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Taiwan's ban on free single-use toiletries policy. A case study of Thai Tourists in Taiwan.

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Abstract

Purpose – This qualitative case study examines the experiences, perceptions, and adaptations of Thai tourists in Taiwan following Taiwan's January1,2025, ban on complimentary single-use toiletries and also try to discourage the provision of disposable plastic bottled water in guest rooms

Design/methodology/approach – In this research, the phenomenological research design is suitable to be adopted among all qualitative research approaches which aim to explore the perception of Thai tourists characterized by high power distance and a preference for high quality of service. In dept interviews with 10 Thai travelers comprising repeat tourists and tour leaders during their trip in Taiwan.

Findings – This study will serve as a case example for other nations considering bans on single-use toiletries and disposable bottled water. It aims to identify potential challenges. One such regulation, which restricts hotels from offering disposable toiletries has been largely accepted by Thai tourists. However, a more controversial measure, discouraging the provision of single-use plastic bottled water, has met with significant resistance. Different demographic groups, defined by gender, age, and cultural background, exhibit varied responses to sustainable tourism policies. Effective communication among tourism stakeholders is essential for promoting sustainable tourism development.

Research limitations/implications – The limitation of this study reflects attitudes at a specific point in time. Data collection occurred during the early stages of the policy implementation. Soon after the implementation of the regulations. Thai tourists' reactions and perceptions may change as they become more familiar with green tourism or sustainable tourism policies or as hotels adapt with better alternatives.

Keywords: Cross culture, Sustainability tourism policy, Thai tourists, Tourist behavior.

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1. Introduction

In recent years, global concerns about environmental sustainability have prompted many countries to implement eco-conscious policies, particularly in the tourism and hospitality sectors. As tourism continues to grow, so does its environmental footprint — most notably through the widespread use of single-use plastics. Taiwan, in response to this challenge, has introduced a series of regulatory measures aimed at reducing plastic waste in the hospitality industry. Among these, two key policies are the prohibition of complimentary disposable toiletries and the discouragement of providing single-use plastic bottled water in hotels. Responding to these environmental challenges, Taiwan's Ministry of Environment (MOENV) enacted a regulation banning free single-use toiletries in all lodging establishments effective January1,2025 (MinistryofEnvironment,2024). This policy seeks to eliminate over 460million single-use containers and reduce 2,500metric tons of CO_2 emissions annually. Under MOENV's "Restrictions on the Use and Implementation of Single-Use Accommodation Supplies," lodging providers including hotels, guesthouses, and B&Bs cannot offer free single-use toiletries such as shampoo, conditioner, shower gel, and lotion in containers smaller than 180 milliliters. Additionally, personal hygiene items like combs, toothbrushes, toothpaste, razors, shaving foam, and shower caps are no longer provided for free in guest rooms. Guests may request these items for a fee. To further reduce plastic waste, MOENV has provided subsidies for operators to cut the use of bottled water, in line with the country's sustainable tourism goals (Ministry of foreign affair, 2024). Not only in Taiwan which has implemented sustainable tourism policies, in Japan, government-led campaigns promoting refillable dispensers have enhanced ecotourism images in ryokans (Tanaka & Watanabe, 2021). The global tourism sector contributes approximately 5% of anthropogenic greenhouse gas emissions, with plastic waste from hospitality services representing a significant component (UNWTO,2023).

