



# International Conference on Responsible Tourism & Hospitality

## *The Story of ICRTH*

HANDBOOK

#RESPONSIBLETOURISM

#RESPONSIBLEBORNEO

**Prepared by:**

Sarawak Research Society (SRS)

Responsible Borneo (REBORN)

Southeast Asia Research Academy (SEARA)



Ministry of Tourism,  
Creative Industry and  
Performing Arts Sarawak



**REBORN**  
RESPONSIBLE BORNEO





**International Conference on  
Responsible Tourism and Hospitality**  
more than an event



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*Rhinoceros hornbill*

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# Responsibility is about turning words into actions





# Foreword

**Yang Berhormat**

**Dato Sri Haji Abdul Karim Rahman Hamzah**

**Minister for Tourism, Creative Industry, and Performing Arts Sarawak  
Minister for Youth, Sports and Entrepreneur Development Sarawak**

“

ICRTH is an event that brings together tourism and hospitality stakeholders to share ideas and resources, as well as to network and collaborate.

These stakeholders include my Ministry, tourism and hospitality professionals, public sectors, private companies, academic institutions, associations, tourists or visitors, as well as local communities.

It is high time for all of us to work together, and use platforms like this conference to push our tourism industry forward for a sustainable future.

ICRTH provides opportunities for us to get to know our speakers and make more friends. Let us be part of the responsible tourism initiatives as global citizens. Let us use tourism as a means to empower others, including women, young people, minorities and local communities for a better future.

”





# Introduction

## Dr. Hiram Ting

**Chairman, Sarawak Research Society  
Director, Centre for Responsible Borneo**



“

Responsibility is not just about an individual's considerate behavior, but also about collective action with trust, respect and effective teamwork or partnership. Therefore, responsible tourism is neither a tourism product or label. Rather, it is a call to action, a vehicle to minimise negative effects and drive positive change.

ONE is better than ONE, meaning that one team is better than one person. A group of five can probably accomplish more than one person alone. But it's when those five people work together as a team, the magic truly happens. This is the story of ICRTH.

When we are part of a team, a truly cohesive unit that functions with a single purpose, we can accomplish wonders. More than just an event, ICRTH advocates effective partnership.

”



# ABOUT ICRTH

The International Conference on Responsible Tourism and Hospitality (ICRTH) was first planned by the Sarawak Research Society (SRS) in 2019 under the Centre for Responsible Borneo (REBORN) mission with the aim to advance the discourse on responsible tourism for sustainable development. It is purposefully designed as an avenue to facilitate networking and harness partnership.

But due to the COVID-19 outbreak in March 2020 and the uncertainty it created, the initial plan for ICRTH2020 in August 2020 was postponed. With the support of the Ministry of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak, ICRTH2021 was held on 27-28 May 2021. Aligning with the issues pertaining to COVID-19 and the resolve of tourism stakeholders to recover and rebuild tourism industry, ICRTH adopted the theme “Rebuilding Tourism for the Future through Sustainable Development” to commence its maiden edition in 2021.

ICRTH is a professional conference that brings different minds together, including governments, practitioners, academicians, researchers, and local community. Even though it is a new conference, it has received significant attention from the local and global communities.



Ting, H., Le, A., Yusrini, L., Chen, S, S., Rengasamy, R., Ahamad, N, R., Sangchumng, A., Linh, L, H, P., Ating, R. 2023. International Conference on Responsible Tourism and Hospitality (ICRTH): Post-Event Reflection and Assessment, *“Journal of Responsible Management”*. 3(1): 126-133





# ICRTH OBJECTIVES

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- 1 To serve as a meeting of minds and an avenue for tourism and hospitality stakeholders (ministries, government agencies, academic institutions, business organisations, associations, practitioners and community members) to share their research outputs, experiences, and best practices related to responsible tourism and hospitality.
- 2 To advance and advocate sustainability in tourism and hospitality through the lens of responsible tourism by mobilising knowledge into practice unto the realisation of sustainable development goals in the local contexts.
- 3 To facilitate dialogues and networking among tourism stakeholders as equal partners and harness effective collaborations across agencies, fields, and countries for a greater cause during and beyond the event.
- 4 To enhance the delegates' experience and connection to Sarawak or the host destination through the event organisation, design, programs, excursion and fieldwork, thus promoting the host destination as part of the responsible tourism network.





# MEANING OF ICRTH LOGO

The International Conference on Responsible Tourism and Hospitality (ICRTH) highlights the significance of local people and identity (as seen in the 'Dayak' pattern), as well as equality and inclusivity (as seen in the circle). The golden color, represents culture, whereas green represents nature, indicating the importance of our heritage and planet for present and future generations.

A large, stylized version of the ICRTH logo is centered on the page. It features a light beige circular background with a golden, ornate wreath pattern. A thick green horizontal bar is overlaid across the center, containing the letters 'ICRTH' in a bold, green, sans-serif font.

**ICRTH**



ZOOM MEETING

# ICRTH 2021



## REBUILDING TOURISM FOR THE FUTURE THROUGH SUSTAINABLE DEVELOPMENT



<https://www.responsibleborneo.com/icrth2021>



27-28 May 2021



Zoom Meeting



*Kuching Floating Mosque, Kuching*

## BACKGROUND

Aligning with the call to rebuilding tourism industry in the post-COVID-19 era, ICRTH2021 employed the theme **“Rebuilding Tourism for the Future through Sustainable Development”** to kickstart academic and professional discourse about responsible tourism.

The virtual conference was formally opened by the Deputy Minister of Tourism in Sarawak and the Director of the World Tourism Organisation (UNWTO) in Asia Pacific. It included 3 keynote speeches, 1 expert dialogue, 13 professional forums, and 8 professional workshops with 100 speakers from 28 countries. It was participated by more than 3,500 delegates across 96 countries. The event was also joined by representatives from Pacific Asia Travel Association (PATA) and United Nations University, who shared their views about tourism recovery. The conference ended with a closing ceremony, chaired by the Minister of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak, where the declaration of Sarawak Commitment to Responsible Tourism was made on May 28. The Minister was accompanied by the Ministry’s Permanent Secretary and the Conference Chair.



# OPENING CEREMONY

## Mr. Harry Hwang

“As the crisis continues with destinations reopening and closing around the world, tourism sector is required to adapt quickly and respond effectively at short notice. The crisis has raised our awareness of the role sustainability needs to play in our everyday’s lives and economic activities.”

“We are confident that with the relevant collaboration at the international, regional and national levels, our industry will bounce back strongly as it always has. I believe that the productive discussion within this conference will advance the contribution to rebuilding tourism and sustainable development goals.”



### Opening Speech 1

#### Mr. Harry Hwang

Director, Regional Department for Asia and The Pacific, United Nations World Tourism Organization (UNWTO)

## YB Datuk Sebastian Ting Chiew Yew

“Being part of the larger ecosystem, we understand the intent behind these efforts and the importance of staying connected despite having to observe physical or social distancing. Thank you for all your hard work and persistence in reviving the tourism and hospitality industry. Tourism is not only essential to Sarawak, but to all of us.”



### Opening Speech 2

#### YB Datuk Sebastian Ting Chiew Yew

Deputy Minister for Tourism, Creative Industry and Performing Arts (MTCP), Sarawak, Malaysia



## KEYNOTE SPEECHES

### Championing a Safe, United, Sustainable Tourism Future

The Keynote Speech on "Championing a Safe, United, Sustainable Tourism Future" aimed to inspire and educate delegates on how to contribute to a tourism industry that is not only profitable but also responsible and ethical. It reflected on the commitment to promoting responsible and sustainable tourism practices while emphasizing safety and unity within the tourism industry.



**CHAIRING SPEAKER**  
**DR. PHOEBE EVERINGHAM**  
THE UNIVERSITY OF NEWCASTLE, AUSTRALIA

**KEYNOTE SPEAKER**  
**MS. ANITA MENDIRATTA**  
FOUNDER & PRESIDENT  
ANITA MENDIRATTA & ASSOCIATES  
SPECIAL ADVISOR OF SEC-GEN, UNWTO

  
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### Tourism Restart, Governance, and Management

The Keynote Speech on "Tourism Restart, Governance, and Management" focused on the revival, regulation, and effective administration of the tourism industry, especially in the context of recovering from significant disruptions or challenges. It provided insights and tools to help the tourism industry adapt, recover, and thrive in challenging times while maintaining a focus on responsible and sustainable tourism practices.



**CHAIRING SPEAKER**  
**DR. AARON THAM**  
PROGRAM COORDINATOR IN TOURISM,  
LEISURE AND EVENTS  
UNIVERSITY OF THE SUNSHINE COAST, AUSTRALIA

**KEYNOTE SPEAKER**  
**PROF. DIMITRIOS BUHALIS**  
DIRECTOR, ETOURISM LAB  
BOURNEMOUTH UNIVERSITY BUSINESS SCHOOL, UK  
EDITOR-IN-CHIEF, TOURISM REVIEW  
EDITOR-IN-CHIEF, ENCYCLOPEDIA OF  
TOURISM MANAGEMENT AND MARKETING

  
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## Development of Cultural & Heritage Tourism: The Role of UNESCO in Rebuilding Tourism

The Keynote Speech on "Development of Cultural & Heritage Tourism: The Role of UNESCO in Rebuilding Tourism" focused on the challenges and opportunities in cultural and heritage tourism, the role of UNESCO in safeguarding and promoting these treasures, and best practices for developing tourism sustainably and responsibly. The session also addressed topics like cultural diplomacy, cross-cultural understanding, and the economic and social impact of cultural and heritage tourism.



**CHAIRING SPEAKER**  
**MDM. MUKVINDER KAUR SANDHU**  
 PRO VICE-CHANCELLOR, UCSI UNIVERSITY  
 SARAWAK CAMPUS, MALAYSIA  
 CHAIRPERSON, RCE KUCHING

**KEYNOTE SPEAKER**  
**PROF. ZHANG CHAOZHI**  
 CHAIR HOLDER, UNESCO CHAIR ON SUSTAINABLE  
 TOURISM IN UNESCO DESIGNATED SITES, CHINA  
 COUNCIL MEMBER, WORLD ECONOMIC FORUM

[WWW](#)  
 CLICK HERE

## EXPERT DIALOGUES:

An expert dialogue, also known as an expert discussion or expert conversation, is a structured discussion about Rebuilding Tourism for the Future through Sustainable Development. The primary purpose of an expert dialogue in ICRTH is to facilitate the exchange of knowledge, ideas, and insights.

### The Challenges and Prospects of Tourism Post COVID-19

The Expert Dialogue on "The Challenges and Prospects of Tourism Post COVID-19" focused on provided insights and strategies for stakeholders in the tourism sector, including governments, businesses, and organizations, to navigate the unique challenges posed by the pandemic and to foster recovery and sustainable growth in the tourism industry post COVID-19.



**CHAIRING SPEAKER**  
**A/PROF. KANDAPPAN BALASUBRAMANIAN**  
 FACULTY OF SOCIAL SCIENCES AND LEISURE  
 MANAGEMENT, TAYLOR'S UNIVERSITY, MALAYSIA

**PROFESSIONAL SPEAKER 1**  
**PROF. STANISLAV IVANOV**  
 VICE-RECTOR (RESEARCH), VARNA  
 UNIVERSITY OF MANAGEMENT, BULGARIA  
 DIRECTOR, ZANGADOR RESEARCH INSTITUTE

**PROFESSIONAL SPEAKER 2**  
**MDM. SHERENE AZLI**  
 BOARD MEMBER  
 YAYASAN SUKARELAWAN SISWA, MALAYSIA  
 FORMER CEO, M'SIA HEALTHCARE TRAVEL COUNCIL

[WWW](#)  
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# PROFESSIONAL FORUMS

## 01 Tourism recovery in Asia


The Professional Speakers on "Tourism recovery in Asia" focused on efforts and strategies undertaken to revive the tourism industry in the Asian Region, especially after facing significant disruptions, such as the COVID-19 pandemic. The recovery process involves addressing various challenges and capitalizing on opportunities to rebuild the tourism sector.



<p><b>CHAIRING SPEAKER</b> <b>DR. LILIBETH ARAGON</b> DEAN OF THE LYCEUM OF THE PHILIPPINES UNIVERSITY-MANILA'S COLLEGE OF INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT</p>	<p><b>PROFESSIONAL SPEAKER 2</b> <b>MDM. RIZKI HANDAYANI MUSTAFA</b> DEPUTY MINISTER FOR TOURISM PRODUCT AND EVENTS MINISTRY OF TOURISM AND CREATIVE ECONOMY INDONESIA</p>	<p><b>PROFESSIONAL SPEAKER 4</b> <b>H.E MR. THONG RATHASAK</b> DIRECTOR GENERAL, TOURISM DEVELOPMENT AND INTERNATIONAL COOPERATION MINISTRY OF TOURISM, CAMBODIA</p>
<p><b>PROFESSIONAL SPEAKER 1</b> <b>PROF. ALASTAIR M. MORRISON</b> RESEARCH PROFESSOR UNIVERSITY OF GREENWICH, LONDON, UK CO EDITOR, INT'L JOURNAL OF TOURISM CITIES</p>	<p><b>PROFESSIONAL SPEAKER 3</b> <b>DATO' DR. AMMAR ABD. GHAPAR</b> SENIOR DIRECTOR DOMESTIC AND EVENTS, TOURISM MALAYSIA</p>	<p><b>WWW</b> <b>CLICK HERE</b></p>

## 02 Ecotourism and Responsible Action

The Professional Speakers on "Ecotourism and Responsible Action" focused on raising awareness, providing guidance, and inspiring stakeholders in the tourism industry and travellers to make choices that promote environmental conservation and benefit local communities, all while delivering meaningful and enriching experiences for tourists.



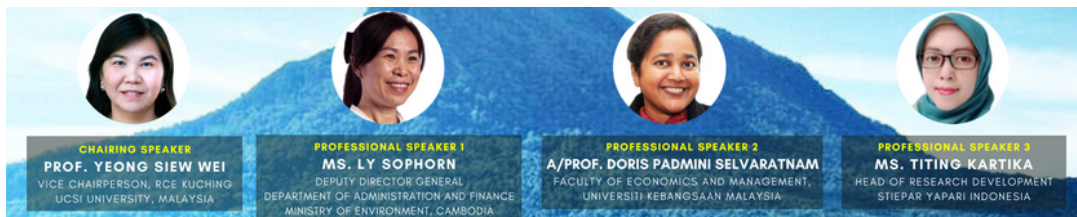
<p><b>CHAIRING SPEAKER</b> <b>MR. NHEM SOCHEA</b> ROYAL UNIVERSITY OF PHNOM PENH, CAMBODIA</p>	<p><b>PROFESSIONAL SPEAKER 1</b> <b>MR. CARLO EBEO</b> VICE HEAD, NATIONAL COMMITTEE ON CULTURAL EDUCATION, NATIONAL COMMISSION FOR CULTURE AND ARTS, PHILIPPINES.</p>	<p><b>PROFESSIONAL SPEAKER 2</b> <b>DR. ANNA SPENCELEY</b> CHAIR, IUCN WCPA TOURISM AND PROTECTED AREAS SPECIALIST GROUP DIRECTOR, GLOBAL SUSTAINABLE TOURISM COUNCIL</p>	<p><b>PROFESSIONAL SPEAKER 3</b> <b>A/PROF. BENJAMIN L IAQUINTO</b> DEPARTMENT OF GEOGRAPHY UNIVERSITY OF HONG KONG TOURISM GEOGRAPHER IN THE ASIA-PACIFIC</p>
			<p><b>WWW</b> <b>CLICK HERE</b></p>







# PROFESSIONAL FORUMS

## 03 Responsible Tourism and Sustainable Development Goals (SDG's) People

The Professional Speakers on "Responsible Tourism and Sustainable Development Goals (SDG's) People" focused on raising awareness about the role of tourism in sustainable development, encouraging responsible tourism practices, and demonstrating how tourism can positively impact the lives of people and communities, thereby contributing to the achievement of the Sustainable Development Goals (SDG's).



 <b>CHAIRING SPEAKER</b> <b>PROF. YEONG SIEW WEI</b> VICE CHAIRPERSON, RCE KUCHING UCSI UNIVERSITY, MALAYSIA	 <b>PROFESSIONAL SPEAKER 1</b> <b>MS. LY SOPHORN</b> DEPUTY DIRECTOR GENERAL DEPARTMENT OF ADMINISTRATION AND FINANCE MINISTRY OF ENVIRONMENT, CAMBODIA	 <b>PROFESSIONAL SPEAKER 2</b> <b>A/PROF. DORIS PADMINI SELVARATNAM</b> FACULTY OF ECONOMICS AND MANAGEMENT, UNIVERSITI KEBANGSAAN MALAYSIA	 <b>PROFESSIONAL SPEAKER 3</b> <b>MS. TITING KARTIKA</b> HEAD OF RESEARCH DEVELOPMENT STIEPAR YAPARI INDONESIA
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## 04 Heritage Tourism: Preservation, Protection and Promotion

The Professional Speakers on "Heritage Tourism: Preservation, Protection and Promotion" focused on the importance of conserving and showcasing cultural and historical heritage for tourism purposes. This theme emphasized the need to protect and preserve heritage sites, artifacts, traditions, and historical landmarks, while also promoting them as tourist attractions.



