

# APacCHRIE

MARCH - APRIL 2024

NEWSLETTER



• CALL FOR PAPERS

PAGE 01

• WEBINAR SERIES

PAGE 03

• 2ND ICHRIE ANNUAL  
DISSERTATION PROPOSAL COMPETITION

PAGE 05

• APacCHRIE x MacTHA Networking Event in  
Macao (2 March 2024)

PAGE 09

• COUNTRY/REGIONAL REPORTS

PAGE 10

• CURRENT BOARD MEMBERS

PAGE 16

Deadline Extension:

# Call for Papers for 2024

APacCHRIE Conference (May 24-26, 2024)

## About APacCHRIE 2024

For the conference in 2024, as stepping toward rebuilding the society and industry, the organizing committee would like to propose the theme: "Reshaping, Innovation and Opportunity in the Hospitality and Tourism."

This conference will serve a platform for constructive discussions and developing feasible strategies for advancement of the hospitality and tourism academia and industry.

## Who Should Attend

- Academics and educators in tourism and hospitality
- Managers in hospitality and tourism businesses
- Trainers in tourism and hospitality
- Tourism and hospitality researchers and industry consultants
- Inter-regional organizations with interest in tourism and hospitality industry
- Administrators of tourism and hospitality management educational programs
- Tourism and hospitality industry executives and representatives of multi-national firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organization directors
- Students and graduates of tourism and hospitality management

## CALL FOR PAPERS

This Conference, open to academics, professionals and graduate students from the Asia Pacific region as well as other parts of the world, is an excellent opportunity for presentation and sharing of peer reviewed (double-blind) research. It will likewise provide a robust sharing and exchanges among academic communities and practitioners, on a broad range of topics related to trends and developments in tourism and hospitality.

We invite abstracts and/or full papers in relation to the theme:

Big Leap Forward Reshaping, Innovation and Opportunity, including but not limited to the following in the context of tourism and hospitality (T&H):

- Case Studies on T&H Development, Marketing and Management
- Competition and Collaboration among Asia Pacific Countries on Tourism
- Consumer Behavior in T&H
- Contactless Services in T&H
- Contemporary Issues in T&H Industry, Education and Research
- Crisis Management in T&H
- Culinary Arts and Gastronomy
- Data Analytics in T&H
- Destination Marketing
- E-commerce, OTAs and Travel Agency Management
- E-learning in T&H: Its Applications and Influences on the Industry and Education
- Ethics, Leadership, and Corporate Social Responsibility in T&H
- The Future of Hospitality and Tourism Education
- Hospitality Management and Marketing
- Hospitality Experience in the post-COVID-19 era
- Human Resource Management and Organizational Behavior in T&H
- Impact of COVID-19 on T&H Industries, and Recovery Strategies
- Entrepreneurship in T&H
- Knowledge Economies and Knowledge Management in T&H
- Human-computer Interactions in T&H Industries
- Rural Tourism and Green Tourism
- Service Design in T&H
- Smart Tourism and Innovations
- Social Media and Sharing Economy in T&H
- Tourism Culture
- Tourism Development and Sustainability
- Tourism Economics
- Tourism Planning and Policy
- New Technology and Tourism
- Transnational Market Analysis and Forecasting in Tourism
- Other Topics Related to T&H

# APacCHRIE 2024

Seoul, Korea

May 24-26, 2024

## Conference Theme

Big Leap Forward Reshaping,  
Innovation & Opportunity

## CALL FOR PAPERS

Deadline of Abstract or Full Paper Submission:  
April 5, 2024

## OFFICIAL HOSTS:



연세대학교  
YONSEI UNIVERSITY



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

## Guidelines:

1. All submissions and papers must be written in English.
2. Contributions from either individual author or multiple authors are welcomed.
3. Two types of submissions are accepted:
  - Abstract (maximum 1,500 words including References section) or
  - Full paper (maximum 5,000 words including References section)
4. Submissions must be original and should not have been previously published or currently under review for publication elsewhere.
5. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
6. Submissions may be accepted either for Stand up or Poster presentations based on the quality of paper and author's preference.
7. Once the submission is accepted, at least one of the authors must register and present at the conference.
8. Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.
9. Authors will have the option to have either their abstract or full paper included in the conference proceedings to be published electronically.
10. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
11. Tables and Figures (300dpi) should be clearly labelled in the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition) and suitable for direct reproduction.
12. Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright.
13. Best paper awards will be competitively selected by the Best Paper Review Committee after assessing the final version of Full Paper (maximum 5,000 words including Reference section) submitted.