Figure 1: Travel green in Taiwan; Hotel industry's new toiletries policy.
Source: Taiwan Tourism Administration
Retrieved on 15th May 2025

These sustainability initiatives, while environmentally progressive, present challenges in terms of tourist adaptation and satisfaction. Different national and cultural backgrounds can significantly influence tourists' attitudes toward and compliance with such regulations. Understanding tourists' perceptions is critical, as the success of environmentally sustainable practices in tourism is heavily dependent on consumer acceptance and behavioral change

Thailand is considered a high-power distance society, according to Hofstede's cultural dimensions theory, meaning that hierarchical structures and status differences are widely accepted and respected (Hofstede, 2001). In such cultures, individuals often expect clear distinctions in roles and service levels, especially in hospitality contexts. As a result, Thai tourists tend to have high expectations regarding service quality, viewing tour service provider which include tour leader, tour guide and hotel staff as responsible for delivering attentive, respectful, and accommodating service. This cultural orientation contributes to a more demanding perception of service standards, where personalized attention, courtesy, and responsiveness are seen as indicators of respect and professionalism. Consequently, Thai tourists may be less tolerant of reduced or self-service hospitality models such as those seen in eco-friendly accommodations that minimize amenities like disposable toiletries or bottled water. Their high service expectations, shaped by deeply embedded

cultural norms, make it more challenging for hotels to fully satisfy this demographic without compromising on sustainability goals. However, Thailand's collectivist culture and high service expectations may influence visitor responses to perceived reductions in in-room amenities (Hofstede,2001). Husted (2005) argues that high levels of respect for authority and power distance have led to a weaker capacity for debate and responsiveness and thus have limited the development of sustainability and when higher levels of environmental sustainability occur, the level of power distance is low (Cox, Friedman & Tribunella 2011; Park, Russell & Lee 2007; Husted 2005). Therefore, in a sustainability context, power distance is a significant characteristic that needs to be examined in order to explain the relationship between tourist cultural characteristics and sustainable tourist behavior.

Previous studies in Taiwan, although most tourists have stated that they accept green measures in hotels, inconsistent results have been found in several studies, particularly with regard to the need for guests to bring their own personal toiletry items (Chou & Chen, 2014; Fan et al., 2012; Tsai & Tsai, 2008; Wang & Fan, 2007). Among Taiwan's major inbound tourism markets, Thailand holds a prominent position, with 397,168 Thai tourists' arrivals in 2024. However, to sustain and further enhance this positive trend, it's crucial for the Taiwanese government to understand and address the perceptions and reactions of Thai tourists, especially concerning sustainable tourism policies. While initiatives like reducing single-use plastics and promoting eco-friendly accommodation are commendable, they may present challenges for certain demographics.

This study will investigate the relation of sustainable tourism context of Taiwan government's policy and the power distance of Thai tourists in order to explain the relationship between tourist cultural characteristics and sustainable tourist behavior. (1) How do Thai tourists perceive and adapt to Taiwan's toiletries ban policy and discourage the use of plastic bottled water? (2) What strategies do tourism authorities employ to communicate and operate the policy? (3) Besides cross-cultural dimension is there any factors will impact sustainable tourism objectives?

Table 1. Number of Southeast Asian visitor arrivals by nationality

Year/Nationality	Malaysia	Singapore	Indonesia	Philippines	Thailand	Vietnam	Others	Sub-Total
2014	464,518	341,857	186,558	136,998	102,457	135,173	10,023	1,377,584
2015	458,401	354,767	181,734	139,758	121,337	143,930	11,496	1,411,423
2016	500,496	371,663	192,053	171,816	193,200	194,323	15,018	1,638,569
2017	552,620	386,843	193,813	290,303	289,801	380,833	27,195	2,121,408
2018	548,947	389,689	215,891	420,302	317,086	490,699	35,795	2,418,409
2019	560,099	421,121	234,968	510,966	410,385	404,570	36,013	2,578,122
2020	74,788	46,225	56,725	77,914	63,303	110,053	5,425	434,433
2021	6,188	2,309	14,131	9,350	7,534	24,872	1,148	65,532
2022	60,742	66,182	79,301	64,490	74,356	135,356	4,007	484,434
2023	463,292	423,063	206,023	352,871	391,573	382,026	22,383	2,241,231
2024	463,216	400,181	231,455	476,746	397,168	370,802	26,371	2,365,939

Source: Taiwan Tourism Administration

Retrieved on 15th May 2025 https://stat.taiwan.net.tw/statistics/year/inbound/nationality

