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
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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, VNU University of Social Sciences and Humanities (VNU-USSH), Hanoi, with Rikkyo University (Japan) and Thuongmai University (Vietnam) as partners. The purpose was to learn current international thinking on tourism resilience, responsible tourism and environmental sustainability, to observe how theory is translated into practice in Vietnam and Asia, and to build academic networks.

The programme included an opening ceremony, four plenary presentations and a panel discussion. Assoc. Prof. Dr. Pham Hong Long presented human experience as a strategic source of resilience through the ADAPT framework. Prof. Dr. Hiram Ting defined responsible tourism as a collective call to action and introduced the SEART framework and the IUS model. Prof. Dr. Katsuhito Nohara showed how environmental economics can value nature and support climate adaptation and mitigation in tourism. Prof. Dr. Xu Honggang shared China's experience in monitoring sustainable tourism and a relational study of solid waste in rural destinations. The panel linked these perspectives to practice.

The main lessons are that resilience is a human capability, that nature and community wellbeing must be valued and measured, and that collaboration across sectors and borders is essential. Suggestions are made for curriculum, research, monitoring and university – community partnerships.

Keywords: tourism resilience; responsible tourism; environmental economics; sustainable tourism monitoring; Southeast Asia

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1. Purpose

Tourism in 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, responsible tourism and environmental sustainability from leading scholars in the region.
2. To observe how Vietnam, Japan, Malaysia and China translate these concepts into policy and destination practice, as a reference for Indonesia.
3. To build academic networks for joint research, publication and student exchange.
4. To bring back practical frameworks and examples for teaching, research and community engagement at the home institution.

2. Process

2.1 Conference overview, programme and opening

CITR14.2026 was hosted by VNU-USSH in Hanoi on 30 October 2026, with Rikkyo University and Thuongmai University as partners, and brought together academics, practitioners and students from across Asia. The conference was opened by Assoc. Prof. Dr. Bui Thanh Nam (Vice Rector, VNU-USSH), followed by welcoming remarks from Prof. Dr. Katsuhito Nohara (Rikkyo University) and Assoc. Prof. Dr. Bui Huu Duc (Vice Rector, Thuongmai University). The sessions attended were:

Session	Speaker and topic
Opening and welcome	Assoc. Prof. Dr. Bui Thanh Nam (VNU-USSH); Prof. Dr. Katsuhito Nohara (Rikkyo University); Assoc. Prof. Dr. Bui Huu Duc (Thuongmai University)
Keynote 1	Assoc. Prof. Dr. Pham Hong Long (VNU-USSH) — Human Experience as Strategic Resilience in Tourism Development: the ADAPT Framework
Keynote 2	Prof. Dr. Hiram Ting (REBORN; APU, Malaysia) — What Really Matters in Tourism? Driving Sustainability and Resilience through Responsible Tourism
Presentation	Prof. Dr. Katsuhito Nohara (Rikkyo University; Tohoku University) — Tourism in the Age of Climate Change: Insights from Environmental Economics
Presentation	Prof. Dr. Xu Honggang (Sun Yat-sen University, China) — Solid Waste Management in Rural Destinations and Monitoring Sustainable 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 argued that human experience is not the "soft side" of tourism: it turns technology, sustainability and strategy into trust, connection and meaning, because *"technology can be copied, but trusted relationships cannot."* Global arrivals reached 1.52 billion in 2025 and Vietnam received a record 21.17 million international visitors (+20.4%), rising 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 in services and infrastructure. With Resolution 26-NQ/TW (2026) targeting 45 – 50 million international arrivals by 2030, the human and service layer is the next frontier. He proposed the ADAPT framework:

- **Anticipate human change:** read travellers' needs and emotions early, design for diversity and plan for disruption.
- **Deploy technology humanely:** automate booking, payment and translation, be transparent about AI and data, and keep a human easy to reach.
- **Advance adaptive capability:** a Sense – Learn – Try – Scale cycle with continuous upskilling and living labs linking universities, destinations and SMEs.
- **Prioritise people and place:** decent work, community voice and limits that protect residents' wellbeing (e.g., KOTO in Hanoi; Bali's tourist levy).
- **Thrive together:** shared ASEAN skills standards and university – industry partnerships.

He urged destinations to measure trust, loyalty and wellbeing alongside arrivals, and to develop people as seriously as platforms.

2.3 Keynote 2: Responsible tourism for sustainability and resilience

Prof. Dr. Hiram Ting (President of Responsible Borneo/REBORN; Professor at APU, Malaysia; member of the UN Tourism Panel of Tourism Experts) explained that responsible tourism is not another product or marketing label but a call for behavioural change and collective action, built on trust and respect, that benefits local stakeholders and ecosystems. Its three pillars are local livelihoods and businesses, communities and cultural heritage, and nature conservation. He presented the Southeast Asia Responsible Tourism (SEART) framework, which links economic, socio-cultural and environmental goals to prioritised issues (water, energy, waste, climate, accessibility, community revitalisation, education, local business, mindful citizenship, youth and women empowerment) and to five foundations: respect and trust, value co-creation, community orientation, communication, and adaptation and innovation.

To put this into action, he proposed the Importance – Urgency – Significance (IUS) model, which moves through Initiation (who the stakeholders are and what matters most), Induction (which roles and approaches) and Integration (how to collaborate and sustain over the long term). REBORN's "Green & Gold Experiential Tourism" roadmap in Borneo illustrates this through communication with communities, partnership with local government, capacity building, consultation with elders, women empowerment and school engagement.