## Contact Information:

Conference official website: <https://apacchrie2024.org/>  
For any inquiries, please send email: [apacchrie2024@gmail.com](mailto:apacchrie2024@gmail.com)  
For the abstract/full paper template, please visit: <https://apacchrie2024.org/>  
Please submit abstracts or full papers to:  
[apacchrie2024.papers@polyu.edu.hk](mailto:apacchrie2024.papers@polyu.edu.hk)  
For inquiries on abstracts or full papers submission, please email at:  
[apacchrie2024.papers@polyu.edu.hk](mailto:apacchrie2024.papers@polyu.edu.hk)  
For other inquiries on paper submission, please contact:  
PAPER CHAIRS  
Prof. Sam Kim Email: [sam\\_kim@polyu.edu.hk](mailto:sam_kim@polyu.edu.hk)  
Dr. Youngjoon Choi Email: [young.choi@ewha.ac.kr](mailto:young.choi@ewha.ac.kr)



Deadline Extension:

# Call for Papers for 2024

APacCHRIE Youth Conference (25-26 May 2024)

## About APacCHRIE 2024

For the conference in 2024, as stepping toward rebuilding the society and industry, the organizing committee would like to propose the theme: "Reshaping, Innovation and Opportunity in the Hospitality and Tourism."

This conference will serve a platform for constructive discussions and developing feasible strategies for advancement of the hospitality and tourism academia and industry.

## Who Should Attend

- Undergraduate students in tourism and hospitality management

## CALL FOR PAPERS

This Conference invites undergraduate and master students from the Asia Pacific region as well as other parts of the world, to an excellent opportunity for presentation and sharing of peer reviewed (double-blind) research and practical study competitions.

## Research Paper (Undergraduate students)

We invite abstracts and/or full papers in relation to the conference theme.

- Tourism and the Sustainable Development Goals
- Tourism Culture
- Tourism Economics
- Tourism Planning and Policy
- Destination Marketing
- Future Tourism Scenarios
- Competition and Collaboration among Asia-Pacific Countries on Tourism
- Hospitality Management and Marketing
- Green Hotel Marketing
- Service Design
- Smart Cities and Smart Tourism
- AI, Robotics and Technology in Tourism and Hospitality Industries
- E-Commerce, OTAs, and Travel Agency Management
- Social Media and Sharing Economy
- Consumer Behaviour in Hospitality and Tourism
- The Role of Local Communities
- Rural Tourism and Green Tourism
- Sustainable Events
- Leisure and Business Events
- Crisis Management in Hospitality and Tourism
- Hospitality Experience in Post COVID-19 Era
- Culinary Arts and Gastronomy
- Human Resource Management and Organisational Behaviour
- Ethics, Leadership, and Corporate Social Responsibility

## Practical Paper (Undergraduate & master students)

The purpose of the special track is to encourage and support undergraduate and master students' innovative ideas that are relevant to the theme.

We welcome student presentations of their work in the following categories.

Submissions that do not necessarily fall into one of these categories may also be considered.

1. Case study : An in-depth description and assessment of actual subjects, projects, or organizations that include problems, solutions, and results.
2. Innovative Business Model in Practice : Successful real-world examples of innovative business models implemented in hospitality and tourism industry.
3. Business Proposals : Proposals focusing on innovative business ideas, strategies, and solutions within the hospitality and tourism industry.
4. Any other group works showcasing undergraduate students' innovativeness and creativity (class projects and internship reflection).



# APacCHRIE 2024

## Youth Conference

Seoul, Korea

May 25-26, 2024



## Conference Theme

Big Leap Forward Reshaping, Innovation & Opportunity

## CALL FOR PAPERS

Deadline of Abstract or Full Papers Submission:  
April 5, 2024

## OFFICIAL HOSTS:



연세대학교  
YONSEI UNIVERSITY



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大学

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

## Guidelines:

1. All submissions and papers must be written in English.
2. Contributions from either Individual author or multiple authors are welcome.
3. Submissions must be original and should not have been previously published or currently under review for publication elsewhere
4. Two types of submission are accepted:
  - Research paper
  - Abstract (maximum 1,000 words including References section) or
  - Full paper (maximum 3,000 words including References section)
  - Practical paper
  - Abstract (maximum 1,000 words including References section) or
  - PPT (maximum 15 pages including References section)
5. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
6. Tables and Figures (300dpi) should be clearly labelled in the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition) and suitable for direct reproduction.
7. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
8. Once the submission is accepted, at least one of the authors must register and present at the conference.
9. Papers will be presented in an oral (i.e. stand-up presentation) or poster form.
10. Best paper awards will be competitively selected by the Best Paper Review Committee based on a pre-agreed criteria, after assessing the final version of Full Paper (maximum 3,000 words including Reference section) submitted.

