

Report of Study Tour Abroad

(Category of Study Tour Abroad: Inspection)

Attendance at the International Conference of Responsible Tourism and Hospitality (ICRTH) 2025

Service Organization: National Kaohsiung University of Hospitality and Tourism

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Countries Dispatched to: Philippines

Period of Study Tour Abroad: June 15, 2025 to June 20, 2025

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Abstract

This report details my engagement at the 2025 International Conference on Responsible Tourism and Hospitality (ICRTH 2025), which took place in Cavite, Philippines. Hosted by the Sarawak Research Society (SRS), the conference primarily addressed the themes of responsible tourism for sustainable transformation and inclusive societies. My main goals for attending included boosting the global visibility of National Kaohsiung University of Hospitality and Tourism (NKUHT), recruiting potential students, establishing international connections, advancing responsible tourism education, and contributing to the research domain through the presentation of my extended abstract, “Tourists’ green purchase behavior The Role of Green marketing, Environmental attitude, Environmental knowledge, and Green trust”.

The event incorporated expert talks, collaborative panel discussions, practical field excursions, and educational workshops. Through these activities, I gained valuable insights into global trends in responsible tourism and sustainable approaches. The conference also provided opportunities for forging networks and showcasing NKUHT’s academic offerings to a broad spectrum of academics, learners, and industry experts. Notably, my contributions were recognized with the Best Paper Award for the paper co-authored with Dr. Chen and Janelle Ebron, and I also received the Best Presenter Award individually. Based on this experience, the report proposes future actions to amplify our institution's participation in upcoming events, broaden faculty and student engagement, and continuously cultivate international alliances to strengthen NKUHT’s leadership in responsible tourism education.

Keywords: Responsible tourism, NKUHT, international collaboration, ICRTH 2025

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1. Purpose

The objective of my attendance at the 2025 International Conference on Responsible Tourism and Hospitality (ICRTH) in Cavite, Philippines, was to foster discussions surrounding responsible tourism and sustainable development. This event, organized by the Sarawak Research Society (SRS), focused on the role of responsible tourism. I submitted the extended abstract to the conference to participate with the following purposes:

- ***Elevating NKUHT's International Profile:*** Showcase our institution's achievements in sustainable development and responsible tourism to enhance NKUHT's standing within the global education landscape.
- ***Recruiting Prospective Students:*** During the NKUHT introduction session, we highlighted our unique academic offerings, particularly the International Master's Program of Tourism and Hospitality, engaging directly with students from various backgrounds and addressing their interests.
- ***Cultivating Global Connections:*** A significant goal was to establish new relationships with international educators and industry leaders, exploring potential avenues for future collaborations.
- ***Strengthening Responsible Tourism Education:*** Gaining fresh perspectives on emerging trends and exemplary practices was crucial for enriching our curriculum and further promoting sustainable tourism education at NKUHT.
- ***Contributing to Research and Industry:*** The experience aimed to enhance my skills in presenting and conducting research, thereby deriving practical implications for real-world contexts.

2. Process

The conference took place over three main days with these key stages:

Date	Itinerary
16 June 2025	1. Opening Ceremony and Keynote Speech 2. Lunch Networking 3. Academic Presentation 4. Special Programs
17 June 2025	1. Academic Presentation 2. Special Programs 3. Networking Dinner
18 June 2025	1. Award Ceremony 2. Closing Ceremony 3. Post Conference Workshops

My participation in the conference generally followed these key stages:

Preparation Phase: Before the event, all necessary materials were prepared. This included presentation slides, promotional items for the NKUHT's session, and documents on our academic programs.

Conference Engagement:

- *Sessions and Dialogues:* I actively participated in various sessions, which covered subjects such as sustainable tourism, sustainable transformation, promoting cultural heritage, and methods to refine research practices.
- *Hands-on Activities:* I joined relevant activities and workshops, gaining practical insights into responsible tourism initiatives.
- *Educational Outreach:* At the NKUHT session, we introduce the programs to attendees and directly interact with prospective students and potential collaborators.

Post-Conference Follow-up: Following the event, I initiated communication with newly established contacts to nurture potential partnerships. Additionally, I reviewed all acquired materials from the sessions to integrate valuable knowledge into our institutional programs.

3. Experience and Suggestions

Experience: Attending ICRTTH 2025 proved to be an exceptionally valuable experience, offering profound insights into current global directions in responsible tourism and hospitality education. The blend of interactive sessions and practical, field-based learning provided a thorough understanding of how theoretical concepts are applied in real-world scenarios. Moreover, the education session presented an excellent opportunity to connect with future students and effectively highlight the strengths of our institution. Receiving the Best Paper Award and Best Presenter Award was a significant recognition of my research and presentation efforts, further solidifying NKUHT's presence in the academic community.