 <b>CHAIRING SPEAKER</b> <b>DR. PHANG ING GRACE</b> DEP. DIRECTOR, CENTRE FOR STRATEGIC MANAGEMENT AND CORPORATE COMMUNICATION, UMS, MALAYSIA	 <b>PROFESSIONAL SPEAKER 1</b> <b>DR. YUJIE ZHU</b> ANU RESEARCH SCHOOL OF HUMANITIES & THE ARTS, AUSTRALIA	 <b>PROFESSIONAL SPEAKER 2</b> <b>MR. CHRIS FLYNN</b> PRESIDENT & CEO, WORLD TOURISM ASSOCIATION FOR CULTURE & HERITAGE	 <b>PROFESSIONAL SPEAKER 3</b> <b>DR. ELENA GREGORIA CHAI CHIN FERN</b> DEPARTMENT OF ANTHROPOLOGY AND SOCIOLOGY, UNIVERSITI MALAYSIA SARAWAK
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## PROFESSIONAL FORUMS

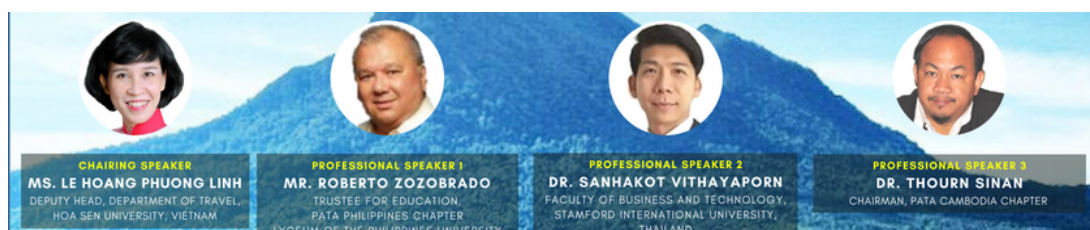
### 05 Domestic Tourism Through the Lens of Responsible Stakeholdership

The Professional Speakers on "Domestic Tourism Through the Lens of Responsible Stakeholdership" focused on a holistic approach to domestic tourism that strives to balance the economic, social, and environmental aspects of tourism while actively involving all relevant stakeholders to ensure responsible and sustainable tourism development.



### 06 Will Travel Ever be Safe? Policies, Confidence and Responsibilities

The Professional Speakers on "Will Travel Ever be Safe? Policies, Confidence and Responsibilities" focused on how travel can be safe when governments implement effective policies, the public has confidence in these policies and the safety of destinations, and individuals take personal responsibility to adhere to guidelines and get vaccinated. However, the safety of travel will continue to evolve with changing circumstances and developments in public health.





# PROFESSIONAL FORUMS

## 07 Responsible Tourism and SDG's Peace & Partnership

The Professional Speakers on "Responsible Tourism and SDGs Peace & Partnership" focused on emphasizing that responsible tourism is not only about ethical and sustainable practices but also plays a role in broader global objectives related to peace, collaboration, and sustainable development.



<p><b>CHAIRING SPEAKER</b>  <b>A/PROF. TAN KIM LIM</b>                  BNU-HKBU UNITED INTERNATIONAL COLLEGE,                  SINGAPORE</p>	<p><b>PROFESSIONAL SPEAKER 1</b>  <b>PROF. CHENG MING YU</b>                  BELT &amp; ROAD STRATEGIC RESEARCH CENTRE,                  UNIVERSITI TUNKU ABDUL RAHMAN, MALAYSIA</p>	<p><b>PROFESSIONAL SPEAKER 2</b>  <b>PROF. SHULAN ZHAO</b>                  DEPUTY DIRECTOR                  INTERNATIONAL COLLABORATION OFFICE,                  YUNNAN ACADEMY OF SOCIAL SCIENCES</p>	<p><b>PROFESSIONAL SPEAKER 3</b>  <b>PROF. VIKNESWARAN NAIR</b>                  DEAN OF GRADUATE STUDIES &amp; RESEARCH,                  UNIVERSITY OF THE BAHAMAS</p>
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## 08 Responsible Youth: A Call For Leadership and Action

The Professional Speakers on "Responsible Youth: A Call For Leadership and Action" focused on inspiring and mobilizing young people to take a leading role in addressing pressing global challenges and to advocate for responsible, ethical, and sustainable solutions. This theme encourages young individuals to recognize their potential as change-makers and leaders in the quest for a better, more just, and sustainable world.



<p><b>CHAIRING SPEAKER</b>  <b>MS. LAUANNAH EBEO MANINGO</b>                  OUTREACH MEMBER, SEARA                  PHD CANDIDATE                  UNIVERSITI KEBANGSAAN MALAYSIA</p>	<p><b>PROFESSIONAL SPEAKER 1</b>  <b>MR. VEASNA KY</b>                  OUTREACH MEMBER, SEARA                  MASTER CANDIDATE                  LINNAEUS UNIVERSITY, SWEDEN</p>	<p><b>PROFESSIONAL SPEAKER 2</b>  <b>DR. DAINTY EI</b>                  OUTREACH MEMBER, SEARA                  PROJECT COORDINATOR, WHO</p>	<p><b>PROFESSIONAL SPEAKER 3</b>  <b>MS. ALETHEIA TAN</b>                  YOUTH AMBASSADOR                  PACIFIC ASIA TRAVEL ASSOCIATION (PATA)</p>
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# PROFESSIONAL FORUMS

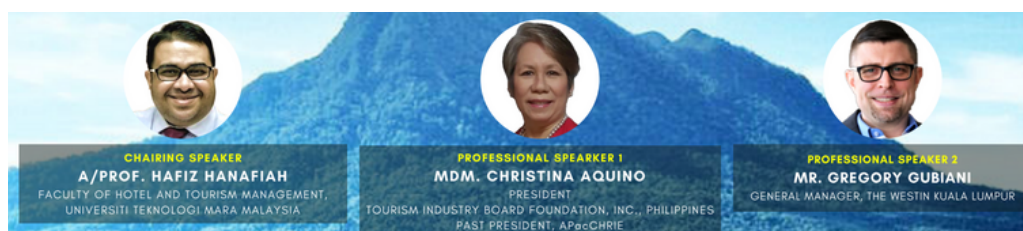
## 09 Smart Tourism: A Nexus of Digitalization and Sustainability

The Professional Speakers on "Smart Tourism: A Nexus of Digitalization and Sustainability" focused on highlighting the potential of technological innovations to enhance the sustainability of tourism practices, while also emphasizing the importance of responsible, eco-friendly tourism.



## 10 Sustainable and Responsible Development in Hospitality Industry

The Professional Speakers on "Sustainable and Responsible Development in the Hospitality Industry" focused on promoting ethical and environmentally conscious practices in the development and operation of hospitality businesses. This theme advocated for a holistic approach that takes into account the economic, environmental, and social dimensions of sustainability and emphasizes responsible practices that benefit the industry, local communities, and the environment. It aligns with the growing consumer demand for sustainable and responsible tourism experiences.





## PROFESSIONAL FORUMS

### 11 Responsible Development of Leisure and Recreation Tourism

The Professional Speakers on "Responsible Development of Leisure and Recreation Tourism" focused on emphasizing the importance of balancing tourism development with the well-being of local communities, the preservation of natural environments, and the responsible enjoyment of leisure activities.



### 12 Responsible Tourism and SDGs Prosperity

The Professional Speakers on "Responsible Tourism and SDGs Prosperity" focused on the potential for tourism to support economic growth, job creation, and improved living standards while also promoting ethical and environmentally friendly practices.



### 13 The Rise of Experiential Travel and Immersive Experience

The Professional Speakers on "The Rise of Experiential Travel and Immersive Experience" focused on the rise of experiential travel and immersive experiences reflecting a growing desire among travelers for deeper, more authentic, and meaningful interactions with the destinations they visit.



# PROFESSIONAL WORKSHOPS

## 01 Toward Regenerative and Responsible Tourism for Communities

The goal of "Toward Regenerative and Responsible Tourism for Communities" was to promote tourism practices that not only have a positive impact but actively contribute to the restoration and betterment of the environments, cultures, and communities within tourism destinations.



 <b>CHAIRING SPEAKER</b> <b>PROF. JOSEPH M. CHEER</b> CENTER FOR TOURISM RESEARCH, WAKAYAMA UNIVERSITY, JAPAN CO-EDITOR, TOURISM GEOGRAPHIES	 <b>PROFESSIONAL SPEAKER 1</b> <b>PROF. DIANNE DREDGE</b> FOUNDER & DIRECTOR, THE TOURISM COLAB PROFESSOR, LUND UNIVERSITY, SWEDEN PROFESSOR, FEDERATION UNIVERSITY, AUSTRALIA	 <b>PROFESSIONAL SPEAKER 2</b> <b>MS. NATALIE KIDD</b> CHIEF PEOPLE AND PURPOSE OFFICER, INTREPID TRAVEL DIRECTOR, GLOBAL SUSTAINABLE TOURISM COUNCIL
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## 02 The Outlook for Tour Professionals in Times of Crisis

This workshop “The Outlook for Tour Professionals in Times of Crisis” addressed the challenges and opportunities faced by individuals and businesses operating within the tourism industry during crises, such as the COVID-19 pandemic or natural disasters. This theme explored the strategies, adaptations, and responses necessary to navigate and recover from crises while sustaining careers and businesses in the field of tourism.



 <b>CHAIRING SPEAKER</b> <b>A/PROF. LENNY YUSRINI</b> DEPUTY DIRECTOR AKADEMI PARIWISATA, INDONESIA	 <b>PROFESSIONAL SPEAKER 1</b> <b>MR. SANG PUTU SUBAYA</b> CHAIRMAN INDONESIA TOURIST GUIDE ASSOCIATION	 <b>PROFESSIONAL SPEAKER 2</b> <b>MR. ALBERTO GADIA JR.</b> NATIONAL PRESIDENT, PHILIPPINE FEDERATION OF PROFESSIONAL TOUR GUIDE ASSOCIATIONS INC. MARKET SPECIALIST, TOURISM PROMOTIONS BOARD PHILIPPINES	 <b>PROFESSIONAL SPEAKER 3</b> <b>MS. YAHUA BI</b> PUSAN NATIONAL UNIVERSITY, SOUTH KOREA
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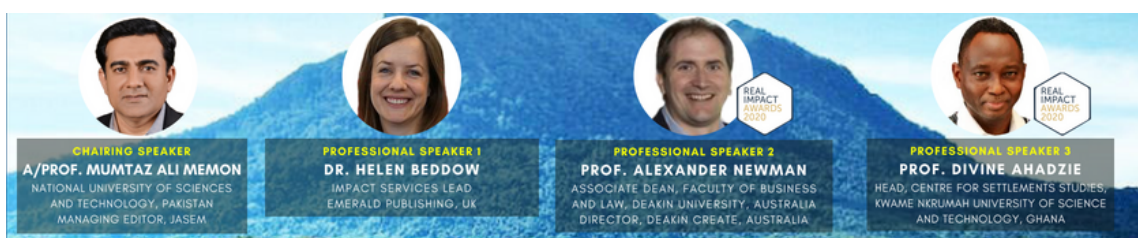




# PROFESSIONAL WORKSHOPS

## 03 Achieving Real Impact Through Research and Mobilizing Research Into Action

The theme "Achieving Real Impact Through Research and Mobilizing Research Into Action" underscored the importance of travel and tourism research and ensuring that this research has practical, real-world applications that bring about positive change. It emphasizes the significance of using research findings in informed decision-making and driving actions that benefit the tourism industry and the communities it affects.



## 04 Responsible Tourism and SDGs Planet

The workshop "Responsible Tourism and SDGs Planet" goal was to raise awareness about the critical connection between responsible tourism and the planet's well-being. This theme advocates for practices within the tourism industry that not only protect the environment but also contribute to the achievement of environmental sustainability goals outlined in the SDGs.



## PROFESSIONAL WORKSHOPS

### 05 Wellness Tourism: Healing and Sustainable Practices

The workshop "Wellness tourism: healing and Sustainable Practices" Wellness tourism is a growing sector within the travel industry that focuses on promoting overall well-being and health, often through holistic and sustainable practices. It combines travel with activities and experiences that contribute to physical, mental, and spiritual wellness.



A banner for the 'Wellness Tourism: Healing and Sustainable Practices' workshop. It features five professional speakers with their names, titles, and affiliations. The background is a scenic view of a mountain range. A 'WWW' logo with a globe and a 'CLICK HERE' button are also present.

CHAIRING SPEAKER	PROFESSIONAL SPEAKER 1	PROFESSIONAL SPEAKER 2	PROFESSIONAL SPEAKER 3
<b>A/PROF. ANN ASHTON</b> GRADUATE SCHOOL OF TOURISM MANAGEMENT, NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION, THAILAND	<b>DR. RUCHI SINGH</b> HEAD OF DEPARTMENT TOURISM AND HOTEL MANAGEMENT, BHUPAL NOBLES' UNIVERSITY, INDIA	<b>MR. JOHN STEWART</b> FOUNDER AND CHAIRMAN KAMALAYA KOH SAMUI, THAILAND	<b>MRS. KARINA STEWART</b> FFOUNDER AND BRAND & CONCEPT DIRECTOR KAMALAYA KOH SAMUI, THAILAND
		<b>PROFESSIONAL SPEAKER 4</b> <b>MR. RUPAK KHADKA</b> FOUNDER, ASHTANGA YOGA NEPAL NEPAL AND SAARC CYCLING TRAVELER	<b>PROFESSIONAL SPEAKER 5</b> <b>A/PROF. SARI LENGGOGENI</b> DIRECTOR, TOURISM DEVELOPMENT CENTRE, UNIVERSITAS ANDALAS, INDONESIA

### 06 Restaurant, Culinary and Sustainable Development

The workshop "Restaurant, Culinary and Sustainable Development" focused on the role of restaurants and culinary establishments in promoting sustainable and responsible practices. The workshop underscored the importance of responsible sourcing, ethical culinary practices, and the positive impact of the restaurant industry on sustainable development.



A banner for the 'Restaurant, Culinary and Sustainable Development' workshop. It features four professional speakers with their names, titles, and affiliations. The background is a scenic view of a mountain range. A 'WWW' logo with a globe and a 'CLICK HERE' button are also present.

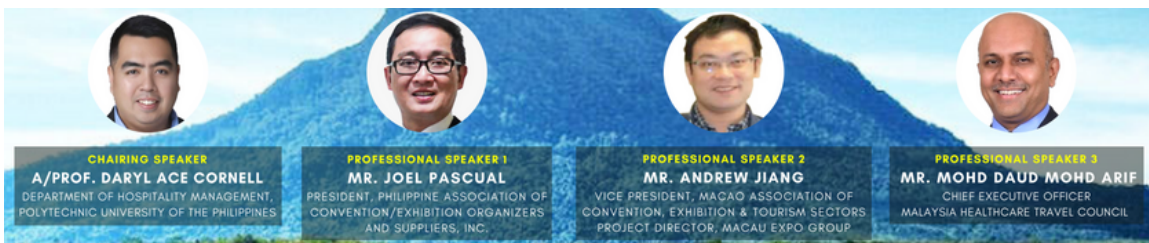
CHAIRING SPEAKER	PROFESSIONAL SPEAKER 1	PROFESSIONAL SPEAKER 2	PROFESSIONAL SPEAKER 3
<b>MS. KAREN TAN PEI-SZE</b> PRESIDENTIAL FELLOW, PH.D. CANDIDATE, TEMPLE UNIVERSITY, USA	<b>MR. BOBBY HARRIGAN</b> VICE PRESIDENT, HOTEL AND RESTAURANT ASSOCIATION OF THE PHILIPPINES GENERAL MANAGER, ACACIA HOTEL MANILA	<b>A/PROF. CHRISTOPHER SAGENG</b> DEPUTY DEAN, FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT, UCSI UNIVERSITY MEMBER, KUCHING CHEFS ASSOCIATION	<b>MDM. SHINTA TEVININGRUM</b> CHAIRPERSON, INDONESIAN CULINARY ACADEMY MEMBER, INDONESIAN CHEF ASSOCIATION



## PROFESSIONAL WORKSHOPS

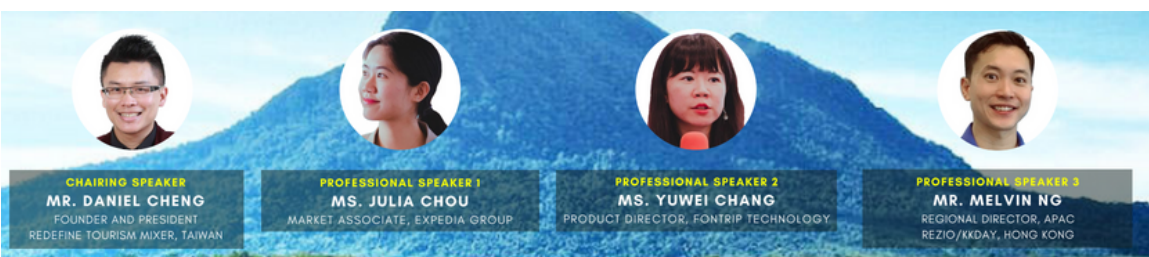
### 07 The Future of Travel and Event Tourism

The workshop “The Future of Travel and Event Tourism” explored the evolving landscape of travel and events, with a focus on emerging trends, technologies, and approaches that will shape the industry in the coming years. It encompasses both the travel sector, including leisure and business travel, and event tourism, which includes conferences, exhibitions, festivals, and other gatherings.