2. Literature Review

2.1 Cross-Cultural Service Expectations

Culture has a significant impact on human behavior, and the preconditions of a culture's orientation include the attitudes and actual behavior of individuals (Li, Zhang & Cai 2003) While Hofstede's cultural dimensions are widely used in a tourism context, the framework is mostly applied in nationality-based examinations (Rinuastuti et al. 2014). Nationality has been used to define cultural dimensions, and to investigate the role of cultural dimensions or factors that influence or create differences in behaviors (Earley & Singh 1995) National cultures have been predominant in relevant cultural research in tourism. (Reisinger & Crotts 2009) High levels of power distance led to higher service expectations (Mueller et al. 2003).

Tourist satisfaction is significantly influenced by cultural values, particularly in cross-cultural service encounters (Reisinger & Turner, 2003). Hofstede's (2001) cultural dimensions theory identifies Thailand as a high-power distance culture, where social hierarchies are emphasized, and individuals tend to expect deference from those in lower-ranking positions, including service staff. In hospitality settings, this cultural trait translates into heightened expectations for service excellence, attention to detail, and personalized care (Ng, Lee, & Soutar, 2007). The toiletries and plastic bottled water reduction for Thai tourists in Taiwan may interpret as lower service quality.

Thai tourists, therefore, are likely to evaluate hotel service quality not only based on functional efficiency but also on the perceived respect and attentiveness of staff. According to Liu and McClure (2001), tourists from high power distance cultures are less accepting of minimal service environments and may interpret a lack of proactive hospitality as disrespect or poor quality. This

expectation presents a challenge for hotels in destinations like Taiwan, where sustainability initiatives have led to reduce in-room services such as complimentary disposable toiletries and bottled water which may cause Thai tourists interpret amenity reductions as diminished service quality. unless adequate explanations are provided

While these initiatives are environmentally commendable, they may be perceived by Thai tourists as a decline in service standards. This tension between sustainability practices and culturally driven service expectations complicates the pursuit of green tourism, particularly in markets that prioritize traditional hospitality values. As a result, Thai tourists may be more difficult to satisfy under these new service models, requiring hotels to develop culturally adaptive strategies that balance environmental responsibility with culturally informed guest expectations. Hence, understanding the needs of travelers from different cultures, and responding to these needs properly is a prerequisite for management success (Yüksel, 2004). However, in some previous studies mentioned nationality is not always an indicator of culture and very few nations are completely homogeneous (Dann, 1993). McCleary et al., (2007) also mentioned nationality is inadequate solely for clarifying consumer behavior as most countries contain subgroups categorized by different ethnicities, social classes, lifestyles and other forms of behavior.

The aforementioned, we found that cultural values shape attitudes, which in turn form perceptions and those perceptions ultimately determine tourist behavior. Lacking good communication and suitable alternatives, even well-intentioned sustainable initiatives can be misinterpreted by tourists . Since this study aims to uncover how authorities can effectively convey sustainability policies in tourism contexts from environmental messaging to service changes so as to positively shape high power distance Thai tourist attitudes and perceptions via control pathways. It is better understand how this process unfolds and how authorities can enhance messaging. Since this study examined Thai tourists' perceptions and behaviors following Taiwan's implementation of the ban on single-use toiletries and the discouragement of disposable bottled water in hotels. To effectively analyze how these sustainable tourism policies influence guest responses, the Theory of Planned Behavior (TPB) is particularly appropriate

2.2 *The Theory of Planned Behavior (TPB)*

The Theory of Planned Behavior (TPB) posits that behavioral intention is indirectly linked to behavior through attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). Attitude is a psychological tendency to evaluate behavior as favorable or unfavorable while subject norms are related to the social pressures on individuals to perform certain behaviors or not. Finally, perceived behavior control assesses the extent to which the behavior is under control (Ajzen et al., 2011)