Suggestions:

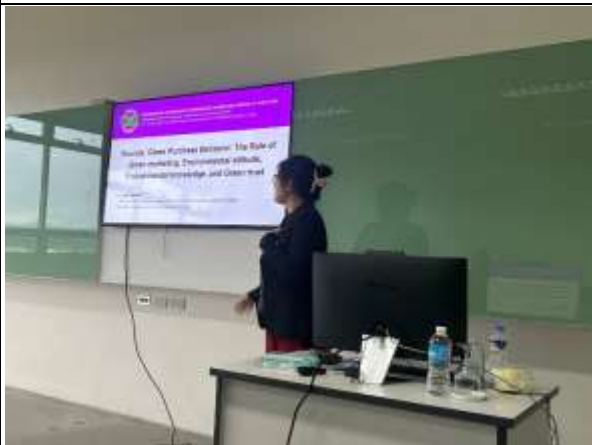
- *Enhance NKUHT's Presence:* Our institution could benefit significantly from a more prominent presence at upcoming conferences. This might involve securing a dedicated exhibition booth or sponsoring panel discussions on topics that align closely with NKUHT's research expertise.
- *Promote Faculty and Student Engagement:* Encouraging wider participation from both faculty members and students across diverse conference tracks would likely lead to deeper engagement with the central themes of such events.
- *Cultivate International Collaboration:* Continuing to expand the collaborative efforts initiated during the conference is vital for strengthening the university's influence in global discussions concerning responsible tourism and sustainability.

4. Appendices

Opening Ceremony



Presenting at ICRTH



Attending our classmates presentation



Networking dinner for delegates of ICRTH



NKUHT session




Closing Ceremony




Conference Day 1

16 June 2025, Monday

Time	Main Programs	Special Programs
0800 - 0830	Registration	
0900 - 1030	Opening Ceremony (Venue: Ballroom, The Bayleaf Hotel Cavite)	
1030 - 1200	Keynote Dialogue: Sustainable Transformation for Inclusive Societies: Why Responsible Tourism Matters (Venue: Ballroom, The Bayleaf Hotel Cavite)	
1200 - 1330	Networking Lunch (Venue: Ballroom, The Bayleaf Hotel Cavite)	High-level Lunch (Venue: Governor's Room, The Bayleaf Hotel Cavite)
1330 - 1500	Concurrent Block 1 PD1 AP1 AP2 AP3 AP4 AP5 IS1 (Venue: LPU Cavite)	Multilateral Meeting: MoU Signing
1530 - 1700	Concurrent Block 2 PD2 AP6 AP7 AP8 AP9 AP10 IS2 (Venue: LPU Cavite)	Responsible Youth Leaders Forum (RYLF)
1700 - 1800		Korean Night  (supported by Korea Tourism Organization)
2000 - 2200		MeetSEARA
End		

Conference Day 2

17 June 2025, Tuesday

Time	Main Programs	Special Programs
0800 - 0830	Registration	
0900 - 1030	Concurrent Block 3 AP11 AP12 AP13 AP14 AP15 IS3 (Venue: LPU Cavite)	2nd International Centre for Responsible Tourism Southeast Asia (ICRT-SEA) General Assembly
1030 - 1200	Concurrent Block 4 AP16 AP17 AP18 AP19 AP20 IS4 (Venue: LPU Cavite)	
1200 - 1300	Networking Lunch (Venue: The Circuit)	Session by NKUHT, Taiwan
1330 - 1530	Concurrent Block 5 TS1 TS2 TS3 (Venue: LPU Cavite)	Responsible Leadership Council (RLC) Meeting
1630 - 2100	Networking Dinner (hosted by Tourism Promotions Board, Philippines) 	
End		

Conference Day 3

18 June 2025, Wednesday

Time	Main Programs	Special Programs
0830 - 0900	Registration	
0900 - 1000	Responsible Tourism Awards in Southeast Asia (Venue: Auditorium, LPU Cavite)	
1030 - 1200	Closing Ceremony (Venue: Auditorium, LPU Cavite)	

1200 - 1300	Networking Lunch (Venue: Auditorium, LPU Cavite)	
1330 - 1700	Post Conference Workshops PW1 PW2 PW3 (Venue: Faculty of Engineering, LPU Cavite)	
End		

Responsible Tourism Fieldwork

Date: 19th - 20th June 2025

Venue: CvSU Agri-Eco Tourism Park

Time	Main Programs	Special Programs
DAY 1, 19 JUNE 2025		
0700	Breakfast	
0800 - 0830	Gather at Lobby, The Bayleaf Hotel Cavite	
0830 - 1100	Departure to CvSU Agri-Eco Tourism Park	
1200 - 1400	Lunch and check-in	
1400 - 1600	Activity 1 <ul style="list-style-type: none"> Agri-Eco Tourism Park Tour Bee-keeping Demonstration Urban Farming 	
1600 - 1800	Activity 2 <ul style="list-style-type: none"> Coffee Demonstration Sugar Palm Demonstration 	
1800 - 2000	Dinner <ul style="list-style-type: none"> Cultural performance 	
2000 - 2200	Activity 3 <ul style="list-style-type: none"> Cultural exchange & snack fiesta 	
2200	Rest	

DAY 2, 20 JUNE 2025		
0700 - 0800	Activity 4 <ul style="list-style-type: none"> • Warm up session - Zumba • Tree planting 	
0800 - 0900	Breakfast	
0900 - 1100	Activity 5 <ul style="list-style-type: none"> • Reflection session 	
1100 - 1200	Preparation to check out	
1200	Lunch	
1330	Departure <ul style="list-style-type: none"> • To the airport or SM Mall of Asia 	