### 08 Travel Technology Empowerment and Post-Pandemic Solution of Online Travel Agency

The workshop “Travel Technology Empowerment and Post-Pandemic Solution of Online Travel Agency” addressed the role of technology in shaping the future of the travel industry and the specific challenges and solutions that online travel agency (OTA) face in a post-pandemic world. It explored how online travel agencies can leverage technology to enhance their services, adapt to changing traveler expectations, and address the unique challenges brought about by the pandemic



# CLOSING CEREMONY

## Closing Remarks

### Yang Berhormat Dato Sri Haji Abdul Karim Rahman Hamzah

*Minister for Tourism, Creative Industry and Performing Arts Sarawak  
Minister for Youth, Sports and Entrepreneur Development Sarawak*



“

We would like to make a ‘Sarawak Commitment to Responsible Tourism’ by continually working with tourism stakeholders, including the local communities, to develop tourism in conjunction with realising Sustainable Development Goals. I invite all of you to be part of our commitment to rebuild tourism responsibly through sustainable development for a better future.

”



### **Commentaries by International Experts**

During the closing ceremony, 14 international experts from countries, such as Japan, China, USA, Thailand and Indonesia, shared their thoughts and rendered their support to ICRTH and the commitment to responsible tourism.





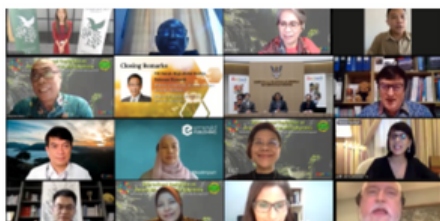
# ICRTH2021

## IN THE MEDIA

### ONLINE NEWS



Tag: International Conference on Responsible Tourism and Hospitality (ICRTH) 2021



S'wak committed to revitalise tourism industry via responsible tourism and sustainable...

May 29, 2021 @ 16:22

By Nur Ashikin Louis

“The ICRTH2021 is a collaboration between the Ministry; Faculty of Hospitality and Tourism Management, UCSI University; Sarawak Research Society (SRS); etc. During the conference Tourism, Arts and Culture Minister Datuk Abdul Karim Rahman Hamzah said in order to achieve that goal, the Ministry has declared the “Sarawak Commitment to Responsible Tourism”.

“The Ministry also noted that the 2002 Cape Town Declaration on Responsible Tourism is still relevant today which aims to minimize negative economic, environmental and social impact; generate greater economic benefit for local people and enhances the well-being of host communities; improves working condition and access to the industry.”

### ONLINE NEWS



2021年4月19日 (月)  
Mark your dates!  
International Conference on Responsible Tourism and Hospitality  
“Rebuilding tourism for the future through sustainable development”  
(Online conference, May 27-28, 2021)



By Kaede Sano

“International Conference on Responsible Tourism and Hospitality 2021 (ICRTH2021) is a collaboration between the Ministry of Tourism, Arts and Culture (MTAC) Sarawak, the Faculty of Hospitality and Tourism Management (FHTM), UCSI University, Sarawak Research Society (SRS) and Emerald Publishing. The conference was scheduled in August 2020. Nonetheless, due to COVID-19 pandemic, the event has been postponed until further notice.”

“ICRTH2021 is more an industry conference than an academic one. Hence, there will be no paper reviewing and presentation as well as publication opportunities. We are in the midst of inviting some of the prominent figures in tourism and hospitality industry to speak at the conference.”

# ICRTH2021

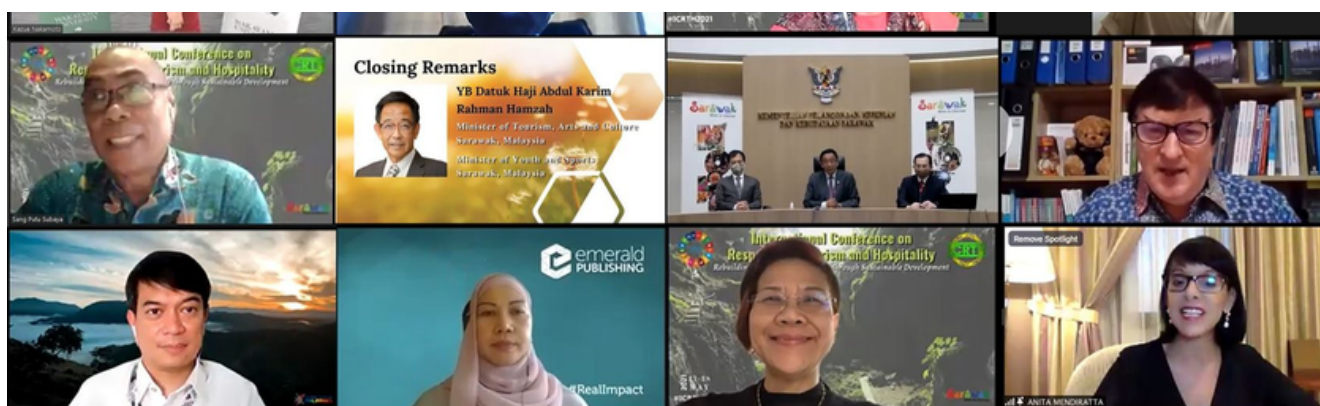
## IN THE MEDIA

### FACEBOOK POST



Ministry of Tourism, Creative Industry and Performing Arts Sarawak

28 Mei 2021 · 🌐



“Despite being conducted virtually and attended by more than 3,000 delegates, ICRTH2021 was an immense success, facing only minor technical glitches. More importantly, it has exemplified what a virtual event can do to connect people from across the world without impacting the environment.

We would like to make a Sarawak Commitment to responsible tourism by continually working with tourism stakeholders to develop tourism in conjunction with realizing the Sustainable Development Goals.

He also mentioned that ICRTH would be organized again in 2022 and invited the speakers and delegates to join the conference and visit Sarawak once travel restrictions are eased.

Although we are physically apart and we have to see each other via Zoom and Facebook, I have a deep conviction that we are very much connected in our minds, passion, and will to rebuild tourism and revive our travel and hospitality industry ... I am more convinced now that we have to work together to overcome the present challenges and emerge stronger, more sustainable and more responsible”



SARAWAK, MALAYSIA

# ICRTH 2022



## MOBILIZING RESPONSIBLE TOURISM INTO ACTIONS: TOWARDS ECONOMIC PROSPERITY, SOCIO-CULTURAL INCLUSIVITY AND ENVIRONMENTAL SUSTAINABILITY

<https://www.responsibleborneo.com/icrth2022>



1-3 September 2022



UCSI Hotel Kuching, Sarawak, Malaysia





Press Conference ICRTH2022

## BACKGROUND

ICRTH2022, held physically at UCSI Hotel Kuching on 1-3 September, was an event co-organised by Sarawak Research Society and Faculty of Hospitality and Tourism Management, UCSI University with the support of the Ministry of Tourism, Creative Industry and Performing Arts Sarawak, Emerald Publishing as well as other local and international bodies. It was a continuation of the milestone success of ICRTH2021.

Focusing on responsible tourism, ICRTH2022 adopted the theme **“Mobilising Responsible Tourism into Actions: Towards Economic Prosperity, Socio-Cultural Inclusivity and Environmental Sustainability”**. Though the event took place in Kuching, Sarawak, and it was organised using a hybrid mode.

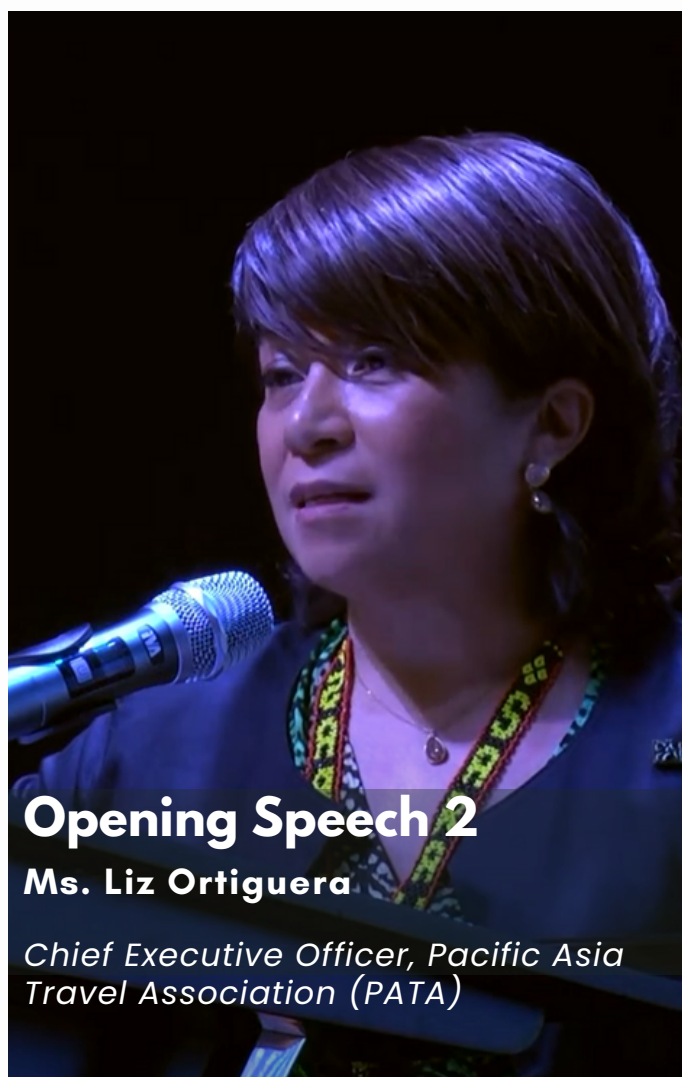
Programs of ICRTH2022 included opening and closing ceremonies, keynote speeches, expert dialogues, industrial sessions, physical workshops and academic presentations. About 300 delegates attended the event physically despite the uncertainty revolving the COVID-19 crisis. A responsible tourism fieldwork was organised after the conference on September 3-4.



# OPENING CEREMONY

## OPENING SPEECHES

The ICRTH2022 was opened by Mr. Harry Wang and Ms. Liz Ortiguera, where they highlighted the lessons learned during the COVID-19 pandemic, emphasizing tourism destinations' resilience, beyond sustainability and with responsibility.



# WELCOMING REMARKS

Dr. Hiram Ting

Chairman, Sarawak Research Society  
Director, Centre for Responsible Borneo

“

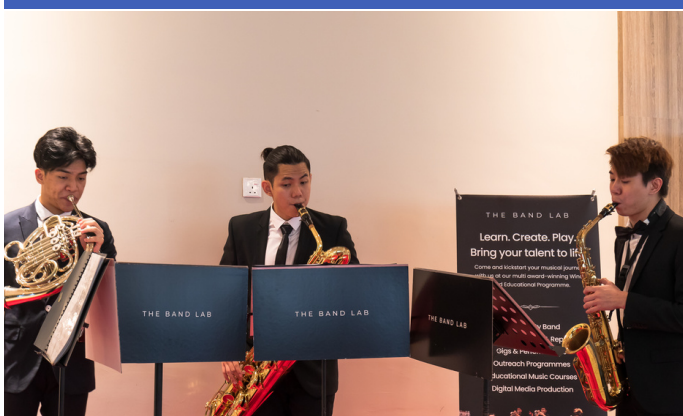
The story of ICRTH is that of teamwork, friendship, partnership, trust and respect as well as value creation. When the pandemic happened, tourism and hospitality sectors suffered. Apparently, tourism was in crisis. However, I believe what the pandemic did to tourism was to expose our fragility and vulnerability when we work in silo or with different agendas. It is often said that crisis breeds opportunity, and crisis breeds innovation. I would like to add that crisis also heightens responsibility.

Responsibility is not only about individual mindful behaviour, it is also about collective actions. ICRTH2022 is not just an event. It is an avenue through which we work together and create values for common goods.

”



## Performance by The Band Lab



## National and State Anthems by kindergarten Students



Guests were welcomed with a performance from the Band Lab upon settling down. Kindergarten students then sang the national and state anthems to demonstrate the importance of youth empowerment and inclusivity in responsible tourism.



# OFFICIATING SPEECH

Yang Berhormat

**Dato Sri Haji Abdul Karim Rahman Hamzah**

**Minister for Tourism, Creative Industry and Performing Arts Sarawak  
Minister for Youth, Sports and Entrepreneur Development Sarawak**



“

ICRTH is not a one-off event for excitement and achievement. Instead, it is our affirmative response towards sustaining and regenerating tourism through responsible tourism initiatives. This is why ICRTH is held again this year and will be an annual event.

I am also delighted to see the participation of UNWTO and PATA, two leading tourism and travel organizations, in our event. This goes to show that our endeavors in developing tourism in the state, including our recovery efforts to weather through the pandemic and our development strategy in the post-COVID-19 era, are heading towards the right direction.

I am also glad to know that we have 16 national partners and 17 international partners supporting this conference. My Ministry is honoured to work with all of you as well as local organizations and communities to grow tourism stronger and healthier together.

”



## KEYNOTE SPEECHES

### Sustainable, Responsible, Regenerative: Bridging Theory, Practice, Policy & Advocacy in Tourism and Hospitality

The keynote Speech focused on the holistic approach to advancing sustainability and responsibility in the tourism and hospitality industry. It focused on connecting theoretical frameworks, practical applications, policy development, and advocacy efforts to drive positive change in the sector.



**Keynote Speaker:**  
**Dr. Joseph M. Cheer**

- Professor, Center for Tourism Research, Wakayama University, Japan
- Co Editor-in-Chief, Tourism Geographies
- Board Member, Pacific Asia Travel Association (PATA)

**Moderator:**  
**Mdm. Mukvinder Sandhu**

- Pro Vice-Chancellor, UCSI University Kuching Campus, Malaysia
- Chairperson, Regional Centre of Expertise (RCE) Kuching, Malaysia



### Sustainable & Gastronomic Tourism

The keynote Speech focused on combining the concepts of sustainability and gastronomy, highlighting the importance of promoting responsible, eco-friendly, and ethical practices in the culinary and food tourism sector.



**Keynote Speaker:**  
**Ms. Audra Morrice**

- Chef and Judge of MasterChef (Singapore and Asia)
- Ambassador for Sustainable, Gastronomic Tourism, Pacific Asia Travel Association (PATA)

**Moderator:**  
**Dr. Tan Kim-Lim**

- Assistant Professor, BNU-HKBU United International College, China





## EXPERT DIALOGUES

### Partnership for Common Good: Who is Responsible for What

The expert speakers focused on the importance of collaboration and shared responsibility in addressing common challenges and working toward common goals. This theme is not specific to a particular industry but can be applied to various sectors, including business, government, nonprofit organizations, and international cooperation. It centers on clarifying roles and responsibilities within partnerships for the collective benefit.



**Expert Speaker:**  
**Dr. Sara Currie**  
Tourism Specialist, Pacific Private Sector Development Initiative, Asian Development Bank, Australia

**Expert Speaker:**  
**Mr. Jon Bruno**  
Executive Director, The International Ecotourism Society (TIES), USA

**Expert Speaker:**  
**Tan Sri Dr. Salleh Mohd. Nor**  
Council Member, UCSI University, Malaysia

**Expert Speaker:**  
**Dr. Jennifer Chan**  
Professor and Principle Fellow of Tourism Management Program, Universiti Malaysia Sabah, Malaysia

**Moderator:**  
**Dr. Joseph M. Cheer**  
Professor, Center for Tourism Research, Wakayama University, Japan



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### Culture and Heritage Planning: Tourism Pressure and Impact

The expert speakers focused on the significance of managing cultural and heritage resources in the context of tourism. It discussed the challenges posed by increasing tourism pressure on cultural and heritage sites and aims to develop strategies for preserving, protecting, and sustaining these valuable assets.



**Expert Speaker:**  
**Mr. Fergus Maclaren**  
• President, ICOMOS International Cultural Tourism Committee (ICTC), Canada  
• Principal, MAC-DUFF Tourism Heritage Planning

**Expert Speaker:**  
**Ms. Hiroko Tsuboi-Friedman**  
• Member, UNESCO Expert Facility of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions  
• Councillor, Kanagawa Prefecture Council for the Promotion of Culture and the Arts

**Expert Speaker:**  
**Dr. Zhang Chaozhi**  
• Professor, School of Tourism Management, Sun Yat-sen University, China  
• UNESCO Chair holder on Sustainable Tourism in UNESCO Designated Sites

**Moderator:**  
**Dr. Yeong Siew-Wei**  
• Professor and Deputy Vice-Chancellor, Student Affairs and Alumni, UCSI University, Malaysia  
• Vice Chairperson, Regional Centre of Expertise (RCE) Kuching, Malaysia



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# INDUSTRIAL SESSIONS

## 01 Community-Based Tourism

The session “Community-Based Tourism” focused on placing local communities at the center of tourism development and management. It empowers communities to take an active role in tourism, benefiting economically and socially while preserving their cultural and environmental heritage.