The TPB has been applied to study and predict intentions and behavior of people in various fields which also in sustainable tourism and green consumer behavior (Chen & Hung, 2016). The TPB has a well-developed measurement scale of psychological indicator variables for measuring behavior antecedents (e.g. attitudes, subjective norms, perceived behavioral control), and has been highly utilized in environmental communication, interpretation, and education research (He et al., 2022). However, an "attitude – behavior gap" persists, wherein positive environmental attitudes do not necessarily manifest in pro-environmental behaviors (Kollmuss & Agyeman, 2002). A number of researchers have also posited that there is a gap between attitude and intention; even though many people may hold favorable attitudes and intentions towards a sustainable or socially-responsible product, they do not always follow through on these beliefs and exhibit purchasing behavior at the point of purchase (Carrington, Neville & Whitwell 2010, 2014; Grimmer & Miles 2017). By applying TPB, this study aims to trace how Taiwan's policy shapes Thai tourists' intentions and actual behaviors. Understanding these dynamics is critical for crafting policies that not only protect the environment but also support the long-term sustainability of tourism destinations.

2.3 Sustainability Tourism and less waste generated.

Sustainability tourism has emerged as a central global priority, championed at the highest levels of the United Nations the World Tourism Organization (UNWTO). Sustainability tourism has been defined in many ways, ranging from a very weak sustainability position where the free market effectively rules to a very strong position characterized by bioethical and eccentric tourism development, minimal resource use, and an anti-growth stance (Hunter, 1997) The most tangible way for tourism researchers to contribute to a more environmentally sustainable tourism industry is to develop practical measures that can be deployed in the real world and provide empirical evidence that the implementation of those measures leads to a quantifiable improvement, such as less electricity used, less water used, less waste generated, etc (Dolnicar & Greene 2025). Research of this kind necessarily relies on field studies because only field studies permit causal conclusions about changes in real behavior (Viglia & Dolnicar, 2020).

Regarding the green practices of hotels in Taiwan, with the expectation of compulsory air/noise/water pollution control, these are voluntarily implemented. The officially certified environmental hotels in Taiwan are regulated by the Environmental Protection Agency based on seven measures: corporate environmental management, energy saving, water saving, green purchasing, reduction in the use of disposable products, waste reduction, and control of harmful materials (Chou & Chen, 2014). According to the Environmental Protection Agency, Taiwanese hotels provide more than4.2 million sets of personal toiletry items (mainly disposable toothbrushes

and toothpastes) to hotel guests each year at a cost of approximately NT$ 2 billion (US$ 6.7 million) (Chou & Chen, 2014). The concept of sustainable tourism emphasizes balancing environmental conservation with socio-economic benefits for host communities (Dyllick & Hockerts, 2002). Within this framework, reducing single-use plastics is a critical intervention; hotels adopting refillable dispensers report waste reductions of up to 75% per guest stay (Gössling, Scott, & Hall, 2020).

This study will focus on the reduction in waste generated by Taiwan's policy banning single-use toiletries in hotels and discouraging the provision of disposable bottled water and explore Thai tourists' perceptions and behaviors in response to these sustainable tourism measures.

3. Methodology

3.1 Research Design

In this research, the phenomenological research design is suitable to be adopted among all qualitative research approaches which aim to explore the meaning of the experience of Thai tourists who have travelled in Taiwan after Ministry of Environment announced, "Restrictions on the Use and Implementation of Single-Use Accommodation Supplies". This research design is based on philosophy and psychology based on Theory of Planned Behavior (TPB) where the experiences of individuals related to a phenomenon are described as defined by the participants. These descriptions result in the essence of individuals with various experiences on the phenomenon (Creswell, 2016: 14). This approach, in other words, tries to obtain the psychological essence of individual experiences by understanding the perceptions and meaning they have. With this pattern, the individual pieces are brought together to create a whole meaning (Baş and Akturan, 2013). As individual experiences are important in phenomenological research, people who have had experience in the subject of the research should create a search sample. In this context, purposive sampling was selected. The participants are all repeat Thai visitors. Within the purposive sample, a total of 10 interviewees (3 males, 7 females, age 26－68 years old) who travelled in Taiwan before and after implementing "Restrictions on the use and implementation of single-use accommodation supplies," were interviewed face to face. The interview was conducted in Thai, lasting 15-30 minutes, exploring awareness of sustainable tourism, travel planning adaptations, in-room experiences, and communication practices.