## Contact Information:

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For any inquiries, please send email: [apacchrie2024@gmail.com](mailto:apacchrie2024@gmail.com)  
For the abstract/full paper template, please visit:  
<https://apacchrie2024.org/>  
Please submit abstracts or full papers to:  
[apacchrie2024youth.papers@polyu.edu.hk](mailto:apacchrie2024youth.papers@polyu.edu.hk)  
For inquiries on abstracts or full papers submission, please email at:  
[apacchrie2024youth.papers@polyu.edu.hk](mailto:apacchrie2024youth.papers@polyu.edu.hk)  
For other inquiries on paper submission, please contact:  
PAPER CHAIRS  
Dr. Seunghun Shin  
Email: [seung-hun.shin@polyu.edu.hk](mailto:seung-hun.shin@polyu.edu.hk)

# WEBINAR SERIES

We are pleased to announce the following APacCHRIE Webinar which will be held from **11:00 am – 12:00 am**

**Beijing/Hong Kong/Singapore time on Friday 12 April 2024**

**APacCHRIE**  
Council on Hotel, Restaurant,  
and Institutional Education  
*The Hospitality &  
Tourism Educators*

## APacCHRIE Webinar

Transforming Hospitality & Tourism Education  
with Emerging Technologies & Innovative Approaches

🕒 12 April 2024 | 11:00am-12:00nn (Hong Kong time)

**Panelists**

**Mr. Alejandro Hector Reyes**  
Professional Faculty  
School of Hotel, Restaurant and Institution Management  
De La Salle-College of Saint Benilde, Philippines

**Dr. Fiona Yang**  
Assistant Professor  
Faculty of Business Administration  
University of Macau, China

**Dr. Rupam Konar**  
Senior Lecturer  
School of Hospitality, Tourism & Events  
Taylor's University, Malaysia

**Moderator**

**Dr. Daniel Leung**  
Associate Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University, China

**REGISTER NOW AT:**  
[https://polyu.zoom.us/join/register/Ucod-6jpz0vGI08lCePvJG6wpj\\_QjnnTW-](https://polyu.zoom.us/join/register/Ucod-6jpz0vGI08lCePvJG6wpj_QjnnTW-)

Stay tuned for APacCHRIE Webinar series!

## Why become a member of APacCHRIE?

APacCHRIE membership provides you with highly-valued networking opportunities with institutions, organisations and experts from around the world. Additional benefits include marketing, use of a variety of social media platforms, top quality education & research journals, publications, workshops, news from around the Asia-Pacific region and discounts on the APacCHRIE annual conference and other partner products. Click here for more details of membership benefits.


In addition, once you are a member of APacCHRIE, you will automatically become a member of the International CHRIE (ICHRIE) and enjoy the benefits of connecting not only within the Asia-Pacific region but to the global world.

Please sign up for membership at ICHRIE website (<https://www.chrie.org/membership>).

# WEBINAR SERIES

We are pleased to announce the following APacCHRIE Webinar which will  
be held from **11:00 am – 12:00 am**  
**Beijing/Hong Kong/Singapore time on Friday 12 April 2024**

Please save the date and click the image or scan the QR code below to register!  
We look forward to seeing you online!



**REGISTER NOW AT:**  
[https://polyu.zoom.us/meeting/register/tJcod-6gpz0vGt08lCePvJG6wpj\\_QjhnTW-](https://polyu.zoom.us/meeting/register/tJcod-6gpz0vGt08lCePvJG6wpj_QjhnTW-)

Stay tuned for APacCHRIE Webinar series!

Registration link: Meeting Registration – Zoom

# 2ND ICHRIE ANNUAL DISSERTATION PROPOSAL COMPETITION



## International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

### 2nd Annual Dissertation Competition Sponsored by CHRIE FutureFund

Call for Submissions

Submission Deadline: April 14, 2024, 11:59 pm EST

We invite doctoral candidates to submit your dissertation proposal to the 2nd ICHRIE Dissertation Competition. This competition is intended to support the dissertation research of doctoral candidates. Based on double blind reviews by experienced referees, winners will be chosen. The winners will be invited to present their dissertation proposals in a workshop on Wednesday, July 19, 2024 at the annual ICHRIE Conference held in Montreal, Canada. During the workshop, winners will receive detailed feedback from a panel of respected scholars who act as final judges for the competition. The 3-hour workshop also provides an opportunity to interact with a small group of future colleagues.

# 2ND ICHRIE ANNUAL DISSERTATION PROPOSAL COMPETITION

**In order for their dissertation proposals to be considered for this competition, students must meet the following eligibility criteria:**

1. The applicant's dissertation must address a phenomenon that is of importance to the field of hospitality and tourism and have potential applicability to hospitality and tourism practice.
2. Applicants must be in good standing in a doctoral program in hospitality and tourism or a closely related field.
  - Must be full-time doctoral students
  - Applicants must have their dissertation proposals approved by their dissertation advisor prior to application. A statement from a faculty advisor is needed showing that the student's proposed research design has been deemed acceptable.
  - The applicant must be a member of the ICHRIE.
  - No part of the dissertation or dissertation proposal may be accepted for publication, provisionally or otherwise, at an academic journal prior to submission for this competition.
  - Tracks
    1. Best Dissertation Proposals (dissertation research in progress)
    2. Best Dissertations (completed dissertation) (should not have defended 6 months prior to the conference presentation)

We encourage all eligible doctoral candidates who are studying topics related to hospitality and tourism management to submit summaries of their dissertation research. Dissertation research addressing issues related to any aspect of hospitality and tourism management are welcome.