**Panel Speaker:**  
**Dr. Meng Qu**  
Assistant Professor, Graduate School of Humanities and Social Sciences, Hiroshima University, Japan

**Panel Speaker:**  
**Dr. Arzyana Sunkar**  
Senior Lecturer, Department of Conservation of Forest Resources and Ecotourism, IPB University, Indonesia

**Panel Speaker:**  
**Ms. Manisha Pande**  
Managing Director, Village Ways, India

**Session Chair:**  
**Mr. Locurt To**  
Vice Dean, Faculty of Education, Dewey International University, Cambodia

**Session Chair:**  
**Ms. Nurul Ahamad**  
PhD Candidate, Universiti Brunei Darussalam, Brunei



## 02 Sports Tourism

The session “Sports Tourism” focused on the practice of traveling to destinations to watch or participate in sports events. Sports tourism contributes to the local economy, as travelers spend on accommodation, dining, entertainment, and related services while participating in or attending sports events.

**Panel Speaker:**  
**Dr. Chen Mei-Yen**  
Professor, Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan

**Panel Speaker:**  
**Dr. Ann Ashton**  
Associate Professor and Associate Dean, Graduate School of Tourism Management, National Institute of Development Administration, Thailand

**Panel Speaker:**  
**Dr. Weisheng Chiu**  
Associate Professor of Sport Management, Lee Shau Kee School of Business and Administration, Hong Kong Metropolitan University, Hong Kong

**Session Chair:**  
**Dr. Bryan Hsu**  
Lecturer, Department of Physical Education and Sport Sciences, National Taiwan Normal University, Taiwan

**Session Chair:**  
**Dr. Ong Yi Xuan**  
Research Fellow, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore





## INDUSTRIAL SESSIONS

### 03 Destination Marketing

The session “Destination Marketing” focused on attracting tourists, driving economic growth, and enhancing the overall reputation and desirability of a destination.



**Panel Speaker:**  
**Ms. Mona Manap**  
Founder and CEO, Place Borneo Sdn Bhd, Malaysia

**Panel Speaker:**  
**Dr. Catherine Germier-Hamel**  
Chief Executive Officer, Destination Mekong, Cambodia

**Panel Speaker:**  
**Dr. Maricel Gatchalian-Badilla**  
Associate Professor, Asian Institute of Tourism, University of the Philippines, Philippines

**Session Chair:**  
**Dr. Wilson Ka Shing Leung**  
Lecturer, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong

**Session Chair:**  
**Ms. Francesca Enchang**  
Head of Praxis, Industry and Community Engagement, Faculty of Business and Management, UCSI University, Malaysia



### 04 Smart Tourism

The session “Smart Tourism” focused on creating more efficient, enjoyable, and sustainable travel experiences for tourists while simultaneously providing destination managers with tools to better plan and manage resources.



**Panel Speaker:**  
**Ms. Cemi Nguyen**  
Country Sales Director, FCS Computer Systems, Vietnam

**Panel Speaker:**  
**Mr. Tan Tze Horng**  
Project Leader, Miri Smart City, Riam Institute of Technology, Malaysia

**Panel Speaker:**  
**YBhg. Datu Dr. Sabariah Putit**  
Deputy State Secretary (Operation), Department of the Premier of Sarawak, Malaysia

**Session Chair:**  
**Dr. Tsz Wai (Iris) Lui**  
Associate Professor, Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan

**Session Chair:**  
**Ms. Putu Diah Sastrri**  
Lecturer, Bali Tourism Polytechnic, Ministry of Tourism & Creative Economy Indonesia



### 05 Cultural and Heritage Tourism

The session “Cultural and Heritage Tourism” focused on emphasizing the exploration and appreciation of the cultural and historical aspects of a destination. Travelers engage in this type of tourism and learn about the history, traditions, art, architecture, and way of life of a particular community, region, or country.



**Panel Speaker:**  
**Dr. Phoebe Everingham**  
Casual Academic, Newcastle Business School, University of Newcastle, Australia

**Panel Speaker:**  
**Dr. Victor Luna**  
Head of Ecotourism & CBT Department, Ministry of Tourism, Creative Industry & Performing Arts Sarawak, Malaysia

**Panel Speaker:**  
**Mr. Chris Flynn**  
President and CEO, World Tourism Association for Culture and Heritage, Australia

**Session Chair:**  
**Dr. Maricar Joy C. Buluran**  
Assistant Professor and Research Director, Norzagaray College, Philippines

**Session Chair:**  
**Dr. Ida Ingko**  
Assistant Professor, Faculty of Hospitality and Tourism Management, UCSI University, Malaysia



## INDUSTRIAL SESSIONS

### 06 Youth Empowerment

The session “Youth Empowerment” focused on emphasizing the active involvement, engagement, and capacity-building of young individuals within the tourism industry. It discussed how youth have a crucial role to play in the development of tourism and the overall growth and sustainability of the sector.



**Panel Speaker:**  
**Ms. Mandy Chen Wei Xing**  
Secretary, Centre for Responsible Borneo, Malaysia

**Panel Speaker:**  
**Ms. Mona Ji Hyun Yang**  
Associate Lecturer, Griffith University, Australia

**Panel Speaker:**  
**Ms. Natalia Bayona**  
Director, Innovation, Education and Investments, UNWTO

**Session Chair:**  
**Dr. Soni Sharma**  
Assistant Professor, ILM Graduate School of Management, ILM University, Delhi-NCR, India

**Session Chair:**  
**Mr. Veasna Ky**  
Lecturer, East Asia Management University, Cambodia



### 07 Tour Guide: Reset, Rethink, Retool

The session “Tour Guide: Reset, Rethink, Retool” focused on highlighting the importance of adaptability and innovation in the tourism industry, where tour guides play a vital role in shaping the visitor experience. By resetting, rethinking, and retooling, tour guides can remain effective and still offer valuable and engaging tours to their clients in a changing landscape.



**Panel Speaker:**  
**Mr. Budiarto**  
Vice Chairman, Indonesia Tourist Guide Association, Indonesia

**Panel Speaker:**  
**Mr. Dao Viet Quan**  
Tour Guide Vice Director, TST Tourist, Vietnam

**Panel Speaker:**  
**Mr. Bob Zakaria**  
Licensed Park Guide, Sarawak Tourist Guide Association, Malaysia

**Session Chair:**  
**Ms. Le Hoang Phuong Linh**  
Program Director of Travel and Tourism Management, Faculty of Tourism, Hoa Sen University, Vietnam

**Session Chair:**  
**Mr. David John Apigo**  
Assistant Professor, College of Tourism, Hospitality and Transportation Management, Polytechnic University of the Philippines



### 08 Ecotourism

The session “Ecotourism” focused on responsible and sustainable form of travel that focuses on exploring natural environments, observing wildlife, and engaging in conservation efforts while minimizing negative impacts on the environment and supporting local communities.



**Panel Speaker:**  
**Mr. Andrew Sebastian**  
President, Founder & Chief Executive Officer, Ecotourism & Conservation Society Malaysia (ECOMV), Malaysia

**Panel Speaker:**  
**Dr. Jens Thraenhart**  
Chief Executive Officer, Barbados Tourism Marketing Inc., Barbados

**Panel Speaker:**  
**Dr. Ante Mandić**  
Assistant Professor, Faculty of Economics, Business and Tourism, University of Split, Croatia

**Session Chair:**  
**Mr. Nhem Sochea**  
Lecturer, Department of Tourism, Royal University of Phnom Penh, Cambodia

**Session Chair:**  
**Dr. Chong Kim Mee**  
Program Leader, Graduate School of Business, SEGi University, Malaysia





## INDUSTRIAL SESSIONS

### 09 Lessons Learned from Covid-19 and Future Direction for Sustainable Events Tourism

The session “Lessons Learned from Covid-19 and Future Direction for Sustainable Events Tourism” focused on the future of sustainable events tourism that requires a balance between physical and virtual experiences, increased safety measures, a focus on sustainability, and adaptability to changing conditions. These lessons from the COVID-19 pandemic can guide event planners and stakeholders in developing resilient, responsible, and engaging events for the future.



### 10 Inclusive Tourism

The session “Inclusive Tourism” focused on making travel and leisure experiences accessible to everyone, including people with disabilities, families with children, seniors, and those with diverse backgrounds and preferences.



### 11 Gastronomy & Culinary Tourism

The session “Gastronomy \* Culinary Tourism” focused on highlighting how travelers can enrich their sensory experience that goes beyond mere consumption. It allows them to connect with the culture, heritage, and people of the destination through the universal language of food.



## INDUSTRIAL SESSIONS

### 12 Sound in Experiential Travel

The session “Sound in Experiential Travel” focused on highlighted in creating memorable and immersive experiential travel experiences. The use of sound in travel allows travelers to connect more deeply with their environment, culture, and the stories of the destination.



**Panel Speaker:**  
**Dr. John Drever**  
Professor and Head of the Unit for Sound Practice Research, University of London, UK

**Panel Speaker:**  
**Dr. Rob Mackay**  
Senior Lecturer, School of Arts and Cultures, University of Newcastle, UK

**Panel Speaker:**  
**Dr. Lori Gooding**  
Associate Professor and President, American Music Therapy Association, USA

**Session Chair:**  
**Dr. Julia Chieng**  
Senior Lecturer, Department of Music, Universiti Putra Malaysia, Malaysia

**Session Chair:**  
**Dr. Indra Selvarajah**  
Chair, Global Crises Intervention Commission, World Federation of Music Therapy, Malaysia



### 13 Coffee and Tea Tourism: Engaging Customers and Local Communities

The session “Coffee and Tea Tourism: Engaging Customers and Local Communities” focused on the exploration of coffee and tea culture, production, and consumption in various regions around the world.



**Panel Speaker:**  
**Ms. Masako Saito**  
President, Agri Green Eco Tours Co.Ltd., Japan

**Panel Speaker:**  
**Ms. Chen Jo Yun**  
Representative, Taiwan Alishan Zou Zhou Yuan, Taiwan

**Panel Speaker:**  
**Dr. Lee Jolliffe**  
Visiting Professor, Ulster University Business School, UK

**Panel Speaker:**  
**Dr. MSM Aslam**  
Professor, Sabaragamuwa University of Sri Lanka, Sri Lanka

**Panel Speaker:**  
**Dr. Amnaj Khaokhrueamuang**  
Associate Professor, University of Shizuoka, Japan

**Session Chair:**  
**Dr. Li-Hsin Chen**  
Assistant Professor, National Kaohsiung University of Hospitality and Tourism, Taiwan

**Session Chair:**  
**Dr. Sebrina Wang**  
Professor, National Kaohsiung University of Hospitality and Tourism, Taiwan



### 14 Hospitality Service

The session “Hospitality Services” focused on how the delivery of high-quality hospitality service is crucial in building a positive reputation, fostering guest loyalty, and achieving business success within the hospitality industry.



**Panel Speaker:**  
**Dr. Yohanes Sulistyadi**  
Executive Director, Sahid Jaya Foundation, Indonesia

**Panel Speaker:**  
**Dr. Shunsaku Hashimoto**  
Professor and Dean of Graduate School of Tourism Sciences, University of the Ryukyus, Japan

**Panel Speaker:**  
**Dr. Vo Thi Nga**  
Program Director, Restaurant and Catering Service, Hoa Sen University, Vietnam

**Session Chair:**  
**Mr. Sanhakot Vithayaporn**  
Lecturer, Stamford International University, Thailand

**Session Chair:**  
**Ms. Thuc Thi Mai Doan Do**  
PhD Candidate, University of Algarve, Portugal





## INDUSTRIAL SESSIONS

### 15 Medical Tourism

The session “Medical Tourism” focused on highlighting that medical tourism has become increasingly popular in recent years due to the availability of high-quality medical services, cost savings, and the opportunity to combine medical treatments with leisure travel.



**Panel Speaker:**  
**Dr. Jayson Cham TH**  
Associate Professor and Deputy Dean,  
UCSI Graduate Business School,  
UCSI University, Malaysia

**Panel Speaker:**  
**Dato' Dr. Colin Lee**  
Managing Director, KL Wellness City,  
Malaysia

**Panel Speaker:**  
**Mr. Rana Bhattacharyya**  
Assistant General Manager, Aditya Birla  
Memorial Hospital, India

**Session Chair:**  
**Dr. Bikash Debata**  
Professor, Kirloskar Institute of  
Advanced Management Studies, India

**Session Chair:**  
**Ms. Steffi Yap**  
PhD Candidate, Swinburne University of  
Technology Sarawak Campus, Malaysia



### 16 Tourism Education Development: Southeast Asia Perspective

This session “Tourism Education Development: Southeast Asia Perspective” focuses on developing tourism education in Southeast Asia and preparing future leaders in the tourism and hospitality industry to grow sustainably and responsibly.



**Panel Speaker:**  
**Mr. Christopher Wan**  
Assistant Professor and Acting Dean,  
Faculty of Hospitality and Tourism  
Management, UCSI University, Malaysia

**Panel Speaker:**  
**Dr. Lilibeth Aragon**  
Dean of College of International Tourism  
and Hospitality Management, Lyceum of  
the Philippines University, Philippines

**Panel Speaker:**  
**Dr. Parlagutan Silitonga**  
Professor and Chairman, Akademi  
Pariwisata Indonesia (AKPINDO),  
Indonesia

**Session Chair:**  
**Dr. Aunkrisa Samgchumnonng**  
Assistant Professor, Suan Dusit  
University, Thailand

**Session Chair:**  
**Dr. Pham Hong Long**  
Associate Professor and Dean, Faculty of  
Tourism Studies, University of Social  
Sciences and Humanities, Vietnam



### 17 Tourism and SDG's

This session “Tourism and SDG's” focuses on contributing to the achievement of the United Nations Sustainable Development Goals (SDG's) so the session highlighted tourism and the call to action to end poverty, protect the planet, and ensure prosperity for all by 2030.



**Panel Speaker:**  
**Dr. Mostafa Rasoolimanesh**  
Associate Professor and Director, Centre  
for Research and Innovation in Tourism  
(CRIT), Taylor's University, Malaysia

**Panel Speaker:**  
**Dr. Inés Alvarado**  
Dean of the Sustainable Tourism and  
Hospitality, Universidad Científica del  
Sur, Peru

**Panel Speaker:**  
**Dr. Ahmed Rashed**  
Professor, The British University in Egypt  
Founding Director, Civilization Rights  
Institute USA, and Founding Director of  
FICSEFS

**Session Chair:**  
**Dr. Izzat Zulkifly**  
Senior Lecturer, Faculty of Hotel &  
Tourism Management, Universiti  
Teknologi MARA, Malaysia

**Session Chair:**  
**Ms. Titing Kartika**  
Assistant Professor and Head of Research  
& Development STIEPAR YAPARI,  
bandung, Indonesia



# INDUSTRIAL SESSIONS

## 18 UNESCO Creative Cities Network: City of Gastronomy

This session “UNESCO Creative Cities Network: City of Gastronomy” focuses on encouraging cities to continue their efforts in preserving and promoting their culinary heritage while also fostering innovation and sustainability. The designation as a "City of Gastronomy" is a prestigious recognition that highlights the importance of food culture and culinary arts in a city's identity.



**Panel Speaker:**  
**Karen Shepherd**  
Strategic Director, UNESCO Creative Cities Network (UCCN)  
Kuching City of Gastronomy, Malaysia

**Panel Speaker:**  
**Dr. Tatiyaporn Jarumaneerat**  
Assistant Professor, Faculty of Hospitality and Tourism,  
Prince of Songkla University, Thailand

**Session Chair:**  
**Datin Dona Drury Wee**  
Chairwoman, Culinary Heritage and Arts Society  
Sarawak, Malaysia

**Session Chair:**  
**Dr. Mandy Siew Chen Sim**  
Associate Professor, Faculty of Social Sciences,  
University of Nottingham, Malaysia



## 19 Agritourism

This session “Agritourism” focuses on promoting sustainable agriculture, supporting local economies, and providing tourists with unique and educational experiences.



**Panel Speaker:**  
**Dr. Vincent Amanor-Boadu**  
Professor, Department of Agricultural  
Economics, Kansas State University, US

**Panel Speaker:**  
**Mr. Pandurang Taware**  
Managing Director, Agri Tourism  
Development Corporation, India

**Panel Speaker:**  
**Dr. Kazem Vafadari**  
Professor and Division Head, Graduate  
School of Ritsumeikan Asia Pacific  
University (APU), Japan

**Session Chair:**  
**Dr. Eva Rachmawati**  
Lecturer, Department of Conservation of  
Forest and Ecotourism, IPB University,  
Indonesia

**Session Chair:**  
**Mdm. Mia Bella R. Fresno**  
Associate Professor, Central Bicol State  
University of Agriculture, Philippines



## 20 Women in Tourism

This session “Women in Tourism” focuses on the role of women in the tourism industry and how women contribute in various capacities to the growth and development of the tourism sector, which is one of the world's largest industries.