2.4 Tourism in the age of climate change: insights from environmental economics

Prof. Dr. Katsuhito Nohara (College of Tourism, Rikkyo University) showed that global mean temperature in 2025 was about 1.43°C above pre-industrial levels (WMO, 2025), with record heat in Japan and Vietnam and severe impacts such as Typhoon Yagi (2024), which sank 27 tourist boats in Ha Long Bay. Tourism depends on nature yet also pressures it through transport emissions, food waste, wastewater and over-consumption. Because market prices do not reflect these environmental costs, tourism suffers from negative externalities such as congestion and ecosystem degradation.

Environmental economics can make these values visible. Nature has use values (direct, indirect, option) and non-use values (bequest, existence), which can be estimated by the travel cost method, contingent valuation and choice experiments. His study on Kume Island, Okinawa, estimated that complete loss of the coral reefs would cost about ¥590 million in recreational value, while the prefecture's coral conservation budget fell from ¥234 million (2015) to ¥70 million (2025). A Vietnamese study in Ha Long Bay found a

mean willingness to pay of VND 97,327 for an environmental protection fee. He recommended user fees, conservation funds and environmental taxes, and called for both adaptive tourism (managing climate risks) and mitigation-oriented tourism (reducing emissions) — ultimately, changing the way we travel.

2.5 Sustainable tourism monitoring and solid waste management in rural destinations

Prof. Dr. Xu Honggang (School of Tourism Management, Sun Yat-sen University) shared China's experience with the UN Tourism Monitoring Center for Sustainable Tourism Observatories, which has monitored nine Chinese destinations, including Huangshan, Zhangjiajie, Xishuangbanna and the heritage villages of Xidi and Hongcun, since 2010. Effective monitoring combines standardised and local indicators, objective and subjective data, and quantitative and qualitative methods, and feeds results back to policymakers, businesses and residents through reports, brochures, community meetings and videos.

Her study of Xidi and Hongcun used interviews, observation and actor-network theory to "follow the waste". It showed that waste takes different forms: a resource (organic waste exchanged with farmers, recyclable plastics), a leftover of tourist experience (packaging and food), "someone else's problem" handled through outsourcing, and a hazard that harms the visitor experience. She recommended attaching symbolic value to durable or intangible products instead of single-use items, rebuilding reciprocal recycling relationships, and using differentiated facilities for different types of waste.

2.6 Panel discussion

The panel "From Theory to Practice: Making Responsible and Resilient Tourism Work", moderated by Dr. Trinh Le Anh (VNU-USSH), brought together Prof. Hiram Ting, Assoc. Prof. Dr. Nguyen Viet Thai (Thuongmai University), Prof. Dr. Xu Honggang and Assoc. Prof. Dr. Pham Hong Long. It connected the human-experience, community-based and environmental perspectives of the day and discussed how research can be turned into 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 staff, hosts and communities, not only through infrastructure or technology.
2. **Responsible tourism is a shared commitment, not a label.** It rests on trust, respect and a fair balance between livelihoods, culture and nature.
3. **Nature has economic value that markets ignore.** Valuing ecosystems such as coral reefs makes conservation costs and benefits visible and supports fair funding through user fees or conservation funds.
4. **What we measure shapes what we do.** All speakers urged going beyond arrival numbers to indicators of trust, local value, environmental quality and resident wellbeing, supported by regular monitoring and feedback.
5. **Collaboration is the common thread.** ADAPT's "Thrive together", the IUS "Integration" stage, China's observatory network and Japan – Vietnam research all show that no destination learns fast enough alone.

3.2 Suggestions

1. **Curriculum:** integrate responsible tourism, human-centred service design, climate adaptation and environmental valuation into tourism and community development courses.
2. **Research:** apply the IUS model, valuation methods (travel cost, contingent valuation) and relational waste analysis to community-based, eco-, cultural and religious tourism destinations in Indonesia.
3. **Monitoring:** work with local governments to pilot a simple sustainable tourism monitoring system in one destination, combining standard and local indicators and sharing results with residents.
4. **Living labs and networks:** build university – government – village partnerships, and follow up contacts with VNU-USSH, Rikkyo, Sun Yat-sen and REBORN for joint research and exchange.
5. **Future participation:** support faculty and students to present papers at CITR and similar conferences, and share materials through an internal 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, responsible tourism, environmental economics and sustainability monitoring, real cases from Vietnam, Japan, Malaysia, China and Indonesia, and new academic contacts. The central lesson — that people, communities and nature must be at the centre of tourism development — will guide the author's future teaching, research and community engagement.

References

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Data cited by the speakers: UN Tourism (2026); WMO (2025); WEF (2026) Global Risks Report and TTDI; Resolution 26-NQ/TW (2026).

Appendix: Photo Documentation

Photographs taken during the conference on 30 October 2026 at Van Khoa Hall, VNU-USSH, Hanoi.



Fig. 1. Participants of CITR14.2026



Fig. 2. Opening remark, Assoc. Prof. Dr. Bui Thanh Nam



Fig. 3. Prof. Dr. Katsuhito Nohara, Rikkyo University



Fig. 4. Keynote 1, Assoc. Prof. Dr. Pham Hong Long



Fig. 5. Keynote 2, Prof. Dr. Hiram Ting



Fig. 6. Panel discussion