Table 2. Demographics

Age/Gender	Male	Female
21-30	1	1
31-40	1	
41-50	1	1
51-60		2
Above 60		3
Total	3	7

Creswell (2016) states that the descriptions of an individual's experience require the interviewing method within the context of the phenomenological pattern. Therefore, the in-depth interview method was preferred in order to reach the essence of the experiences. Creswell (2016) assumes that between three and ten participants will be sufficient in phenomenological studies. The interviews were conducted through semi-structured forms between March and April 2025. During the interviews, the interviewer introduced the purpose of this study and asked the basic information of each interviewee such as age, occupation and how many times visiting Taiwan? etc. The open-ended questions were directed to find out participants' views and ideas. Before the interview started the interviewer will explain about green hotel and sustainable tourism concept to the interviewee in order to make sure that they thoroughly understand the concept of green hotel, sustainable tourism and Restrictions on the use and implementation of single-use toiletries and discourage the provision of plastic bottled water policy which impacted the interview content. When the data saturation was reached, it was terminated to interview and data analysis was done. The interview questions developed in light of all sub-questions in connection with the basic question of the study are as follows:

1   How frequently do you travel internationally, and have you visited Taiwan before? Prior to your trip, were you aware of Taiwan's policy banning free single-use toiletries and discouraging disposable plastic bottled water in hotels?

2   What are your thoughts on Taiwan's initiative to ban free single-use toiletries in hotels?

3   How do you feel about the discouragement of providing disposable plastic bottled water in hotel rooms?

4   Do you think cultural factors influence how Thai tourists perceive these sustainability policies?

5   Would these sustainability measures influence your decision to return to Taiwan or recommend it to others? Why or why not?

All interviews were digitally audio-recorded with the consent of the Thai tourists. Additionally,

key points raised during the interviews were manually noted on printed copies of the interview guide. Subsequently, all recorded and handwritten information was transcribed into written transcripts for analysis

Thematic analysis was used to provide a flexible and systematic approach to explore qualitative data by permitting an in-depth elaboration upon particular themes, codes and sub-codes, leading to better exposure to the different structures of the studied phenomena (Strauss and Corbin, 1998)

The transcripts were thoroughly reviewed multiple times, and initial open coding was conducted to assign preliminary labels to the data. These labels were iteratively refined as new insights emerged. Throughout the analytical process, the constant comparative method was employed to identify patterns and relationships within the data. The constant comparison is to ensure that emerging findings are consistently and systematically compared with previously established findings, both within the data and with existing knowledge (Beck et al, 2004). Consequently, There are 6 themes emerged independently from our analysis.

4. finding

4.1 Balancing sustainable tourism with service expectations.

Many repeat visitors anticipated Taiwan's ban on single-use toiletries and generally support this environmental initiative. However, there is less agreement concerning the policy discouraging the provision of single-use plastic bottled water in hotels. While some hotels have replaced bottled water with refillable water jugs or dispensers, many guests find this substitution less convenient, especially when bottled water is a standard amenity in hotels worldwide.

Although these measures aim to reduce plastic waste and promote sustainability, they have sparked discussions about balancing environmental goals with guest comfort and expectations.