**Panel Speaker:**  
**Dr. Nisha Abu Bakar**  
Co-Founder, World Women Tourism

**Panel Speaker:**  
**Dr. Vanessa GB Gowreesunkar**  
Associate Professor, Anant National  
University, India

**Panel Speaker:**  
**Dr. Monika Banerjee**  
Program Lead, Institute of Social Studies  
Trust (ISST), India

**Session Chair:**  
**Ms. Lenis Aislinn C. Separa**  
Associate Professor and Research Management  
Cluster Coordinator for Business, Polytechnic  
University of the Philippines, Philippines

**Session Chair:**  
**Dr. Karen Tan**  
Assistant Professor, Middle Tennessee  
State University, USA





## INDUSTRIAL SESSIONS

### 21 Leisure & Recreation Tourism

This session “Leisure & Recreation Tourism” focuses on taking time off from routine life to enjoy and rejuvenate. It encompasses a wide array of experiences and destinations, and it can cater to people of all ages, interests, and preferences.



**Panel Speaker:**  
**Dr. Chang Hsuan Hsuan**  
Professor, Leisure and Recreation Management Department, Ming Chuan University, Taiwan

**Panel Speaker:**  
**Dr. Jaeyeon Choe**  
Lecturer, Faculty of Humanities and Social Sciences, Swansea University, UK

**Panel Speaker:**  
**Dr. John Ap**  
Professor and Director, Global Centre for Tourism Education and Training, Macao Institute for Tourism Studies, Macao

**Session Chair:**  
**Dr. Daryl Ace Cornell**  
Associate Professor, College of Tourism, Hospitality and Transportation Management, Polytechnic University of the Philippines, Philippines

**Session Chair:**  
**Dr. Kaede Sano**  
Associate Professor, Faculty of Tourism, Wakayama University, Japan



### 22 Business Events

This session “Business Event” focuses on knowledge sharing, networking, economic growth, and fostering collaboration among professionals and organizations. They play a vital role in promoting innovation and advancing industries by bringing together experts and thought leaders.



**Panel Speaker:**  
**Dr. Li Ding**  
Assistant Professor, Institute Paul Bocuse, France

**Panel Speaker:**  
**Dr. Ubaldino Couto**  
Lecturer, School of Hospitality Management, Macao Institute for Tourism, Macao

**Panel Speaker:**  
**Dr. Kirsten Holmes**  
Professor, School of Management and Marketing, Curtin University, Australia

**Session Chair:**  
**Dr. Tiong Ying Ying**  
Associate Dean, Faculty of Business, Curtin University, Malaysia

**Session Chair:**  
**Dr. Andreas Zins**  
Professor and Dean, Faculty of Business, Curtin University, Malaysia



### 23 Discover and Recover: The Bigger Picture of Entrepreneurship in Tourism

This session “Discover and Recover: The Bigger Picture of Entrepreneurship in Tourism” focuses on highlighting the dynamic and multifaceted nature of entrepreneurship in the tourism industry. It also underscored the importance of adaptability, innovation, sustainability, and collaboration in addressing challenges and driving the sector forward.



**Panel Speaker:**  
**Dr. Hendrati Dwi**  
Head of International Office, Universitas Islam Bandung, Indonesia

**Panel Speaker:**  
**Dr. Risidaxshinni**  
Founder and Head Editor, Bisi Writes Consultancy, Malaysia

**Panel Speaker:**  
**Mr. Daniel Cheng**  
Founder and President, Redefine Tourism Mixer, Taiwan

**Session Chair:**  
**Ms. Mary Rose Maharlika P. Cruz**  
President, DBA Society, Polytechnic University of the Philippines, Philippines

**Session Chair:**  
**Dr. Thanuja Rathakrishnan**  
Lecturer, School of Management & Marketing, Taylor's University, Malaysia



## INDUSTRIAL SESSIONS

### 24 Talent Development in Tourism and Hospitality Industry

This session “Talent Development in Tourism and Hospitality Industry” focuses on an approach aimed at nurturing, training, and retaining skilled professionals and leaders within the sector. The tourism and hospitality industry relies heavily on a workforce that possesses a wide range of skills, from customer service and culinary expertise to management and marketing.



Panel Speaker: **Mdm. Sherene Azli**  
Former Chief Executive Officer, Malaysia Healthcare Travel Council, Malaysia

Panel Speaker: **Ms. Hazel Thompson**  
Founder and Brand Engagement Consultant, LemonShed Consultancy, UK

Panel Speaker: **Ms. Prachi Thakur**  
Diversity Strategist and Trainer, World Women Tourism

Session Chair: **Dr. Corina Joseph**  
Professor, Faculty of Accountancy, Universiti Teknologi MARA, Malaysia

Session Chair: **Dr. Viraiyan Teeroovengadam**  
Senior Lecturer, Faculty of Law and Management, University of Mauritius, Mauritius



### 25 Hospitality Industry Resilience

This session “Hospitality Industry Resilience” focuses on preparing hospitality industry resilience for the unexpected, learning from challenges, and using this knowledge to evolve and improve. By implementing these strategies, the hospitality industry can become more resilient and better equipped to handle future uncertainties.



Panel Speaker: **Mr. Ian Kenneth Cruz**  
Manager, Makoto Restaurant, USA

Panel Speaker: **Dr. Lin-Lin Xue**  
Chairman, Department of Tourism Management, College of Science and Technology, Ningbo University, China

Panel Speaker: **Dr. Robert Liwei Hsu**  
Professor and Program Director, International Master's Program of Tourism and Hospitality Management, National Kaohsiung University of Hospitality and Tourism, Taiwan

Session Chair: **Dr. Jennifer Loverio**  
Assistant Professor, Department of Hotel, Restaurant and Institution Management, University of the Philippines, Philippines

Session Chair: **Dr. Shirley Guevarra**  
Professor and Dean, College of Home Economics, University of the Philippines, Philippines





# ACADEMIC PRESENTATIONS

Hybrid Mode



Academic presentation sessions were for those who presented their research works, such as academics and graduate students. Extended abstracts which were accepted for presentation were assigned to specific time slots with guidelines. While all abstracts were published as conference proceedings with an ISBN, awards and publication opportunities were provided to presenters/authors with outstanding abstracts.



# PHYSICAL WORKSHOPS

## 01 Dialogue with Emerald Publishing and Journal Editors

This session “Dialogue with Emerald Publishing and Journal Editors” “ focuses on preparing a journal with Emerald Publishing and journal editors for opportunities for researchers, academics, and authors. Here's a sample dialogue with Emerald Publishing and journal editors, they discussed Submission, Seeking Collaboration and Guidance, and Providing Feedback and Suggestions.



**Speaker:**  
**Ms. Sharon Parkinson**  
• Publishing Development Manager, Quality Education for all, Emerald Publishing

**Speaker:**  
**Dr. Joseph Cheer**  
• Co Editor-in-Chief, Tourism Geographies (TG)  
• Professor, Center for Tourism Research, Wakayama University

**Speaker:**  
**Dr. Aaron Tham**  
• Managing Editor, International Journal of Hospitality & Tourism Administration (IJHTA)  
• Lecturer, University of the Sunshine Coast, Australia

**Speaker:**  
**Dr. Andreas Zins**  
• Editor-in-Chief, International Journal of Business Events and Legacies (IJBEL)  
• Professor and Dean, Faculty of Business, Curtin University, Malaysia

**Speaker:**  
**Dr. Leong Choi Meng**  
• Managing Editor, Journal of Responsible Tourism Management (JRTM)  
• Assistant Professor and Head of Programme, UCSI Graduate Business School, UCSI University, Malaysia

**Moderator:**  
**Mr. Frank Gong**  
• PhD Scholar, Universiti Malaya, Malaysia

## 02 Songs, Stories, and Legends of Sarawak: A Music Therapy Experience

This session “Songs, Stories, and Legends of Sarawak: A Music Therapy Experience” focuses on a captivating and innovative concept that combines elements of music therapy, cultural storytelling, and the rich heritage of Sarawak. This experience offered a unique way to engage individuals or groups in a therapeutic and culturally immersive journey.



**Instructor:**  
**Dr. Indra V. Selvarajah**  
• Founding President, Malaysian Music Therapy Association, Malaysia  
• Medical Music Therapist & Lecturer, Universiti Putra Malaysia, Malaysia

**Co-Instructor:**  
**Dr. Lori Gooding**  
• President, American Music Therapy Association, USA  
• Associate Professor, Florida State University, USA



## PHYSICAL WORKSHOPS

### 03 Testing The Local Flavor of Coffee: Sample From Taiwan and Malaysia

This session “Testing The Local Flavor of Coffee: Sample From Taiwan and Malaysia” focuses on sampling local coffee flavors in Taiwan and Malaysia, you'll encounter a wide range of tastes and experiences. From the sweet and creamy concoctions of bubble tea coffee in Taiwan to the strong and aromatic brews of Malaysian kopi, both countries offer a diverse coffee culture that's worth exploring for any coffee enthusiast.



### 04 Health and Wellness Tourism

This session “Health and Wellness Tourism” focuses on promoting physical, mental, and emotional well-being. Travelers seek health and wellness experiences to relax, rejuvenate, and improve their overall health.



### 05 Creation and Sharing of Digital Media Tourism Content: Demonstration and Guidance

This session “Creation and Sharing of Digital Media Tourism Content: Demonstration and Guidance” focuses on introducing and explaining the importance of effective digital media tourism platforms so that they can inspire and provide information to tourists while contributing to destination promotion.



## PHYSICAL WORKSHOPS

### 06 Wildlife Tourism Interpretation

This session “Wildlife Tourism Interpretation” focuses on a deeper appreciation of nature and wildlife while promoting their conservation. It enriches the travel experience by providing meaningful insights and connections to the natural world.



**Instructor:**  
**Dr. Wong Siew Te**  
• CEO, Bornean Sun Bear Conservation Centre, Malaysia  
• 2017 CNN World Wildlife Hero

**Co-Instructor:**  
**Dr. Sarah Pye**  
• University of the Sunshine Coast, Australia  
• Book Author, Saving Sun Bears

**Moderator:**  
**Dr. Mageswari Ranjanthran**  
• Lecturer, Sunway University, Malaysia

### 07 Responsible Food Innovation

This session focuses on Responsible food innovation and aims to balance the desire for food that is convenient, delicious, and affordable with the need for ethical, sustainable, and nutritious choices.



**Speaker:**  
**Mr. Andre Kho**  
Founder, Naked Wonders

**Speaker:**  
**Ms. Fallisca Evon**  
Media & Communication Executive, WarmingUp

**Speaker:**  
**Ms. Melissa Kung**  
Founder, Naked Wonders

**Moderator:**  
**Mr. Joseph M. Pudun**  
• Assistant Professor, UCSI University  
• Fellow, Regional Centre of Expertise (RCE) Kuching, Malaysia

### 08 Thesis Management and Preparation for Viva Voce

This session “Thesis Management and Preparation for Viva Voce” focuses on thorough preparation and a clear understanding of research, how you can confidently present your thesis, and engage in a productive discussion with your examiners. Because the viva voce is a significant milestone in the academic journey.



**Instructor:**  
**Dr. Jayson Cham Tat Huei**  
• Associate Professor, UCSI Graduate Business School, Malaysia  
• Editor-in-Chief, Journal of Marketing Advances and Practices (JMAP)

**Moderator:**  
**Dr. Chin Chee Hua**  
• School of Business & Management, University of Technology Sarawak, Malaysia  
• Managing Editor, Journal of Responsible Tourism Management



## PHYSICAL WORKSHOPS

### 09 **Methodology in Social Science Research with Current Literature and Practice**

This session “Methodology in Social Science Research with Current Literature and Practice” focuses on how incorporating literature and practices into research methodology, enhances the rigor, relevance, and quality of social science research. Staying up-to-date with the latest developments in the field ensures that research is well-informed and contributes meaningfully to the body of knowledge in area of study.



**Instructor:**  
**Prof. Ramayah Thurasamy**

- Professor, School of Management, Universiti Sains Malaysia, Malaysia
- Chief Editor, Asian Academy of Management Journal
- Chief Editor, Journal of Applied Structural Equation Modeling

**Moderator:**  
**Dr. Mohamad-Noor Salehuddin**

- Universiti Utara Malaysia, Malaysia
- Managing Editor, Journal of Halal Service Research

### 10 **Responsible Tourism and Hospitality Methodologies: Minding our Ps and Qs**

This is a phrase that suggests a focus on maintaining high standards, ethics, and principles in the context of responsible tourism and hospitality practices. This expression encompasses the need to be meticulous and thoughtful in the methodologies employed within the industry.

By "minding our Ps and Qs" in responsible tourism and hospitality, the industry can uphold the values and practices that prioritize sustainability, ethics, quality, and responsible engagement with the communities it serves. This approach ensures that the industry remains accountable and beneficial to both travelers and host destinations.



**Instructor:**  
**Dr. Aaron Tham**

- Lecturer, USC Business School, University of the Sunshine Coast, Australia
- Managing Editor, International Journal of Hospitality & Tourism Administration
- Associate Editor, Journal of Responsible Tourism Management

**Co-Instructor:**  
**Dr. Aunkrisa Samgchumnong**

- Assistant Professor and Director of the office of the Academic promotion and registration, Suan Dusit University, Thailand
- Editorial Review Board Member, Journal of Responsible Tourism Management



## COMMUNITY ENGAGEMENT

Booths are used as a form of community engagement for local vendors to promote their locally-made products and engage with the delegates. ICRTH supported local businesses with free booths (no rental fees), and the presence of local vendors greatly enriched delegates' experience and appreciation during the conference.



## EXPERIENTIAL EXCURSION

An experiential excursion was organized for delegates to visit the Borneo Cultures Museum -- the second-largest museum in Southeast Asia -- and learned more about Sarawak.





## COURTESY CALL



Distinguished guests of ICRTH2022, including notable figures from UNWTO, PATA, Asian Development Bank (ADB), the International Ecotourism Society (TIES), IPB University and Wakayama University (Center for Tourism Research), paid a courtesy call on Dato Sri Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak at his office. Topics such as regional collaboration, development of ICRTH and responsible tourism mission in Sarawak were discussed.



Mr Harry Hwang was one of the distinguished guests during the courtesy call. His participation in ICRTH2022 in person was significant as it paved the way for the Minister for Tourism, Creative Industry and Performing Arts Sarawak and his delegation to make the first official visit to UNWTO Headquarters in Madrid on 10 March 2023. Such a visit marks another significant milestone for Sarawak tourism and the responsible tourism mission. Some of the achievements include Responsible Borneo (REBORN) and Sarawak Tourism Board (STB) becoming the affiliate members of UNWTO as well as Dr Hiram Ting being included in the UNWTO Panel of Tourism Experts.

## GRAND OPENING



### Paku Rock Maze Grand Opening

“I must applaud the efforts of the local government in executing their Blueprint for Bau District 2016-2030 in a persistent manner. I am delighted to see the involvement of the community members under the leadership of YB Miro and Kapitan Pui in developing Paku Rock Maze Garden. I can tell a lot of hard work has been done in recent years.”

“I am impressed that the development of Paku Rock Maze Garden is not just for tourism per se, it is also for the well-being of the community. Responsible tourism initiative is very much at the core of the entire development.”

“Private investments are imperative for the growth of the tourism and hospitality sectors. The inputs by private investment not only support the development of under-explored tourism destinations but also turn these places into vibrant tourist destinations.”

### Borneo Keranji Farm Grand Opening

“Borneo Keranji Farm is an initiative of private investment that embraces responsible tourism from the environmental, economic and community aspects. To assist the communities, Borneo Keranji Farm hires local residents from the neighborhood as employees, thus providing job opportunities to improve their quality of life.”

## NETWORKING DINNER

Networking dinner was held during the conference. Tapas style was adopted to promote responsible consumption of food. Certificates to recognise individuals' achievement were also given out by Emerald Publishing during the dinner.





# CLOSING CEREMONY



## YB DATO' SRI HAJAH NANCY BINTI SHUKRI

**Ministry of Culture, Arts and Tourism (MOTAC) Malaysia**

“Championing responsible tourism is not only key to extending the lifespan of fragile destination areas, the extent of its outreach advocacy also safeguards new and emerging destination areas from the irreversible degeneration of cultural heritage and the environment.”

“In short, if the tourism industry is the heart to the key national economic pillars, and sustainable tourism is what we aspire to achieve and preserve, then responsible tourism will be its soul, serving as an enabler for a prosperous, inclusive and sustainable tourism lifeline for many generations to come. This conference, ICRTH 2022, is very timely. The call to embrace responsible tourism as the core principle in governing the development of a broader tourism ecosystem framework or blueprint offers a unique value proposition in differentiating one destination from the other. I am impressed to witness how Sarawak’s tourism industry has transformed itself, paving its way to be a leading and exemplary region since the inception of responsible tourism.”



