

APac CHRIE



OCTOBER/NOVEMBER 2023

A picture taken by Khant Tain San and Chaw Su Su Thwe

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Message from APacCHRIE President

(2023-2024)



Dr. Warren Goodsir

President

Head of School Hospitality and Tourism
Faculty of Culture and Society
AUT University
Auckland, New Zealand

I am honoured to lead APacCHRIE in the pursuit of excellence in hospitality and tourism education, research, and industry practice.

As we emerge from the shadow of Covid-19 and face the development of new technologies and challenges, the world is changing at an unprecedented pace.

Today, more than ever, people are seeking the connection and experiences that hospitality and tourism provide. The opportunities that hospitality and tourism offer are enormous, touching on the economic, cultural and social aspects of our communities, nations, and region.

We, as an organisation with members from across Asia-Pacific, have an opportunity to make our region a more sustainable place, enriching the lives of all our people and communities, and delivering a sector that is financially self-sustaining for the longer term. At the local level, we aim to enhance the lives of individuals and to encourage entrepreneurship and innovation in the development of new products, services, and experiences that lead to a thriving small business ecosystem. In pursuit of excellence in hospitality and tourism education, research, and industry practise at a national, regional, and global level, we enable people to connect from all corners of the world, fostering international understanding and cooperation. This interconnectedness has the potential to promote peace, diplomacy, cross-cultural understanding, and cooperation.

With a talented and experienced board of APacCHRIE directors and a community of members from more than 18 nations and regions, we have the ability and expertise to lead the way in creating thriving and sustainable communities through both local and international connections. I look forward to working with you to achieve our goals.

Together, we can do this.



APacCHRIE Conference 2023

The 21st APacCHRIE Conference 2023 Clark, The Philippines was well organized by T.H.E International Management School and COHREP. The conference report is available.



Call for Papers for 2024 APacCHRIE Conference (24-26 May 2024)

APacCHRIE 2024 (May 24-26, 2024)

**Theme: Big Leap Forward Reshaping, Innovation,
and Opportunity**

First Announcement and Call for Papers

DEADLINE FOR SUBMISSION

Deadline for Abstracts or Full Papers Submission: March 15, 2024
Final Version Submission: April 5, 2024

Yonsei University, Korea, invites you to the 22nd APacCHRIE Conference in Seoul from May 24 to 26, 2024. 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 "Big Leap Forward Reshaping, Innovation, and Opportunity," we welcome all delegates to Seoul, the City of K-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: Big Leap Forward Reshaping, Innovation and Opportunity, including but not limited to the following in the context of tourism and hospitality (T&H):

APacCHRIE 2024 Youth Conference May 24 – 26, 2024



Theme: Big Leap Forward Reshaping, Innovation, and Opportunity

First Announcement and Call for Papers

DEADLINE FOR SUBMISSION

Deadline for Abstracts or Full Papers Submission: March 29, 2024
Final Version Submission: April 19, 2024

Yonsei University, Korea, invites you to the APacCHRIE 2024 Youth Conference in Seoul from May 24 to 26, 2024. 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 "Big Leap Forward Reshaping, Innovation, and Opportunity," we welcome all delegates to Seoul, the City of K-culture!

Who Should Attend

- Undergraduate students in tourism and hospitality management

CALL FOR PAPERS

We invite abstracts and/or full papers in relation to the theme: Big Leap Forward Reshaping, Innovation and Opportunity, including but not limited to the following in the context of tourism and hospitality (T&H):

- Tourism and the Sustainable Development Goals
- Tourism Culture
- Tourism Economics
- Tourism Planning and Policy
- Destination Marketing
- Future Tourism Scenarios
- Competition and Collaboration among Asia-Pacific Countries on Tourism
- Hospitality Management and Marketing
- Green Hotel Marketing
- Service Design
- Smart Cities and Smart Tourism
- AI, Robotics and Technology in Tourism and Hospitality Industries
- E-Commerce, OTAs, and Travel Agency Management

APacCHRIE 2024 Youth Conference May 24 – 26, 2024



- Social Media and Sharing Economy
- Consumer Behaviour in Hospitality and Tourism
- The Role of Local Communities
- Rural Tourism and Green Tourism
- Sustainable Events
- Leisure and Business Events
- Crisis Management in Hospitality and Tourism
- Hospitality Experience in Post COVID-19 Era
- Culinary Arts and Gastronomy
- Human Resource Management and Organisational Behaviour
- Ethics, Leadership, and Corporate Social Responsibility

General Paper Submission Guide

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

Submit abstract/full paper to: Dr. Seunghun Shin (Paper Review Chair)

apacchrie2024youth.papers@polyu.edu.hk

For abstract/full paper template, please visit:

<https://www.apacchrie.org>

For inquiries on conference matters, please contact vonsel0510@naver.com

Webinar series

We are pleased to announce the following APacCHRIE Webinar which will be held from 11:00 – 12:00 Beijing/Hong Kong/Singapore time on Friday 17 November 2023.