T2: "We were informed about the ban of single use toiletries before departed from Thailand, but we didn't know bottled water was not available. There were refillable water jugs in our room, but we had to go out to the water station which is quite far from our room. We doubted the cleanliness of the refilled water jugs and glasses. Another point that we worried about is contamination of bacteria and disease especially COVID-19, while we were going out of the room as you knew water dispensers have high touched surface especially the buttons on the water dispensers"

4.2 Green policy and various age groups of visitors.
Consumers across various age groups respond differently to sustainable tourism policies. Older adults, in particular, may face challenges due to age-related physical limitations such as reduced

mobility and sensory impairments like diminished vision or hearing. These factors can make it more difficult for them to adapt to changes like the elimination of single-use amenities or the introduction of refillable systems.

For instance, navigating unfamiliar refill stations or using digital interfaces for information can be daunting for some seniors, especially if they are not accustomed to new technologies. Additionally, physical tasks such as carrying personal toiletries or reusable water bottles may pose difficulties for those with limited strength or dexterity.

T5: "It was not convenient for old people like us. First, it took time for us to access the communal water dispensers in the hotel. Second, our eyes are not good like teenagers we could not see the small buttons on the water dispenser clearly and all instruction on it was in Chinese language which we didn't understand.

4.3 Environmental attitudes and gender perception

Gender plays a significant role in shaping tourists' perceptions and reactions to sustainable tourism policies. While many travelers support environmental initiatives, the implementation of certain measures may inadvertently overlook gender-specific concerns. For instance, replacing single-use plastic bottled water with communal refill stations is environmentally beneficial. However, this change can pose challenges for some female guests, especially when refill stations are located in public areas or require traveling outside the room during nighttime. Concerns about personal safety, potential exposure to harassment, and the need for appropriate attire can make such trips uncomfortable or even risky for women.

T6: "Since global warming became a big issue in our society I supported the ban of single use toiletries from Taiwan government. However, I found a bar of hand soap placed on the bathroom sink, despite the room already being equipped with liquid soap. This seemed redundant and somewhat contrary to the spirit of the new regulations, which encourage minimizing unnecessary plastic and reducing waste. Another issue I preferred in room bottled water service because it was not convenient for woman like us to carry water jug and walk in the hotel corridors in the nighttime while wearing pajamas. I think it was not safe for women and increase potential for sexual harassment in the hotel.

4.4 Environmental attitudes and cultural expectations

T 9: "While I understand and respect the environmental goals behind Taiwan's new policy banning free single-use toiletries in hotels, I find it somewhat inconvenient. As a paying guest, I expect comprehensive services, similar to those offered in hotels in other countries. Previously, I would often reuse these items during my stay or take them home for future use, which felt both practical and economical.

With the new regulations, if hotels choose not to provide these amenities, it might be considerate for them to adjust their pricing or offer alternative compensations, such as small gifts or souvenirs, to maintain the value of the guest experience."

4.5 Sustainable tourism and the role of service provider.

T 10: "While I recognize the environmental benefits of Taiwan's policy to restrict single-use toiletries in hotels, I believe its implementation poses challenges for international tourists. Travelers from abroad may find it inconvenient to carry personal toiletries due to luggage constraints, and the absence of these amenities in hotels can affect their overall experience.

As a tour leader, my company has proactively addressed this issue by purchasing personal toiletries and bottled water for our guests, anticipating their needs in case hotels do not provide these items. Given the competitive nature of the tourism industry in Thailand, delivering exceptional service is paramount. Since toiletries and bottled water are relatively inexpensive in Taiwan, we can easily procure them from convenience stores or coordinate with local guides to prepare them upon request. I believe this approach enhances customer satisfaction.

Although this policy may increase operational costs for travel agencies, the investment is justified by the potential to maintain a strong reputation and ensure customer retention"

4.6 Application of the Theory of Planned Behavior (TPB)

While cultural values such as power distance and demographic factors provide important context for understanding Thai tourists' expectations, a more nuanced explanation of their behavioral responses to sustainability policies can be achieved through the lens of the TPB (Ajzen, 1991). TPB posits that behavioral intention and ultimate behavior is influenced by three core components: attitudes, subjective norms, and perceived behavioral control.