## ICRTH HANDOVER BY REPRESENTATIVE FROM IPB UNIVERSITY (INA)

**Prof. Dr. Ir. Yanto Santosa, DEA- Head of Tropical Biodiveristy Conservation Study Program**



## CLOSING REMARKS

**Mdm. Mukvinder Sandhu**

*Pro Vice-Chancellor, UCSI University Kuching Campus, Malaysia*

**Asst. Prof. Lenny Yusrini (INA)**

*Deputy Director, Akademi Pariwisata Indonesia*



\*NB: Click on the image to access the video link

# RESPONSIBLE TOURISM FIELDWORK



To put responsible actions into practice, the post-conference Responsible Tourism fieldwork was arranged to after ICRTH (3 - 4 September 2022). The fieldwork is a collaboration with Southeast Asia Research Academy (SEARA), and it provided a good avenue for delegates to turn words into actions and build connections not only among the delegates, but also with the local community. They spent two days in a suburb in Sarawak called Bau, a destination which is renowned for its gold mining activities since 19th century.

One of the places they visited was Tasik Biru, a stunning blue lake located about an hour's drive from the city center. Tasik Biru was a gold mine and is surrounded by lush greenery and limestone hills. The lake gets its name from its bright blue color, which is caused by the high mineral content of the water. The SEARA members and several ICRTH delegates were mesmerized by the natural beauty of Tasik Biru and spent a few hours exploring the area. They took plenty of photographs and enjoyed the peaceful surroundings. It was a perfect escape from the hustle and bustle of the city and a great way to connect with nature.





# RESPONSIBLE TOURISM FIELDWORK

The next day, the delegates were mesmerized by Paku Rock Maze Garden – a precious karst landform that offers a unique and enchanting attraction with its winding paths (maze) made of rocks. Our next destination was 'Sleeping Beauty', an outline of a mountain resembling the head, chest, and body of a woman sleeping from afar. Third, they went to Maw San Historical Lane where they discovered the historic story of 'old Bau' shared by Pemanca Bong. The visit ended at New Buddhist Village, the final destination of the fieldwork.

They then visited Fairy Cave - an impressive nature reserve, a limestone cave. It is named after the stalagmites inside the cave, which are said to resemble fairy creatures. The cave is a popular tourist destination so SEARA members are lucky Fairy Cave was in the itinerary. They headed for Eco-Serembu Park next just in time for the welcoming dinner hosted by the local Bau District authorities. The dinner was accompanied by the performance of Sarawak 'sape' living legend, Matthew Ngau Jau.

Other places they visited includes Eco-Merembu Park, Siniawan Night Market.

Read more



# ICRTH2022

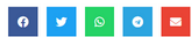
## IN THE MEDIA

### ONLINE NEWS

### New SARAWAK TRIBUNE

#### Conference on Responsible Tourism and Hospitality Sept 1-3

Annabell Naja Tommy Sarawak News 26 August 2022 4:19 pm



Minister of Tourism, Creative Industry, and Performing Arts (MTCP) Datuk Seri Abdul Karim Rahman Hamzah said he looks forward to the event which brings tourism and hospitality stakeholders together to share ideas and resources, as well as to network and collaborate.

“As such, ICRTH is not a one-off event for excitement and achievement. Instead, it is our affirmative response towards sustaining and regenerating tourism through responsible tourism

initiatives, and this is why ICRTH is held again this year and will continue to be an annual event”. This is a remarkable milestone, considering the fact that ICRTH is barely two years old. More importantly, this is a testament of our growing awareness and commitment to responsible tourism, and the need for us to take collective actions to future-proof tourism for generations to come,” he said.

He also said that many prominent figures in tourism will attend the conference physically as distinguished guests. “Looking at the line-up, you can see why ICRTH2022 is a significant step forward for my ministry and tourism stakeholders in Sarawak to realize responsible tourism.

### ONLINE NEWS

### BORNEO POST online

#### Conference on tourism significant step to develop Sarawak as vibrant tourism destination — Abd Karim

Travel  
27 Aug 2022



Abdul Karim (sixth left) and others holding the ICRTH banner.

The International Conference on Responsible Tourism and Hospitality (ICRTH) 2022 is Sarawak’s affirmation towards sustaining and regenerating tourism through responsible initiatives, said Tourism, Creative Industry and Performing Arts Minister Dato Sri Abdul Karim Rahman Hamzah.

“This is why ICRTH is held again this year and will continue to be an annual event. ICRTH is also considered the first homegrown event in Sarawak.

“I have been informed that an institution in Indonesia has bid for this conference with a support letter from the mayor of the host city. This is a remarkable milestone, considering the fact that ICRTH is barely two years old.





# ICRTH2022

## IN THE MEDIA

### JOURNAL ARTICLE

Conference Note

#### 2nd International Conference on Responsible Tourism and Hospitality (ICRTH) 2022, 1 – 3 September 2022, Kuching, Sarawak, Malaysia

Yi Xuan Ong , Ivy S. H. Hill & Aaron Tham 

In this paper, Ong et al., (2022) reviewed ICRTH 2022, and they mentioned the theme ICRTH2022 “Mobilising Responsible Tourism into Actions: Towards Economic Prosperity, Socio-Cultural Inclusivity and Environmental Sustainability” and they said this theme was an effort to advance the knowledge and practice of responsible behaviour and implement sustainable development through responsible tourism management.

Comment

#### MICE tourism legacies: The International Conference on Responsible Tourism and Hospitality (ICRTH) 2022

Aaron Tham , Hiram Ting , Lenny Yusrini  & Jessica Sze Yin Ho 

Pages 289-293 | Received 08 Feb 2023, Accepted 13 Mar 2023, Published online: 23 Mar 2023

 Cite this article  <https://doi.org/10.1080/15470148.2023.2192018>  Check for updates

Drawing from extant literature surrounding MICE tourism legacies, the International Conference on Responsible Tourism and Hospitality (ICRTH) is an example of how such legacies can shift from a narrow focus to broader stakeholder benefits, nudge passive engagement toward more active forms of participation, mobilities from urban to rural environments, enhancing education outcomes for better empowerment opportunities, and revenge travel proclivities to a more responsible MICE tourism stance.

JOURNAL OF RESPONSIBLE TOURISM MANAGEMENT

e-ISSN: 2773-5796

Journal homepage: <https://jrtm.org/>

Volume 3, Issue 1, January 2023

DOI: 10.47263/JRTM.03-01-08



Conference Notes

Open Access

#### International Conference on Responsible Tourism and Hospitality (ICRTH): Post-Event Reflection and Assessment



Hiram Ting<sup>a,b</sup>; Andrea Le<sup>b,c</sup>; Lenny Yusrini<sup>d,e</sup>; Sim Siew Chen<sup>f</sup>; Renugah Rengasamy<sup>b,h</sup>;  
Nurul Ruwaidah Ahamad<sup>i</sup>; Aunkrisa Sangchumong<sup>j</sup>; Le Hoang Phuong Linh<sup>k</sup>; Rashid Ating<sup>l</sup>

This paper has shared the organising experience of the ICRTH conference, particularly to introduce what the conference is about and elucidate its missions, and design. As much as a desirable plan can work or be expected to work, there are always limitations which lead to constraints or imperfections, and subsequently further improvement.

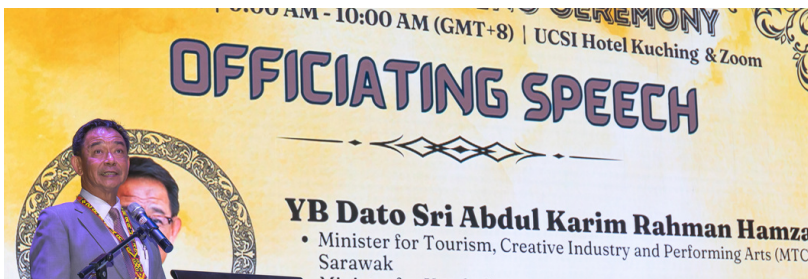
# ICRTH2022

## IN THE MEDIA

### FACEBOOK POST



Ministry of Tourism, Creative Industry and Performing Arts Sarawak  
26 August 2022 · 🌐



“The opening ceremony was officiated by the MTCP Sarawak, the Honorable Dato Sri Haji Abdul Karim Rahman Hamzah. He was proud to have many prominent figures in tourism attending the conference. These distinguished guests include the United Nations World Tourism Organization (UNWTO), the Pacific Asa Travel Association (PATA), Emerald Publishing, The International Ecotourism Society, Asian Development Bank (ADB), PATA’s Ambassador for Gastronomic Tourism, Wakayama University and etc.”



Ministry of Tourism, Creative Industry and Performing Arts Sarawak - Ikuti  
26 August 2022 · 🌐

\*Press Conference for ICRTH2022\*

A press conference was held at MTCP to announce the second edition of International Conference on Responsible Tourism and Hospitality (#ICRTH2022) which would take place from September at UCSI Hotel Kuching using a hybrid format. With the theme “Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-cultural Inclusivity and Environmental Sustainability”, the conference aims to advance the knowledge and practice of... Lih silengkapnya



“A press conference was held at MTCP to announce the second edition of International Conference on Responsible Tourism and Hospitality (#ICRTH2022) which would take place from 1-3 September at UCSI Hotel Kuching using a hybrid format. With the theme “Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-cultural Inclusivity and Environmental Sustainability”, the conference aims to advance the knowledge and practice of responsible tourism for sustainable development. It is an annual event that brings tourism and hospitality stakeholders together to share ideas and resources, as well as to network and collaborate.”





BOGOR-INA

# ICRTH 2023



## REVIVING TOURISM THROUGH GREEN INVESTMENT AND SUSTAINING TOURISM THROUGH CULTURAL HERITAGE CONSERVATION



21-25 August 2023

<https://www.responsibleborneo.com/icrth2023>



IPB International Convention Center, Bogor, Indonesia





## BACKGROUND

ICRTH 2023 was held at the IPB International Convention Centre (Bogor, Indonesia) last 21-23 August, with the theme, "**Reviving tourism through green investment AND Sustaining tourism through cultural heritage conservation**". The event was hosted by IPB University with the support from various national and international bodies. It aimed to bridge the gap between academics and industry professionals from the tourism sector. It focused on promoting responsible tourism among tourism stakeholders to preserve local culture, protect the environment, create jobs, and maintain economic growth, all of which contributes to improving the quality of life. Activities from the event also hoped to foster collaboration among national and international delegates.

A post-conference fieldwork was organized at Gunung Gede Pangrango National Park from 23 to 25 August. This was graced by the Mayor and Vice Mayor of Bogor as well as the Minister of Tourism, and Creative Economy Indonesia.



## PRE-CONFERENCE WORKSHOPS

Pre-conference workshops offered delegates one-day intensive training and coaching on research-related topics. With the workshop speakers who are prominent professors and editors of SCOPUS-indexed journals as well as successful entrepreneurs, it was a good learning opportunities.

### 01 Talent Development in Tourism and Hospitality Industry

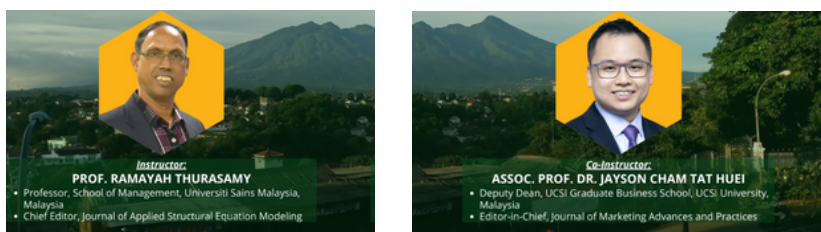


<p><b>Co-Instructor:</b> <b>PROF. DR. PUAH CHIN HONG</b></p> <ul style="list-style-type: none"> <li>• CEO, UNIMAS Business School, Universiti Malaysia Sarawak, Malaysia</li> <li>• Editorial Board Member, International Journal of Business and Society</li> </ul>	<p><b>Co-Instructor:</b> <b>DR. AARON THAM</b></p> <ul style="list-style-type: none"> <li>• Lecturer, USC Business School, University of the Sunshine Coast, Australia</li> <li>• Managing Editor, International Journal of Hospitality &amp; Tourism Administration</li> </ul>	<p><b>Co-Instructor:</b> <b>DR. SIN HARG LUH</b></p> <ul style="list-style-type: none"> <li>• Senior Lecturer, College of Interdisciplinary &amp; Experiential Learning, Singapore University of Social Sciences</li> <li>• Associate Editor, Tourism Geographies</li> </ul>	<p><b>Co-Instructor:</b> <b>DR. FRANK GONG JIANKUN</b></p> <ul style="list-style-type: none"> <li>• PhD Holder, Media &amp; Communication Studies Dept., Universiti Malaysia, Malaysia</li> <li>• Assoc. Editor, Asian Journal of Business Research</li> </ul>
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Talent development is an ongoing process in the tourism and hospitality industry. It requires commitment from both employers and employees to ensure that individuals are continuously learning and growing within their roles. By investing in talent development, organizations can improve the guest experience, boost staff morale, and contribute to the long-term success of the business.



### 02 Methodological Misconception and Advancement in Quantitative Research



<p><b>Instructor:</b> <b>PROF. RAMAYAH THURASAMY</b></p> <ul style="list-style-type: none"> <li>• Professor, School of Management, Universiti Sains Malaysia, Malaysia</li> <li>• Chief Editor, Journal of Applied Structural Equation Modeling</li> </ul>	<p><b>Co-Instructor:</b> <b>ASSOC. PROF. DR. JAYSON CHAM TAT HUEI</b></p> <ul style="list-style-type: none"> <li>• Deputy Dean, UCSI Graduate Business School, UCSI University, Malaysia</li> <li>• Editor-in-Chief, Journal of Marketing Advances and Practices</li> </ul>
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Quantitative research continues to evolve with the development of new techniques, technologies, and a growing awareness of methodological issues. Researchers are encouraged to stay up to date with advancements in the field, remain critical of common misconceptions, and employ best practices to conduct high-quality quantitative research.





# OPENING CEREMONY

## OPENING SPEECH

**Dr. Arzyana Sunkar, M.Sc**

*Conference Chair of ICRTH2023*



“

The International Conference on Responsible Tourism and Hospitality (ICRTH) is a melting points of academies, professionals, governments and other stakeholders to synergize their knowledge, skills and resources and use them to strengthen collective action to make substantive impacts on the environment, economy and society.

”

## WELCOMING SPEECH

**Prof. Dr. Ir. Ernan Rustiadi**

*Vice Rector for Research, Innovation and Agro-maritime Community Development, IPB University, Indonesia*

“

We are promoting and understanding the significance of a well-being sustainable learning environment together with our motto: zero waste, zero-emission, rich in bio and cultural diversity. So, with great pride, we undertake the role of host for the upcoming five days, encompassing three days of conference and two days of fieldwork. I extend my best wishes to all for a successful conference. Thank you very much.

”





## WELCOMING SPEECH

**H.E. Dr. Bima Arya Sugiarto, S. HUM., M.A.**  
*Mayor of Bogor, Indonesia*



“ Welcome to the city of Bogor. The city of thousand gardens. We proudly welcome you to the sole city in Indonesia that boasts an expansive botanical garden.

With our city hosting an abundance of parts. It has also become a various destination for all locals and visitors seeking recreational opportunities. People come here to enjoy the riches of our greeneries in our city parts.

The preservation of enhancement of Chinese Town heritage reflects our commitment to both enhancing tourism attraction and uniting our diversity to improve infrastructure. The Cap Go Meh festivals as a testament to this place and over time it has a highly anticipated spectacle for visitors.

And in our commitment, to enhancing our tourist attraction we are not only focusing on the city center but also extending our effort to the outskirts. It aligns with our goal of fostering exclusive economic growth, ensuring the citizen entire citizens can reap the reward of our city's tourist expansion. ”

## KEYNOTE SPEECH 1

**Dr. H. Sandiaga Salahuddin Uno, B.B.A., M.B.A.**

*Minister of Tourism and Creative Economy, Indonesia*

“

I would like to appreciate IPB University for organizing the International Conference on Responsible Tourism and Hospitality 2023 and I see this as the continuation of the 2021 Sarawak commitment declaration for responsible tourism.

Now, our economic challenges focus on how the country can grow the economy and provide good quality jobs and how to sustain tourism and hospitality by working hand-in-hand with one another. I believe that the 23 countries who joined this event will play an active role and contribute to society, in the aspect of knowledge, actions, and economics. I would also like to remind everyone on the focus on responsible and sustainable tourism.

President Indonesia Joko Widodo has mentioned "Don't let us complicate investment, because investment, especially foreign direct investment, is a bone of contention for all countries.

”





## KEYNOTE SPEECH 2

**Yang Berhormat**

**Dato Sri Haji Abdul Karim Rahman Hamzah**

*Minister for Tourism, Creative Industry and Performing Arts, Sarawak, Malaysia*

*Minister for Youth, Sports and Entrepreneur Development Sarawak*

“

Today, we gather under the theme of "Reviving Tourism through Green Investments", a timely call for us to tackle the pressing environmental issues stemming from unregulated growth. As custodians of our beautiful lands, we must acknowledge the carbon footprint of travel and pioneer sustainable solutions to reduce our impact on the environment. Our Mother Earth deserves a tourism industry that contributes to a greener, cleaner future, and with responsible investments and collective initiatives, we can preserve our beloved destinations for future generations.

