# APacCHRIE 2025
## 27-30 May 2025
## Chiang Mai, Thailand

## Theme:
## Transforming to the Future: Innovation, AI and Regenerative Tourism and Hospitality

## First Announcement and Call for Papers

### DEADLINE FOR SUBMISSION

**Deadline for Abstracts or Full Papers Submission: 6pm, 15 March 2025 (Hong Kong Time)**
**Final Version Submission: 6pm, 5 April 2025 (Hong Kong Time)**

Chiang Mai University, Thailand, invites you to the 23rd APacCHRIE Conference in Chiang Mai from 27 May to 30 May 2025. This conference is a venue to meet Hospitality and Tourism Academia and Industrial Practitioners and to further discuss rapidly-shifting industrial trends. With the theme "Transforming to the Future: Innovation, AI and Regenerative Tourism and Hospitality", we welcome all delegates to Chiang Mai, the City of Thai Lanna culture!

**Who Should Attend**

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

**Call for Papers**

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

We invite abstracts and/or full papers in relation to the theme: Transforming to the Future: Innovation, AI and Regenerative Tourism and Hospitality, including but not limited to the following in the context of tourism and hospitality (T&H):

- Innovation issues in Tourism and Hospitality
- AI for Tourism and Hospitality
- Emerging ICT issues in Tourism and Hospitality
- Environment, Social and Governance (ESG) in Tourism and Hospitality
- Regenerative Tourism
- Tourism Planning, Development and Sustainability
- Special Interest Tourism (SIT)
- Creativity and Culture in Tourism and Hospitality
- Critical Issues and Cases in Tourism and Hospitality Business
- Management and Marketing in Tourism and Hospitality
- Tourism Logistics
- Tourist Experiences and Changing in Tourist Behaviors
- Service Designs in Tourism and Hospitality
- Tourism Impacts
- New Trends in Tourism and Hospitality
- Other Topics Related to Tourism and Hospitality

## General Paper Submission Guidelines

1. All submissions and papers must be written in English.

2. Contributions from either individual author or multiple authors are welcomed.

3. Two types of submissions are accepted:
   - Abstract (maximum 1,500 words including the reference section) or
   - Full paper (maximum 7,000 words including the reference section)

4. Submissions must be original and should not have been previously published or currently under review for publication elsewhere.

5. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.

6. Submissions may be accepted either for Stand up or Poster presentations based on the quality of paper and author's preference.

7. Once the submission is accepted, at least one of the authors must register and present at the conference.

8. Papers will be presented in either oral (i.e. stand-up presentation) or visual (i.e. poster) form.

9. Authors will have the option to have either their abstract or full paper included in the conference proceedings to be published electronically.

10. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).

11. Tables and Figures (300dpi) should be clearly labelled in the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition) and suitable for direct reproduction.

12. Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright.

13. Best paper awards will be competitively selected by the Best Paper Review Committee after assessing the final version of Full Paper (maximum 7,000 words including the reference section) submitted.

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**Contact Information**

For any inquiries on the conference, please contact apacchrie2025@cmu.ac.th

For the abstract/full paper template, please visit https://www.apacchrie2025.org

Please submit abstracts or full papers to apacchrie2025.papers@polyu.edu.hk

For inquiries on abstracts or full papers submission, please email at apacchrie2025.papers@polyu.edu.hk

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