**Submission should include the following documents:**

1. **CV**
2. A **cover page** indicating the paper title, name of the submitter, his/her institutional affiliation, current mailing address, email address, and phone number. The name, email address, and phone number of the dissertation advisor should also be provided.
3. **Letter of Support:** A statement from the applicant's dissertation advisor. This statement is limited to a maximum of 3 pages (single-spaced, 12-point font, 1-inch margins) and should address all of the following:
  - Verification that the above eligibility criteria are met and that the applicant's Summary of the Dissertation Research accurately depicts the approved dissertation.

# 2ND ICHRIE ANNUAL DISSERTATION PROPOSAL COMPETITION

- The relevance of the student's project to hospitality and tourism theory and practice.
  - The student's unique contributions to the project.
  - An evaluation of the student's research progress to date and the student's plans of work and timetable.
4. 100-word Abstract. (Add few keywords that will aid in identifying reviewers)
- Choose a track (Best Dissertation Proposals or Best Dissertations)
5. Proposal summary of the dissertation research. Proposal summaries must be no longer than 4,000 words (in 12-point font with 1-inch margins). Up to 7 additional pages containing references and exhibits may be included. References may be single-spaced.
- Summary of the dissertation research should include: a statement of the problem, the theoretical basis used to examine the problem, an overview of the research methodology, and a discussion of the value of the project to the literature as well as to hospitality and tourism practitioners.
6. Timetable with target dates for the completion of project segments and for the defense of the dissertation if applicable.

## **Judging Criteria:**

Dissertation proposals will be judged based on innovativeness, meaningfulness, soundness of theory, methodological and conceptual rigor, potential contribution to the field of hospitality and tourism, and quality of writing. It is permissible, but not necessary, to include preliminary results in your submission.

## **Recognition of ICHRIE Dissertation Competition Winners:**

- The winners of the Dissertation Competition will be announced at the ICHRIE annual conference, and the monetary awards will be presented shortly after the ICHRIE annual conference.
- The awards are sponsored by CHRIE FutureFund
  - All four winners (two from each track) will each receive \$1000 (USD), in the form of a digital gift card or prepaid master card. The award is intended to support travel (e.g., airfare), accommodation (e.g., hotel), membership, and registration to attend the ICHRIE conference.
  - In order to receive the award, the candidate must present their proposal and attend the full workshop in person.
- Following the ICHRIE conference, the winning dissertation proposals and the respective authors will also be announced via ICHRIE's social media pages, the ICHRIE website, and wherever possible to promote the authors' accomplishment.





# 2ND ICHRIE ANNUAL DISSERTATION PROPOSAL COMPETITION

## Submission Procedure:

**Applications must be received by April 14, 2024 (11:59 pm EST).** Dissertation proposal summaries that do not meet the formatting criteria will be returned to students without review.

Please follow the instructions for submitting your proposal. A couple of important things to note:

## Email following information to Dr. Priyanko Guchait and Dr. Jenna Lee

- Attach a copy of your abstract and proposal **WITHOUT ITS COVER PAGE OR OTHER IDENTIFYING INFORMATION.**
- Attach your CV, **COVER PAGE** as well as **YOUR ADVISER'S LETTER OF SUPPORT.**

If you require further information and/or assistance, please contact:

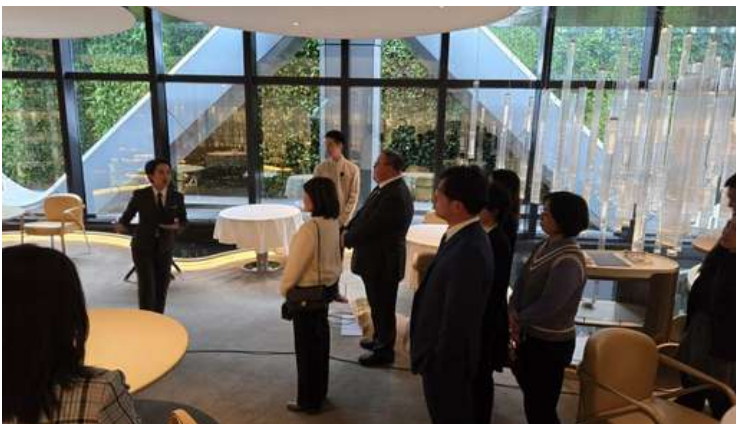
Dr. Priyanko Guchait  
University of Houston

pguchait@uh.edu

Dr. Seung Hyun (Jenna) Lee  
East Carolina University

leese14@ecu.edu

# APacCHRIE x MacTHA Networking Event in Macao (2 March 2024)



It is with great pleasure that we share the successful wrap-up of last Saturday's networking event—a collaborative effort between APacCHRIE and the Macao Tourism and Hospitality Association (MacTHA)—held at L'Attitude Restaurant in the Morpheus Hotel, City of Dreams, Macao! The event was exceptionally thrilling, as we had the pleasure of welcoming friends from Hong Kong, Macao, Taiwan, and Guangzhou to join us. In addition to a warm welcome reception, enlightening speeches, and a delightful luncheon, our guests also experienced an exclusive tour of the Michelin-starred Alain Ducasse restaurant at Morpheus! We extend our sincere appreciation to the representatives of City of Dreams for these exceptional arrangements.