This conference provides a platform for us to collaborate, learn, and incite change. We have the opportunities to learn from esteemed speakers, engage in insightful discussions with one another, as well as draw inspiration from success stories and even our past mistakes and failures. Let us be open to know and learn from one another.

”

## CONGRATULATORY MESSAGE 1

### **Mr. An Sinyong**

*Senior Officer Regional Department for Asia and the Pacific,  
United Nations World Tourism Organization (UNWTO)*

“

As the international tourism community continues to recover and regenerate tourism, UNWTO has responsible and sustainable practices for successful tourism for us and future generations.

UNWTO has identified investment as one of the key priorities for tourism recovery and future development. We are here today to discuss and share sustainable and responsible tourism for a better future for us and the next generation.

Also, this conference will grow into a significant event in Asia Pacific and continue to grow responsible tourism and sustainable development.

”

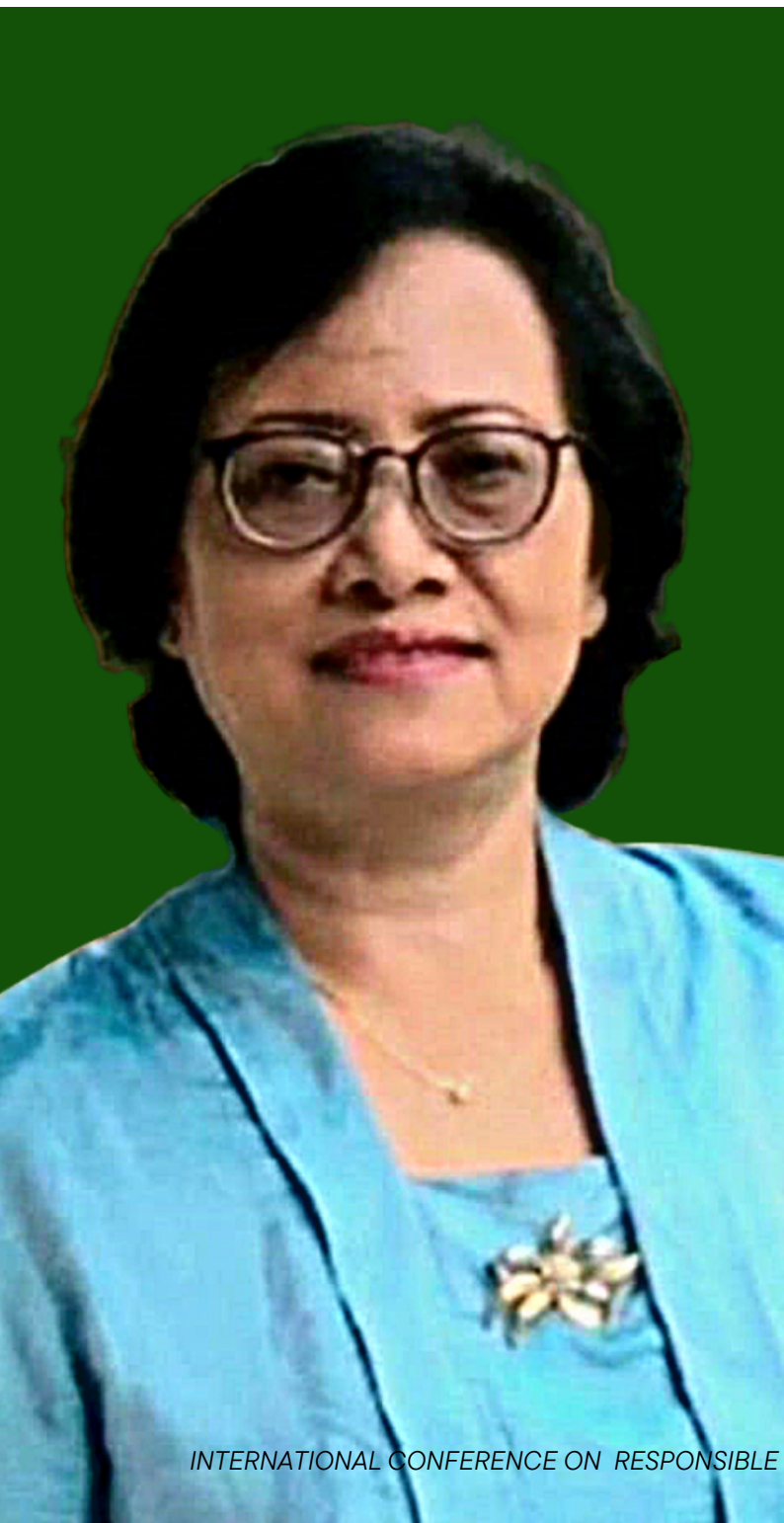




## CONGRATULATORY MESSAGE 2

**Prof. Dr. Harini Muntasib**

*Chair Tourism and Environmental Science Cluster Development  
The Association of Indonesian Professor*



“

I'm Harini. I'm the Head of the Outdoor Recreational and Eco-Tourism Division of the Department of Forest Resource Conservation in Eco-Tourism, Faculty of Forestry and Environment, IPB University.

With Association of Indonesia Malaysia Professors (IPIMA), we hope to establish extensive collaboration between Indonesia and Malaysia and other countries to implement responsible tourism. Hopefully the conference will provide a thriving force for such collaboration.

”

## OFFICIAL LAUNCH



ICRTH 2023 was launched at the International IPB Convention Centre on 21 August. YB Dato Sri Abdul Karim Rahman Hamzah, Minister for Ministry of Tourism, Creative Industry and Performing Arts Sarawak and his entourage were greeted by the Mayor of Bogor, Dr. Bima Arya Sugiarto, S. Hum., M.A luncheon was hosted by the Deputy Mayor, Dedie A. Rachim at the Mayor's office on the same day.





## BILATERAL MEETING

In conjunction with The International Conference on Responsible Tourism & Hospitality (ICRTH), the Sarawak delegation led by YB Minister Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak paid a courtesy visit to the Mayor of Bogor's Office. The Deputy Mayor of Bogor, Mr Dedie A. Rachim, warmly welcomed the Sarawak delegation and expressed his appreciation for the future collaborations with Sarawak.



A bilateral talk was held to develop potential collaborations. YB Minister Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak was accompanied by Datuk Sebastian, Deputy Minister for Tourism, Datu Hii Chang Kee, Deputy State Secretary, Datu Sherrina Hussaini, Permanent Secretary for Tourism, Creative Industry and Performing Arts, YB Dennis Ngau, Chairman of Sarawak Tourism Board and Dr Hiram Ting, Chair of ICRTH2023.



## MULTILATERAL MEETING

A Multilateral Meeting in conjunction with the MoU Signing Ceremony was held during ICRTH2023 to discuss potential collaborations between Sarawak and other countries in the tourism-related fields through the responsible tourism initiatives. YB Dato Sri Abdul Karim Rahman Hamzah gave an introductory remarks, followed by commentaries by Distinguished Guests from 8 countries. They were:

1. Mr. Sinyoung An (Senior Officer, Regional Department for Asia and the Pacific, UNWTO)
2. H.E. Poch Voleark (Head, National Institute of Tourism, Ministry of Tourism, Cambodia)
3. Prof. Dr. Zhang Chaozhi (UNESCO Chairholder on Sustainable Tourism in UNESCO Designated Sites, China)
4. Mr. Wan Yat Seng (Regional Director, Emerald Publishing, East Asia)
5. Prof. Dr. Seul Ki Lee (Professor, Tourism Industry Data Analytics Lab (TIDAL), Sejong University, South Korea)
6. Mdm. Manisha Pande (Managing Director, VillageWays, India)
7. Assoc. Prof. Dr. Kreangkrai Kirdsiri (Deputy Dean, Faculty of Architecture, Silpakorn University, Thailand)
8. Mr. Jon Bruno (Executive Director, The International Ecotourism Society (TIES), USA)

MoU signing was then arranged between Responsible Borneo (REBORN) with four parties (countries) to establish the responsible tourism partnership. They were:

1. Emerald Publishing, East Asia, represented by Mr. Wan Yat Seng
2. Tourism Industry Data Analytics Lab, Sejong University, South Korea, represented by Prof. Dr. Seul Ki Lee
3. Village Ways, India, represented by Mdm. Manisha Pande
4. Architectural Heritage, Creative Industries, and Tourism Management Program, Faculty of Architecture, Silpakorn University, Thailand, represented by Assoc Prof. Kreangkrai Kirdsiri





## HIGH LEVEL MEETING

On the 2nd day of ICRTH 2023, a courtesy visit led by YB Minister Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak was made to His Excellency Dr Sandiaga Uno, Minister for Tourism and Creative Economy of the Republic of Indonesia. The courtesy visit was also present by HE Poch Voleark, Head of National Institute of Tourism, Ministry of Tourism Cambodia and Mr An Sinyoung, Senior Officer, Regional Department for Asia and the Pacific, UNWTO.







- Why we need partner?
  - to solve the problem together
- How to build partnership?
  - to solve the problem together
  - with mutual benefits
  - via influential platforms
- How to promote responsible tourism with partners?
  - Right solution based on solid research
  - Suitable platform

## KEYNOTE DIALOGUE:

### 01 Responsible Tourism: Building Partnerships For A Green Future

Keynote dialogues were delivered by prominent speakers to discuss about the contemporary issues of responsible tourism and sustainable development.



The theme "Responsible Tourism: Building Partnerships for an Environmentally Friendly Future" underscores the importance of collective efforts to ensure that tourism can coexist with and contribute positively to the environment, local communities, and cultural preservation. It involves a shared responsibility to protect and preserve the destinations we visit for current and future generations.







# KEYNOTE DIALOGUE:

## 02 Sustaining Tourism Through Cultural Heritage Conservation In Asia



"Sustaining Tourism Through Cultural Heritage Conservation In Asia" is a concept that emphasizes the significant role of cultural heritage preservation in ensuring the long-term sustainability of tourism in Asian regions.

Asia is rich in cultural heritage, with a diverse range of historical sites, traditions, and art forms. Sustaining tourism through cultural heritage conservation in Asia not only helps protect these valuable assets but also enhances the overall tourist experience. It can draw visitors interested in cultural exploration and contribute to the economic development of local communities while preserving the unique cultural identity of the region.







# KEYNOTE DIALOGUE:

## 03 Biodiversity Conservation and Environmental Wellbeing



"Biodiversity Conservation and Environmental Wellbeing" is a critical and interconnected concept that underscores the significance of protecting biodiversity for the health and prosperity of our environment and, by extension, human society.

Biodiversity conservation and environmental wellbeing are intrinsically linked. The health of the environment directly affects human wellbeing, as we depend on clean air, water, food, and a stable climate for our survival and quality of life. Protecting and conserving biodiversity is not only an ethical responsibility but also a practical necessity for sustaining the planet's ecosystems and the prosperity of future generations.





## IN-CONFERENCE WORKSHOPS

In-conference workshops are designed to maximize the interactions between the speakers and the delegates. The sessions will feature speakers from government agencies, private sectors, and young entrepreneurs to share what and how-to-do related to responsible tourism initiatives and business.

### 01 Leveraging Technology For Digital Carbon Management



By leveraging technology for digital carbon management, businesses, governments, and individuals can take more effective actions to reduce their carbon footprint, mitigate climate change, and contribute to a more sustainable future. This approach not only benefits the environment but can also lead to cost savings, improved efficiency, and greater transparency in carbon reduction efforts.





## IN-CONFERENCE WORKSHOPS

### 02 Indonesian Tea Conservation: A Necessity For The Good Life



The conservation of Indonesian tea resources not only contributes to the well-being of the Indonesian people but also helps protect the unique environmental and cultural heritage of the country.

### 03 Responsible Products: The Case In Sustainable Development Of Coffee Industry



Responsible products in the coffee industry contribute to the long-term viability of the sector while promoting ethical practices and social responsibility. It demonstrates how responsible consumption choices can positively impact the global coffee industry and the communities that depend on it.





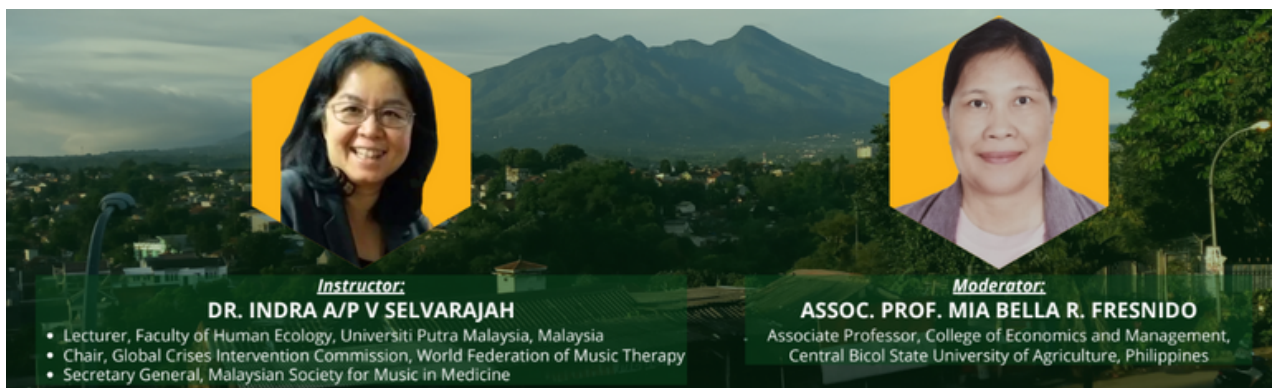
## IN-CONFERENCE WORKSHOPS

### 04 Travel Business Through The Lens Of Responsible Tourism



Responsible tourism not only benefits the environment and local communities but can also be a selling point for travel businesses. By adopting responsible tourism practices, the travel industry can contribute to the long-term sustainability and well-being of destinations while still providing memorable and enriching experiences for travelers.

### 05 Soundscapes of Progress: Leveraging Music Therapy for Responsible Tourism & Sustainable Development



"Soundscapes of Progress" is a concept that integrates music therapy with responsible tourism and sustainable development. It recognizes the potential of music to facilitate positive impacts on both travelers and local communities.



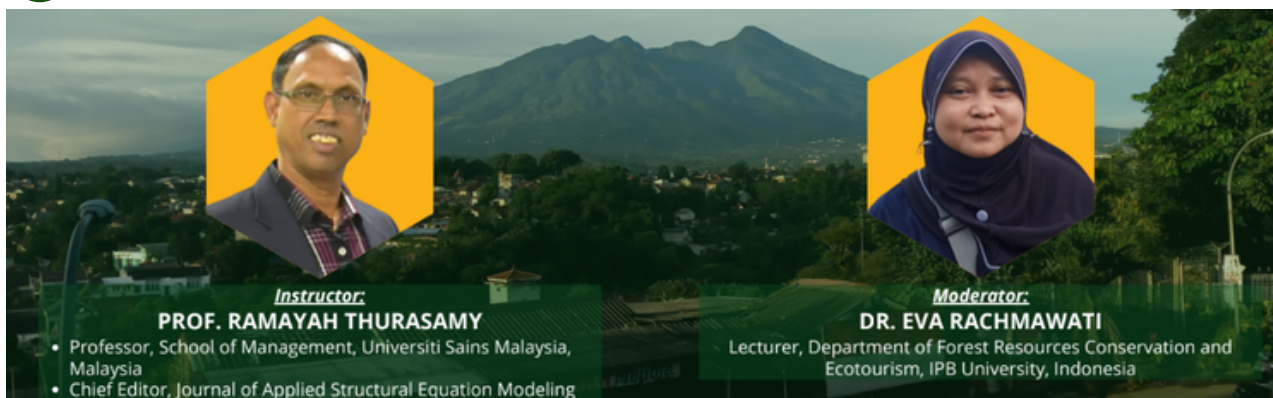
## IN-CONFERENCE WORKSHOPS

### 06 Traversing A Bani World: Youth Leadership And Its Role



Traversing a "Bani" World, which appears to be a fictional or metaphorical concept, involves engaging the youth in leadership roles to shape and navigate this world. Here, "Bani" can represent an imaginary or symbolic realm, and youth leadership plays a critical role in influencing its development.

### 07 How To Publish In High-Impact Top Journals



Publishing in high-impact top journals can be a challenging but rewarding endeavor for researchers and academics. Building a publication record in reputable journals can significantly enhance your academic and professional reputation.





# INDUSTRIAL SEMINARS

Industrial seminars will host practitioners and professional speakers to share their thoughts and works that will lead to fruitful discussions as well as a good opportunity for delegates to network.

## 01 Cultural and Heritage Tourism



Cultural and heritage tourism is a form of travel that focuses on exploring and experiencing the cultural, historical, and artistic aspects of a destination.

Cultural and heritage tourism plays a pivotal role in preserving, celebrating, and sharing the rich history and traditions of a place. It offers a unique and immersive travel experience that allows tourists to connect with the past and appreciate the cultural diversity of the world.

## 02 Sustainable Hospitality Management



Sustainable hospitality management refers to the practice of operating hotels, resorts, and other lodging establishments in a way that minimizes negative environmental and social impacts while maximizing economic benefits. The primary goal is to meet the needs of current guests and host communities without compromising the ability of future generations to meet their own needs

# INDUSTRIAL SEMINARS

## 03 Women Empowerment in Tourism Industry



Empowering women in the tourism industry is a critical aspect of promoting gender equality, economic development, and social progress within the sector.

