Empowering Next-Gen for Responsible Development,” closely aligned with my research focus on young people, responsible tourism, slow tourism, and heritage awareness.

- To build academic and professional networks:

To engage with international scholars, researchers, students, and tourism professionals, fostering meaningful academic exchange and professional connections that may support future research collaboration.

2. Process

The study tour followed a structured chronological plan:

- **Pre-Conference Period (June 10 – June 12):**
 - Travelled from Kaohsiung, Taiwan to Bangkok, Thailand.
 - Conducted field observation of significant cultural and tourism landmarks in Bangkok and enjoyed local cuisine. Additionally, a visit was made to Chulalongkorn University, ranked No.1 University in Thailand to observe the university's campus environment, school culture, and its connection with the surrounding urban area.
 - In the morning of June 12, a domestic flight was taken from Bangkok to Phuket to settle in and prepare for the conference.
- **Conference Period (June 12 – June 14):**
 - Registered for and attended the ICDM 2026 conference, listened to panel discussions, and participated in the warm welcome dinner.
 - Actively participated in the opening ceremony, keynote speeches, and various academic sessions that aligned with my research interests.
 - Actively engaged with other scholars and exchanged knowledge and found potential future research collaborations.
 - Successfully presented my paper to panels and international audiences on the afternoon of June 13, which was followed by a productive Q&A session that provided valuable feedback and connections.
 - Participated in a field trip organized by Bang Rong Community (Award-winning Phuket Community-based Tourism), the host of the event, to immerse in local culture and gain useful and practical insights into how this community conduct their tourism business.
- **Post-Conference Period (June 14 – June 15):**
 - On June 14, took a flight back from Phuket to Kaohsiung (transit in Bangkok), concluding the study tour.
 - Upon returning, immediately began compiling notes, organizing feedback from session chair, and synthesizing insights for dissertation integration, and reflecting on the overall experience to prepare this comprehensive report.

3. Experience

My participation in the ICDM 2026 conference, which combined a study tour and conference participation, was an immensely valuable and holistic experience.

- **Professional Development:** Presenting my research to an international audience improved my presentation skills, critical thinking, and ability to communicate academic ideas clearly. The feedback from senior scholars and peers provided useful perspectives on my methodology and future research direction. Attending different sessions also broadened my understanding of current research trends and international academic standards in tourism and hospitality.
- **Integrated Learning:** The ability to connect the academic theories discussed at the conference with real-world practices observed in Bangkok and Phuket 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 scholars and researchers from Thailand, Indonesia, the Philippines, Vietnam, and other countries. These interactions created a foundation for possible future academic collaboration.
- **Institutional Visibility:** Presenting at this international conference helped raise 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 supporting faculty and students in attending international conferences, as this strengthens NKUHT's global presence and academic development.
 - Provide or encourage the use of university-branded materials, such as business cards, to promote NKUHT professionally.
 - Encourage study tours that combine conference participation with field observations to enhance both academic and practical learning.

- *For Future Attendees:*

- Start the funding and registration process early.
- Prepare clear and concise presentations for an international audience.
- Actively use networking opportunities and prepare business cards for academic exchange.
- Set clear learning objectives for field observations to maximize the benefits of the study tour.
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5. Photos from the Conference



*Presenting in the Strategic Management and Emerging Perspectives“” session in the Conference
(June 13)*



Receive many valuable feedbacks from Professor Tan Kim Lim, Nareeya Weerakit and other participants in the presentation room



Connecting with fellow delegates (June 12)



Visiting Rang Bong community (June 14)



*Gathering with the NKUHT team at the ICDM
2026*

*Networking with fellow delegates in Welcome Din-
ner (June 12)*



*Check in the backdrop of ICDM 2026
(June 13)*



*Visiting Chulalongkorn University in Bangkok
(June 12)*