Stay tuned for our upcoming activities and events! We eagerly await the opportunity to reconnect with many more of you at the forthcoming APacCHRIE conference in Seoul this May!



### A temple where Asian tourists go to venerate during the new year in Macau



<https://macaulifestyle.com/city-guide/a-ma-temple/>



<https://changlab.fhs.um.edu.mo/a-ma-statue/>

In Macau, history recounts a legendary tale that unfolded when a mighty junk ship traversing the South China Sea encountered a fierce storm that threatened to sink it. Amidst the fear and despair, an extraordinary event transpired. A beautiful young woman appeared and, with remarkable skill, commanded the tempestuous weather to subside, safely guiding the ship to shore. This enigmatic woman came to be revered as the goddess A-Ma. In honor of this miraculous event, a temple was built at the site of the intervention, and it still stands today in Macau's Inner Harbor. The name Macao is thought to originate from the Chinese phrase "A-Ma-Gau," meaning "Bay of A-Ma." In a testament to her enduring influence, a majestic statue of A-Ma now stands proudly at the summit of Coloane Island.

The temple's unique architecture comprises five main features. The entrance gate is crafted from granite and decorated with intricate carvings of dragons, lions, and other mythical creatures. Second, the Main Hall is a two-story structure serving as a sanctuary devoted to the sea goddess Mazu, the patron saint of the fishermen. The hall is decorated with intricate carvings and paintings with scenes from Chinese mythology. Located behind the main entrance is the Prayer Hall devoted to worshipping Guanyin, the goddess of mercy. Next is the bell tower, which is used to announce the commencement of prayer and other significant events. Lastly, the incense burner is located in front of the main hall. It is made of bronze and decorated with dragon carvings. It is used by visitors to offer incense to the sea goddess Mazu and other deities. The temple serves as a hub for many festivals and celebrations, igniting the hearts of locals and Chinese tourists with joy and enthusiasm. These festivals (A-Ma festival, Mid-Autumn festival, birthday of A-MA, and the Chinese New Year) all glimpse the spiritual, cultural, and social tapestry of the people of Macau. The temple is embodied as a spiritual solace where tourists, especially Chinese tourists, offer prayers to the goddess and other deities. During festivals such as the Chinese New Year, many locals and Chinese tourists go there to offer prayers because they believe praying at the temple can bring good luck and fortune to those who visit.



<https://www.alamy.com/stock-photo/a-ma-temple.html?page=6&sortBy=relevant>



The A-Ma Temple stands as a captivating testament to history and spirituality, drawing in visitors from around the globe for countless centuries. Revered as the Temple of the Goddess of Seafarers, this extraordinary Taoist temple is both the oldest and the most renowned in Macau. The temple serves as a living embodiment of the abundant cultural legacy and religious pluralism found in the area. It impeccably showcases the harmonious fusion of Taoism, Buddhism, and Confucianism, which have profoundly influenced China's culture and history throughout the ages.

Dr. Jacey Choe  
Regional Representative-Macau



# HONG KONG

## COUNTRY/REGIONAL REPORT

Hong Kong's movie nostalgia has a huge impact in Asia. The 1990s were the golden age of the city's film industry, producing up to 150 movies per annum at its peak and becoming the second-largest exporter of films. Locally produced movies featured diverse genres, ranging from action, crime, musicals, nonsensical comedies, friction, suspense, and horror, creating an innovative form of entertainment. These movies were widely distributed throughout Asia and had an enormous cultural impact to the movie fans and Cantonese-speaking diasporas around the world, serving as exemplars of the trending East-meets-West lifestyle. It is no wonder that Hong Kong was once recognized as the Hollywood of the East. Even international filmmakers found Hong Kong fascinating, with its melting pots of different cultures, bustling streets, dazzling skyline, and majestic skyscrapers at one stop making it a unique and exotic Asian locale. To name a few, *Ghost in the Shell*, *Godzilla vs. Kong*, *Doctor Strange*, and *Transformers: Age of Extinction* were filmed in Hong Kong.