Empowering women in the tourism industry also enhances the overall sustainability and diversity of the sector. Women's active participation in decision-making, entrepreneurship, and leadership roles can lead to more innovative and inclusive tourism experiences, benefiting both women and the industry as a whole.

## 04 The Future of Tourism and Hospitality Education



The future of tourism and hospitality education will prepare students not just for today's demands but also for the emerging trends and challenges that the industry will face. An adaptable, forward-thinking, and globally aware approach to education will be essential to produce graduates who can thrive in a dynamic and evolving sector.



# INDUSTRIAL SEMINARS

## 05 Green Economy and Investments In Tourism



The green economy in tourism refers to a sustainable and environmentally responsible approach to tourism development and operations. It aims to minimize negative impacts on the environment and maximize social and economic benefits.

Investments in the green economy within the tourism sector align with the growing demand for sustainable and responsible travel experiences.

## 06 Empowering Hearts & Minds: Responsible Tourism's Journey Towards Community Enrichment



The concept of "Empowering Hearts & Minds" highlights that responsible tourism is not merely about environmental sustainability but also about enriching the hearts and minds of those involved. It aims to create a deep and meaningful connection between travelers and local communities, fostering empathy and understanding while contributing to community well-being and the overall enrichment of the destination.

# INDUSTRIAL SEMINARS

## 07 Tourism and Business Events



Tourism and business events are interconnected aspects of the broader tourism and hospitality industry. They involve attracting, planning, and hosting various events that promote tourism and business activities.

Business events contribute significantly to local economies, promote destination marketing, and offer opportunities for networking and knowledge exchange. They also influence tourism trends and the development of tourism-related services and infrastructure.

## 08 Tourism, Innovation, Destination Management



Tourism, innovation, and destination management are interrelated aspects that play a crucial role in shaping the travel and hospitality industry.

Innovation in tourism, when effectively integrated into destination management, creates a dynamic and sustainable tourism ecosystem. This not only attracts and satisfies travelers but also ensures the long-term success and resilience of a destination, benefitting the local economy and preserving its cultural and natural heritage.



## ACADEMIC PRESENTATION

Hybrid Mode



*The academic presentations allowed both lecturers and postgraduate students to present their research works to the delegates. A total of 80 papers were presented physically and virtually during the conference.*

*Best presenter and paper awards were given out during the closing ceremony. Publication opportunities were provided by some reputable journals, such as *Tourism Geographies*, *Young Consumers* and *International Journal of Hospitality and Tourism Administration*.*

## GALA DINNER

### Green Fashion: Low Emission, Zero Waste and Biodiversity Conservation

"Green Fashion: Low Emission, Zero Waste, and Biodiversity Conservation" is an emerging and sustainable approach to the fashion industry that seeks to reduce its environmental impact and promote the conservation of biodiversity.



#### Batik Gallinaceous

As a lecturer in animal husbandry, Dr Maria Ulfa endeavours to conserve Indonesia's biodiversity through her works on batik. ICRTH2023 delegates were invited to showcase her batik works through modelling.



#### The Sanitizer

Next was the performance by one of the waste activists in Indonesia. The Sanitizer, led by Mr Giri Marhara, aims to inspire children to take care of the environment through education and outdoor activities. They showed how drainage and river cleaning could be made interesting.



## BOGOR CITY TOUR



## BOGOR BOTANICAL GARDENS

A Bogor tour was arranged to enhance delegates' experience during the conference. One of the places they visited was Bogor Botanical Gardens, which has an area of 87 hectares, and functions as a place to preserve plants ex-situ. A guided tour was provided to enable delegates to learn more about the garden as well as its historical and natural values. An appreciation dinner was later arranged in the garden.





## BOGOR CITY TOUR

### SILA TEA HOUSE - Indonesian Artisan Tea

Sila Tea House is the first artisan tea studio and producer in Indonesia located in Bogor City. Sila Tea House has a mission to raise the image of Indonesian agricultural products, encourage farmer welfare, consumer welfare, and preserve the archipelago's nature. Sila also prioritizes the value of sharing, benefits and happiness to many people through their products. It was another place which delegates visited during the conference.



### KAMPUNG PERCA

Kampung Perca is a tourist village that adopts the concept of community empowerment, especially women and housewives. Kampung Perca stands in the midst of a decline in the world's economic level due to the Covid-19 Pandemic.

Many people in the Sindangsari Village did not have jobs. Subsequently, deliberation was held to create business opportunities based on their potential. Left over clothes or fabrics, commonly known as patchwork, are the focus of the deliberation. Apart from visiting this village, support was rendered to the village by purchasing ICRTH tote bags made by these women and housewives.





## TREE PLANTING & ADOPTION



Tree planting and adoption was another initiative before the closing of ICRTH2023 to advocate responsible tourism and green investments. This program was held at Taman Hutan Kampus (TAHUKAM) IPB University Dramaga Campus and graced by the Minister for Tourism, Creative Industry and Performing Arts Sarawak and the Vice Mayor of Bogor. Delegates participated in the Tree Planting Activity to represent their commitment in environmental protection and sustainability.





# CLOSING CEREMONY



The conference ended with the closing ceremony on a high note Pak Dedie A. Rachim, Vice Mayor of Bogor, pledged a collective commitment to responsible tourism, hence the birth of the **Bogor Commitment to Responsible Tourism** on 23 August 2023.

## BOGOR DECLARATION

“We, the City of Government of Bogor together with IPB University and all delegates of ICRTH 2023, hereby declare that Responsible Tourism is the principle foundation of tourism in our countries.

With the fundamental, development of nature tourism will also be the necessity to preserve natural resources and environment”



*It is also announced that #ICRTH2024 will be held in Sarawak in 2024.*



# RESPONSIBLE TOURISM FIELDWORK



The 3-day-2-night fieldwork consisted of a visit to Mount Gede Pangrango National Park and the surrounding areas, including engagement with the community members. In line with the ICRTM 2023 theme, "Reviving Tourism through Green Investments" and "Sustaining Tourism through Cultural Heritage Conservation", delegates were brought to experience nature, local cuisine, and traditional dances.



The next day, the delegates enjoyed the morning exercise as a warm-up activity before starting the trekking activity. Teams were divided into short and long tracks as both had their unique experiences and adventures where they were welcomed with beautiful waterfalls. Besides enjoying the flora and fauna, the delegates carried out a small-scale cleaning operation along the trekking path. This responsible tourism initiative can be implemented to maximize visitors' experience of recreation while performing acts or activities for common goods.



# RESPONSIBLE TOURISM FIELDWORK



Sixty delegates hail from 11 different countries (Indonesia, Malaysia, Singapore, Brunei, Philippines, Vietnam, Cambodia, China, India, Korea and Australia) brought to experience campfire along with “Jaipong” performance (traditional dance) and “liwetan” style dinner. It not only fostered the value of equality - all are equally important and have a vital and indispensable role to play. Partnership with the foundation of trust and respect is what sustains tourism and transforms us into a force for good.





# ICRTH2023

## IN THE MEDIA

### ONLINE NEWS

#### BorneoTalk



“With thousand of delegates from Sarawak’s Ministry of Tourism, Creative Industry and Performing Arts, UNWTO, PATA, this year ICRTH explores the themes “Reviving Tourism Through Green Investment” and “Sustaining Tourism through Cultural Heritage Conservation”. One of the most important aspects of ICRTH is that delegates are expected to play an active role in contributing to society, in term of knowledge, actions and the economy”



“The Tourism, Creative Industry and Performing Arts Minister said such collaboration can lead to reimagining, rethinking and rebuilding tourism in a responsible manner for the benefit of all. In his keynote address, he said it is a timely call for everyone to tackle the pressing environmental issues stemming from unregulated growth. “As custodians of our beautiful lands, we must acknowledge the carbon footprint of travel and pioneer sustainable solutions to reduce our impact on the environment.”

For the freshest news, join The Borneo Post's Telegram Channel and The Borneo Post on Newswox.



#### Supporting Sustainable Tourism, IPB University Hosts ICRTH 2023



“The Minister of Tourism and Creative Economy of Indonesia, His Excellency Dr Sandianga Uno, mentioned that Indonesia's economy is currently in a prime state after the pandemic. This condition is primarily supported by the tourism sector and trade economy, showing a strong and stable recovery.”

IPB University had the opportunity to host the International Conference on Responsible Tourism and Hospitality (ICRTH) 2023 at the IPB International Convention Center (IICC), Bogor (21/8). This event is a professional conference discussing the importance of rebuilding sustainable tourism by featuring international speakers from various countries.

“According to Dato Sri Abdul Karim Rahman Hamzah, the Minister of Tourism, Arts, and Creative Industries of Sarawak Malaysia, the world is currently facing climate change challenges. The tourism industry must take responsibility in mitigating environmental challenges. In this conference, he explained that experts will discuss innovative green investments that can transform the tourism landscape to be environmentally friendly.”

The Organizer of ICRTH 2023, Prof Arzyana Sunkar, stated that it was a important moment for IPB University to host ICRTH 2023, as the vision and mission of ICRTH align with the ongoing development of tourism in Indonesia, particularly in Bogor.

# ICRTH2023

## IN THE MEDIA

### ONLINE NEWS

#### New SARAWAK TRIBUNE

Sarawak-Bogor tourism cooperation on the cards

Jacintha Jolene Sarawak News 23 August 2023 7:38 pm



Minister of Tourism, Creative Industry, and Performing Arts (MTCP) Sarawak Datuk Seri Abdul Karim Rahman Hamzah paid a courtesy call on Indonesia's Minister of Tourism and Creative Economy Dr Sandiaga Uno here on Tuesday 22 August 2023. In a statement following the meeting, Abdul Karim said it was aimed at promoting Sarawak as a tourism destination. The meeting was also in conjunction with the International Conference on Responsible Tourism & Hospitality (ICRTH).

#### Bogor Today

Positive and friendly

Kota Bogor Sebagai Tuan Rumah ICRTH, Kuatkan Pariwisata dan Pembangunan Berkelanjutan

Editor: eddyta magistra 22 Agustus 2023



The activity was officially opened by the Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Salahuddin Uno virtually and attended directly by the Minister of Tourism of Sarawak, Malaysia, Dato Abdul Karim Rahman Hamzah and the Deputy Chancellor of IPB University, Ernan Rustiadi.

During his welcoming speech, the Mayor of Bogor, Bima Arya, conveyed activities and programs that provide tourism potential in the City of Bogor as well as infrastructure development to support sustainable tourism in the City of Bogor.

It is hoped that this activity will synergize the knowledge, skills and resources of relevant stakeholders and strengthen collective action to make a substantive impact on the environment, economy and society (including local communities).

One important aspect of ICRTH activities is that delegates are expected to play an active role in contributing to society, whether in terms of knowledge, action or economic aspects. Focusing on responsible tourism, ICRTH 2023 has the theme "Reviving Tourism Through Green Investments" and "Sustaining Tourism through Cultural Heritage Conservation".

#### B-One Indonesia

Pelaksanaan International Conference on Responsible Tourism ICRTH Upaya Menjembatani Akademik & Industri Pariwisata Berlangsung di Bogor

Juli 210 Agustus 2023





# ICRTH2023

## IN THE MEDIA

### JOURNAL ARTICLE



Arzyana et al., 2023 mention that ICRTH serves as a venue to bridge the gaps between tourism stakeholders, including academics, government, practitioners, and the public in general. This year’s conference built upon the legacies of 22 countries and drew upon attendee feedback to formulate more opportunities to foster participant engagement with one another, as well as the wider communities outside of the conference venue.

### FACEBOOK POST

**Ministry of Tourism, Creative Industry and Performing Arts Sarawak**  
21 Agustus · 🌐

The International Conference on Responsible Tourism and Hospitality (ICRTH) 2023 is currently being held at IPB International Convention Center (IICC), Bogor, Indonesia from 21-25 August 2023.

The Honourable Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak delivered the Keynote Speech at the opening of the conference.



### FACEBOOK POST

**Ministry of Tourism, Creative Industry and Performing Arts Sarawak**  
22 Agustus · 🌐

21st August 2023 – Bilateral meeting with The Mayor of Bogor

In conjunction with The International Conference on Responsible Tourism & Hospitality (ICRTH), the Sarawak delegation led by YB Minister Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak paid a courtesy visit to the Mayor of Bogor’s Office. The Deputy Mayor of Bogor, Mr Dedie A. Rachim, warmly welcomed the Sarawak delegation and expressed his appreciation for the future collaborations with Sarawak.

#sarawakmoretodiscover  
#bogor  
#ICRTH2023



**Ministry of Tourism, Creative Industry and Performing Arts Sarawak**  
22 Agustus · 🌐

22nd August 2023 – Courtesy Visit to The Ministry of Tourism and Creative Economy, the Republic of Indonesia

On the 2nd day of ICRTH 2023, a courtesy visit led by YB Minister Dato Sri Haji Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry and Performing Arts Sarawak was made to His Excellency Dr Sandiaga Uno, Minister for Tourism and Creative Economy of the Republic of Indonesia. The courtesy visit was also present by HE Poch Voleark, Head of National Institute of Tourism, Ministry of Tourism Cambodia and Mr An Sinyoung, Senior Officer, Regional Department for Asia and the Pacific, UNWTO

#sarawakmoretodiscover  
#bogor  
#ICRTH2023





COMING  
SOON

# INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY 2024

**TOURISM & PEACE:  
Promote Peaceful And Inclusive Societies For  
Sustainable Development**



**REBORN**  
RESPONSIBLE BORNEO







## CONFERENCE DETAIL



07-11 August 2024 (Wed-Sun)



Raia Hotel, Kuching, Sarawak



Responsible Tourism Fieldwork



Ministry of Tourism, Creative Industry and Performing Arts Sarawak, Malaysia





# ICRTH TEAM

## Patron

**YB Dato Sri Haji Abdul Karim Rahman Hamzah**, Ministry of Tourism, Creative Industry and Performing Arts Sarawak and Ministry of Youth, Sports and Entrepreneur Development Sarawak, Malaysia

## Chairpersons

**Dr. Hiram Ting**, Sarawak Research Society and Centre for Responsible Borneo

**Dr. Lenny Yusrini**, Akademi Pariwisata Indonesia Jakarta, Indonesia

**Dr. Aaron Tham**, University of the Sunshine Coast, Australia

## Advisors

**YB Datuk Sebastian Ting Chiew Yew**, Ministry of Tourism, Creative Industry and Performing Arts Sarawak

**Datu Hii Chang Kee**, Premier of Sarawak Department, Malaysia

**Prof. Dr. Puah Chin Hong**, Universiti Malaysia Sarawak, Malaysia

**Mr. Wan Yat Seng**, Emerald Publishing, East Asia

**Prof. Dr. Cheng Ming Yu**, Universiti Tunku Abdul Rahman, Malaysia

**Prof. Dr. Joseph M. Cheer**, Western Sydney University, Australia

**Prof. Dr. Zhang Chaozhi**, Sun Yat-sen University, China and Chairholder on Sustainable Tourism in UNESCO Designated Sites, China

## Committee Members

**Mr. William Loh**, Emerald Publishing, East Asia

**Mdm. Rozita Nordin**, Emerald Publishing, East Asia

**Assoc. Prof. Mia Bella R. Fresnido**, Central Bicol State University of Agriculture, Philippines

**Ts. Dr. Renugah Rengasamy**, Social Institute of Malaysia, Malaysia

**Assoc. Prof. Dr. Mandy Sim**, University of Nottingham, Malaysia

**Dr. Vo Thi Nga**, Hospitality Faculty, Hoa Sen University, Vietnam

**Dr. Ong Yi Xuan**, Nanyang Technological University, Singapore

**Asst. Prof. Titing Kartika**, STIEPAR YAPARI Bandung, Indonesia

**Dr. Aunkrisa Sangchumong**, Suan Dusit University, Thailand

**Assoc. Prof. Dr. Arzyana Sunkar**, IPB University, Indonesia

**Assoc. Prof. Dr. Ann Suwaree Ashton**, National Institute of Development Administration, Thailand

**Dr. Victor T. Reyes**, Richwell Colleges, Philippines

**Mr. Veasna Ky**, East Asia Management University, Cambodia

**Mr. Nhem Sochea**, Ministry of Environment and World Bank, Cambodia

**Ms. Lauannah Ebeo Maningo**, UPSkillEd Advancement Hub, Malaysia

**Dr. Frank Gong Jiankun**, Universiti Malaya, Malaysia

**Assoc. Prof. Dr. Soni Sharma**, Jaipuria School of Business, India

**Ms. Benhui Ren**, Raffles Education Corporation, China

**Mr. Nicholas Tiong Chiong Yieu**, Centre for Responsible Borneo

**Ms. Khairani**, Centre for Responsible Borneo

**Ms. Nurul Ruwaidah Ahamad**, Centre for Responsible Borneo

**Ms. Andrea Le Ta Hoang Nhi**, Centre for Responsible Borneo

**Acknowledgement:** Our gratitude to SEARA and REBORN members who are not listed on this page.





# ICRTH PARTNERS

## Organizers of ICRTH2021:



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