In this study, attitudes toward sustainability practices vary depending on the nature of the policy. Thai tourists generally express positive attitudes toward the ban on disposable toiletries, often viewing it as a reasonable and low-effort adjustment that contributes to environmental protection. This favorable evaluation supports the formation of a positive behavioral intention, leading to compliance. However, resistance emerges more clearly in relation to the restriction on single-use

bottled water. This opposition can be attributed to negative attitudes, where the inconvenience, concerns over water safety, and reduced perception of service quality outweigh the perceived environmental benefits. The shift in attitude results in a weaker intention to comply or a more critical evaluation of the overall hotel experience.

Subjective norms, or the perceived social pressure to perform or not perform the behavior, also play a role. Among Thai tourists, social expectations often align with high hospitality standards. If the prevailing belief within their travel group or cultural reference network is that good hotels provide bottled water, individuals may feel social pressure to resist or question the policy even if they personally acknowledge its environmental rationale.

Lastly, perceived behavioral control influences the degree to which tourists believe they can adapt to the new service model. In the case of toiletries, the ability to bring personal hygiene items or use shared dispensers is generally seen as easy and manageable. Conversely, accessing safe drinking water without bottled water, especially during late hours or for vulnerable groups such as elderly travelers, is often perceived as difficult. This low perceived control further weakens the intention to comply with the policy and contributes to dissatisfaction.

By applying TPB, this study provides a more systematic understanding of Thai tourists' behavioral responses to sustainable hotel practices. It highlights that the desire to adopt eco-friendly behavior is not solely a function of environmental awareness, but is shaped by a complex interplay of attitudes, social expectations, and perceived ease or difficulty of performing the behavior.

5. Discussion and Conclusion

Recent studies indicate that older Thai tourists, particularly those who value hierarchical structures and traditional service expectations, may be less supportive of Taiwan's ban on single-use toiletries and the discouragement of providing plastic bottled water in hotel rooms. While they comply with these regulations, viewing them as government mandates, some express dissatisfaction, especially when traveling with package tours. In such cases, tour leaders often receive requests or complaints, prompting them to provide these amenities to meet guest expectations.

These findings underscore that cultural values, age, gender, and health conditions significantly influence tourists' perceptions and acceptance of sustainable tourism policies. For instance, older individuals may face physical challenges adapting to new practices, while safety concerns might deter some female travelers from accessing communal facilities at night. Therefore, to retain repeat visitors and attract new ones, it's crucial for Taiwan's tourism sector to consider these demographic factors when implementing and communicating sustainability initiatives.

By adopting a more inclusive approach that addresses the diverse needs of tourists. To maximize policy impact, authorities should co-develop materials with Thai travel agencies, create sustainable tourism activities in order to cultivate environment friendly attitude, leverage social media campaigns, and integrate policy information into booking platforms. In order to maximize the impact of the policy, a more inclusive approach that considers the diverse needs of tourists is essential. Mohaidin et al. (2017) recommended that tourist's information about the destination could be provided to promote tourism motivation by using social media such as Facebook and the internet so authorities should collaborate with Thai travel agencies to co-develop informational materials, such as digital posters in the Thai language, outlining the regulation that bans complimentary single-use toiletries in all types of lodging on their webpages. These materials can be distributed through Line groups or email by travel agencies or tour leaders before the departure date, ensuring Thai tourists have adequate time to prepare. Good communication and strong stakeholder networks are crucial for sustainable tourism development (Schönherr et al., 2023) Concurrently, authorities could initiate a sustainable tourism campaign that encourages travelers to engage with the policy. For example, tourists who download the e-poster and complete a short quiz about sustainable tourism and the toiletry ban could receive a reusable eco-friendly cup as a souvenir. This cup could include a message of appreciation, acknowledging their contribution to sustainable travel. Such a campaign may help Thai tourists feel more informed, comfortable, and proud to participate in environmentally responsible practices.