Since 2016, the city government has been advocating for the development of the creative industry with an emphasis on experimental activities with local characteristics. The creative industries are not only considered an economic driver but also make Hong Kong an attractive international city. As of 2020, the industry contributed 2.3% to Hong Kong's gross domestic product, approximately HKD59.4 billion. Movies play a vital role in this industry, given their glorious legacy. To revive the film industry, the government fosters key initiatives, such as injecting funding for local production, location scouting, and scriptwriting incubation programs. This multi-pronged support is a manifestation of leveraging the soft power of film-induced tourism, as some tourists exhibit an emotional connection to a beloved old movie or television series when selecting a travel destination. If you are a film fanatic, I would recommend three must-go places in Hong Kong.



### AVENUE OF STARS

Situated along the Tsim Sha Tsui's promenade, the Avenue of Stars has always been among the top 5 popular attractions for tourists. This iconic landmark pays homage to the entertainment stars who have made significant contributions to Hong Kong's vibrant entertainment industry. It showcases celebrity handprints and statues of some of the most famous stars in the city's entertainment history, immortalizing their legacy. The highlight of the attraction is the two statues featuring the legendary Bruce Lee and Anita Mui, who are both considered icons of the city's entertainment industry. You can take a leisurely stroll along the promenade to enjoy the stunning views of Victoria Harbour while admiring the handprints and statues of your favorite stars.

This guided tour, led by senior film critics, will take you to the filming spots of 20 classic movies, including *Batman: God of the Night*, *The World of Suzie Wong*, and *Chongqing Forest*. The guide will show you movie clips filmed on the spot, compare previous stills, and share anecdotes about the stars. This immersive experience will give you a glimpse into the making of the movies and allow you to gain a deeper appreciation for the art of filmmaking.



### MOVIE-THEMED WALKING TOURS

Source: <https://walkin.hk/zh-hant/public-tour/tsim-sha-tsui-movie-tour/>



### HONG KONG FILM ARCHIVE

The Archive is dedicated to promoting Hong Kong's film heritage and facilitating film research. It houses a vast collection of film artifacts and offers film programs, exhibitions, and seminars. It is equipped with a mini-cinema, an exhibition hall, a resource center, collection vaults, and restoration laboratories. Additionally, it leverages its extensive resources and networks to publish original research, monographs, and conduct the Oral History Project, which involves interviewing film industry veterans. These invaluable resources and initiatives are essential for film scholars and individuals with a serious leisure delving into Hong Kong's rich film legacy.

<https://www.lcsd.gov.hk/dept/annualrpt/2014-15/en/cultural/filmmedia.html>

Dr. Louisa Lee  
Regional Representative-Hong Kong



# PHILIPPINES

## COUNTRY/REGIONAL REPORT

In 2023, the Philippines experienced a significant boost in its tourism sector, marking a remarkable achievement for the industry. Department of Tourism (DOT) Secretary Christina Garcia Frasco announced that the country welcomed over five million international visitors throughout the year, resulting in more than PHP 480 billion in tourism revenue.

According to DOT monitoring data, a total of 5,450,557 international visitors entered the Philippines between January 1 and December 31, 2023. The majority of these arrivals, comprising 91.80 percent, were foreigners, totaling 5,003,475, while the remaining 8.20 percent, amounting to 447,082, were overseas Filipinos. This surpassed the initial target set for the year by approximately 650,000 visitors, exceeding expectations.

## Philippine Tourism Industry Is Recovering Faster Than Expected



Additionally, the Philippines saw visits from other significant markets including Canada, Taiwan, the United Kingdom, Singapore, and Malaysia, further diversifying its tourism demographics. This surge in international arrivals reflects the country's appeal as a tourist destination and highlights successful efforts to promote tourism. The substantial increase in tourism receipts indicates a positive economic impact, benefiting various sectors and contributing to the overall development of the Philippines. With continued strategic initiatives and effective marketing, the Philippines aims to sustain this momentum and further enhance its position as a premier tourism destination in the region. In May 2023, President Ferdinand Marcos, Jr. approved the National Tourism Development Plan (NTDP) 2023-2028, a blueprint for the tourism sector.

The plan, led by Secretary Frasco, focuses on enhancing infrastructure, digitalization, tourist experiences, product development, diversification, domestic and international tourism, and governance through collaboration with government units and stakeholders.

While the previous year presented a blend of obstacles and achievements for the tourism sector, prestigious award-giving organizations and publications acknowledge the Philippines as a prominent choice for travelers. Nevertheless, Secretary Frasco emphasized that, "The extraordinary journey of Philippine tourism in 2023 saw the world express its LOVE for the Philippines with our country's rise to global prominence as the World's Leading Beach and Dive Destination, and Asia's Best Cruise Destination, among many other accolades. The indomitable spirit of the Filipino has been globally acclaimed with the Philippines receiving the Global Tourism Resilience Award with our country seen as a benchmark for innovation amidst trials and challenges," enthused the tourism chief.

"Looking ahead to 2024, our commitment to the transformation of Philippine tourism is unwavering. Guided by our National Tourism Development Plan 2023-2028, we are poised for a thriving tourism landscape, evident in surpassing our targets in international and domestic arrivals and receipts, fostering economic prosperity and further job creation for our people".

Dr. Benigno Glenn R. Ricaforte, PhD, RMicro  
Country/Regional Representative-The Philippines



# MALAYSIA

## COUNTRY/REGIONAL REPORT

### Malaysian Tourism 2023

An overview Malaysia stands out in Southeast Asia, surpassing pre-pandemic tourism figures as the region sees a resurgence in travel. The Outbox Company reports that Malaysia has reached a recovery rate of 116.69% relative to its 2019 figures, marking the most significant rebound among its neighbors (<https://focusmalaysia.my/malaysia-recorded-29-million-visitor-arrivals-in-2023/>). During the end of last year 2023, Tourism Malaysia DG Datuk Dr Ammar Abd Ghapar highlighted the critical role of technology and digital platforms in enhancing the tourist experience post-pandemic.

The tourism industry is increasingly adopting digital technology, especially e-commerce, to provide a seamless and secure journey for travelers.

This includes contactless transactions, easy online bookings, and digital check-ins. Mobile applications have become essential, offering digital guides and QR code-based information, while VR and AR technologies create immersive experiences. Furthermore, data analytics enable personalized services and targeted marketing, and AI technologies are transforming tourism services to meet current challenges. For the local travel industry, a strong online presence is now essential

(<https://themalaysianreserve.com/2023/12/13/malaysias-tourism-renaissance-defined-by-influencers-trends-innovations/>).

#### TOURISM MALAYSIA HIGHLIGHTS SUSTAINABLE TOURISM AT WORLD TRAVEL MARKET 2023:



In 2023, Malaysia welcomed nearly 29 million visitors, with the majority coming from Singapore, Indonesia, Thailand, China, and other countries. At the World Travel Market 2023, led by Secretary General Dato' Roslan, Malaysia's delegation of 92 from 50 organizations highlighted sustainable tourism initiatives. Collaborating with MATTA, they launched the Sustainable Malaysia Initiative, featuring an auction of a tiger portrait by Rachel Gray to benefit Royal Belum State Park's sustainability efforts and indigenous communities. Special guest Syabira Yusoff demonstrated Malaysian cuisine. With a focus on ecotourism, seven state tourism boards presented Malaysia's diverse attractions, from beaches to eco-adventures, underscoring the nation's rich biodiversity and commitment to sustainable tourism (World Travel Market 2023).

#### TOURISM MALAYSIA EMBRACES SUSTAINABLE TOURISM THROUGH BAH, MARI PIGI SABAH & LABUAN ROADSHOW 2023:

Building on last year's success, Tourism Malaysia presents the "Bah, Mari Pigi Sabah & Labuan Roadshow 2023," emphasizing "Sustaining Tourism for Our Future." This initiative, in collaboration with the Sabah Tourism Board and Malaysia Aviation Group (MAG), aims to engage travel trades, expatriates, and educational institutions across Kuala Lumpur, Selangor, and Putrajaya. Featuring 34 delegates, the roadshow will host sessions across notable venues, targeting 1,000 – 2,000 attendees, to spotlight community-based and rural tourism offerings in Sabah and Labuan. This effort aligns with Tourism Malaysia's commitment to promoting Malaysia as a premier ecotourism destination, as highlighted by Dato' Dr. Ammar Abd. Ghapar, Director General of Tourism Malaysia.



Dr. Kandappan Balasubramanian  
Country/Regional Representative-Malaysia



# NEW ZEALAND

## COUNTRY/REGIONAL REPORT

### New Zealand Update

New Zealand's tourism industry has long been a pillar of the country's economy, contributing significantly to its economic prosperity. Before the COVID-19 pandemic, tourism was New Zealand's largest export industry, delivering a substantial \$40.9 billion to the country. In the financial year ending March 2023, tourism emerged as the second-largest export earner, with total expenditure reaching \$37.7 billion, reinforcing its pivotal role in driving economic growth and highlighting the industry's ability to overcome hardships. "By any measure, New Zealand's tourism industry has experienced a remarkable period of growth, making incredible progress towards the original Tourism 2025 goal of growing the industry's economic contribution to \$41 billion a year," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa. Yet, this surge isn't merely statistical; it's accompanied by flourishing aspects within the tourism sector.