6. limitations and future research.

The limitation of this study was the short duration since these measures were enacted at the beginning of this year so tourists may still be in the process of adapting their behaviors and attitudes toward these sustainability initiatives. For future research, it is recommended to employ quantitative methods to systematically assess tourists' perceptions and behavioral changes over time. This approach will provide a more comprehensive understanding of the long-term impacts of these policies on tourist satisfaction and sustainable tourism practices.

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also suggested that some information about the destination could be provided to promote tourism

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5. Pictures

Report on Participation in the International Conference on Tourism Development in Vietnam

Purpose

The primary objective of attending the International Conference on Tourism Development in Vietnam was to engage with the latest scholarly discourse on sustainable tourism, cultural heritage management, and tourism policy innovation. The conference also served as a platform to strengthen academic and professional networks, particularly through discussions with tourism scholars from diverse backgrounds and a representative from UNESCO. By participating, the aim was to gather transferable insights that can inform policy recommendations, educational programs, and research outputs relevant to regional tourism development.

Process

The conference comprised keynote addresses, thematic sessions, and interactive workshops. Topics covered included sustainable tourism planning, heritage site interpretation, destination marketing strategies, and community-based tourism models. I actively participated in panel discussions, posed research-based questions, and shared findings from my ongoing work in tourism studies. Notably, an in-depth conversation with the UNESCO representative provided detailed perspectives on integrating heritage preservation frameworks into tourism development policies. Informal networking events further facilitated the exchange of knowledge and potential project collaborations.

Experience and Suggestions

The conference was intellectually stimulating and professionally rewarding. Exposure to international case studies underscored the importance of balancing economic growth with the safeguarding of cultural and natural assets. The exchange of experiences revealed practical strategies for achieving this balance.

Recommendations based on this engagement include:

1. Establishing research collaborations with regional and international scholars during the conference.

2. Incorporating UNESCO heritage preservation guidelines into local tourism development plans.

3. Organizing follow-up knowledge-sharing sessions across ASEAN countries to ensure continued dialogue and policy refinement. NKUHT should hold international conference in order to strengthen the collaboration among international tourism management scholars.

附件二

<p style="text-align:center">出國報告審核表</p>

出國報告名稱：	The 7th International Conference on Tourism Development in Vietnam	
出國人姓名	身分	就讀院系所
徐慶忠	博士生	觀光所

出國類別	□考察 □進修 □研究 □實習 ■其他_國際研討會_　　（例如國際會議、國際比賽、業務接洽等）

出國期間：	114 年 7 月 28 日至 114 年 8 月 12 日	報告繳交日期：　114年　8月　日

出國人員 自我檢核	計畫主辦 機關審核	審　核　項　目
□	□	1.依限繳交出國報告
□	□	2.格式完整（本文必須具備「目的」、「過程」、「心得及建議事項」）
□	□	3.無抄襲相關資料
□	□	4.內容充實完備
□	□	5.建議具參考價值
□	□	6.送本機關參考或研辦
□	□	7.送上級機關參考
□	□	8.退回補正，原因：
□	□	（1）不符原核定出國計畫
□	□	（2）以外文撰寫或僅以所蒐集外文資料為內容
□	□	（3）內容空洞簡略或未涵蓋規定要項
□	□	（4）抄襲相關資料之全部或部分內容
□	□	（5）引用相關資料未註明資料來源
□	□	（6）電子檔案未依格式辦理
□	□	9.本報告除上傳至出國報告資訊網外，將採行之公開發表：
□	□	（1）辦理本機關出國報告座談會（說明會），與同仁進行知識分享。
□	□	（2）於本機關業務會報提出報告
□	□	（3）其他
□	□	10.其他處理意見及方式：

出國人簽章	系所主管簽章	院長簽章

說明：

一、可依需要自行增列審核項目內容，出國報告審核完畢本表請自行保存。

二、本報告將公告於國際事務處官網。