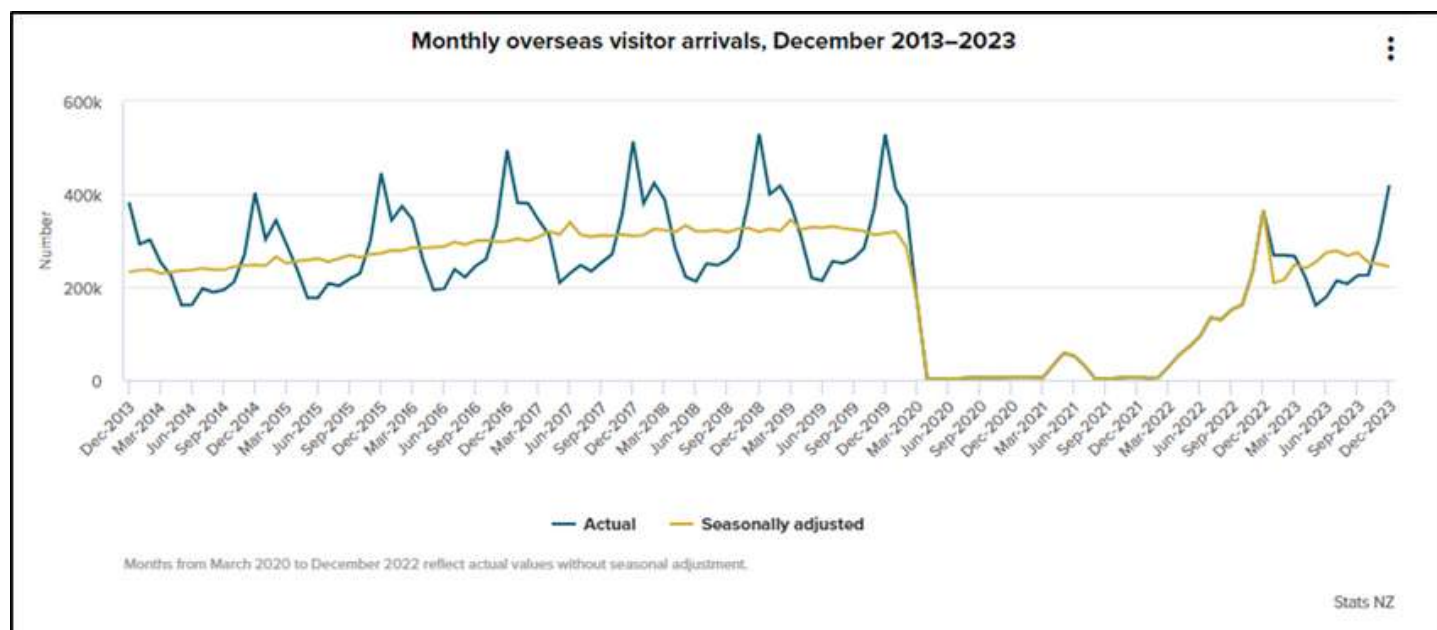
Amidst global challenges, New Zealand's tourism sector displays resilience and adaptability, charting a course towards sustainable growth. Overseas visitor arrivals reached 2.96 million by the end of December 2023, increasing by an impressive 1.52 million from December 2022. This surge in arrivals reflects the growing appeal of New Zealand as a tourist destination and underscores the sector's ability to rebound despite adversities.



# NEW ZEALAND

## COUNTRY/REGIONAL REPORT

The hospitality sector in New Zealand plays a pivotal role in the nation's cultural and economic landscape, attracting talent and fostering sustainable growth for businesses and communities alike. The recently unveiled Hospitality New Zealand Strategy 2024-2029 reaffirms the sector's commitment to upholding traditional values while embracing modern challenges. Through the pillars of Ohanga (Economic prosperity and well-being), Kaitiātanga (Guardianship and sustainability), and Whanaungatanga (relationships and community), the strategy aims to nurture Manaakitanga (hospitality) and ensure the sector's continued success and positive impact on New Zealand's society and economy.



[https://www.stats.govt.nz/information-releases/international-travel-december-2023/#:~:text=Overseas%20visitor%20arrivals%20were%202.96,States%20\(up%202022%2C000%20to%20337%2C000\).](https://www.stats.govt.nz/information-releases/international-travel-december-2023/#:~:text=Overseas%20visitor%20arrivals%20were%202.96,States%20(up%202022%2C000%20to%20337%2C000).)

What distinguishes New Zealand isn't just its thriving tourism and hospitality sector but its unwavering commitment to sustainability. Recognised for its environmental stewardship, the country has set out on a Sustainable Tourism Roadmap, emphasising initiatives to minimise ecological footprints and enhance socio-economic benefits. Aligned with global sustainability goals, this roadmap encompasses various measures, from waste reduction to eco-friendly transportation. Notably, 47% of tourism operators support mandatory environmental sustainability certifications, signalling a growing willingness for change in the industry.

The New Zealand government's proactive stance in promoting sustainable, quality-driven growth in tourism is evident. Their focus on fostering partnerships, promoting sustainable practices, and leveraging digital innovation showcases New Zealand's eco-initiatives globally, setting a high bar for sustainable tourism. In essence, New Zealand demonstrates that luxury and sustainability can seamlessly coexist, paving the way for a brighter, greener future.



Dr. Chloe Kim  
Area Consultant III: Oceania



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