The poster features a dark blue background with a network of glowing lines. At the top left is the APacCHRIE logo. The main title 'APacCHRIE Webinar' is in large white font, followed by the subtitle 'Does a better collaboration between academia and industry exist?: Views from experts' in orange. The date and time are listed below. Three panelists are shown in circular portraits with their names and titles. A moderator is also shown in a circular portrait. A QR code and registration link are at the bottom left.

ASIA PACIFIC CHRIE
The Hospitality & Tourism Educators

APacCHRIE Webinar

Does a better collaboration between academia and industry exist?: Views from experts

Friday, Nov 17, 2023
Time: 11:00 – 12:00 (Hong Kong Time)

Panelists:


Dr. Glenn McCartney
Associate Professor, Department of Integrated Resort and Tourism Management, Associate Dean (Curriculum & Teaching) of Faculty of Business Administration, University of Macau


Dr. Tony Tse
Professor of Practice and Programme Director (Industry Partnerships) School of Hotel & Tourism Management The Hong Kong Polytechnic University


Mr. Edmund Tsang
Business Consultant, MYTOURAGENT Ltd.


Moderator:
Dr. Deniz Kucukusta
Associate Professor School of Hotel & Tourism Management The Hong Kong Polytechnic University

 **REGISTER NOW AT:**
<http://surl.li/lvawp>
Stay tuned for APacCHRIE Webinar series!

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

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

Taiwan

Country/Regional Report

Taiwan's Technology and Sustainable Tourism

The widespread outbreak of pandemic of COVID-19 in early 2020 has damaged the global economy, causing not only inbound and outbound travel restrained by Taiwan's Tourism Bureau, but also strict controls on visitor's immigration procedures and international transportation the world over. If the pandemic is well-controlled globally, travel to Taiwan from international visitors will be probably climbing at a snail's pace in 2022 under the promotion project on international tourism from Taiwan Tourism Bureau. It is roughly estimated the tourism market will have an emerging and larger capacity in 2023. However, there is greater chance of a full recovery for tourists to Taiwan in 2024, returning back to year 2019 level if the tourists from Mainland China fall short of expectations.



BEAUTIFUL CARVING BOAT AT ORCH

As the development of intellectual technology emerges, Taiwan Tourism Bureau in recent years has promoted the integration application of tourism services and ICT, providing touring visitors to Taiwan with seamless and friendly tourist information services, such as the set-up of Data Bank of Taiwan Tourism, tour clouding service infrastructure and contents in progress, continuous added-value application of business model on tourism promotion and service. In the future, the core ideas of intellectual service and management marketing based on 'Internet Environment' and 'Customer-oriented' will become the mainstream. From the collection of data center and travel information integration to the added-value application of data information on tourism-related industries, Taiwan Tourism Bureau of will make Taiwan gradually a smart tourist destination based on the tourists-oriented core. With the analysis function of clouding technology of big data, and advanced technology on Social Media and Mobile development trend, a variety of smart tourist services will be integrated step by step.



Prof. Meng-Lei (Monica) Hu
Country/Regional Representative-Taiwan

2017 was announced as International Year of Sustainable Tourism Development by United Nations World Tourism Organization. Since then, Taiwan Tourism Bureau has been promoting "Tourism 2020-Taiwan's Sustainable Tourism Development Project," and bearing the responsibility with the core target of "Innovating Sustainability & Building a Local Happiness Industry," Pluralistic Development to Create Added-value for Tourism," and " Safe and Secure Implementation of Social Responsibility for Tourism." Under the five development strategies, such as "expanding multiple markets, activating national tourism, guiding industrial transformation, developing smart tourism and promoting experiential tourism," Taiwan Tourism Bureau will continue to strengthen the foundation of international tourism and enlarge the international market, hoping to shape Taiwan into an important tourist destination in Asia with "friendliness, wisdom, and experience." After the Taiwan Tourism Bureau is upgraded to the Tourism Administration in May 2023, the staff and budget will increase significantly, and we will fully promote "sustainable tourism", hoping to quickly reach the goal of the 2030 Tourism Policy White Paper.

Thailand

Country/Regional Report

Thailand's Path to Sustainable Tourism Development: A Boost Towards Sustainability

In 2023, the Thai government's target of attracting at least 25 million tourists appears realistic, given that the country has already recorded 15.32 million arrivals during the first seven months, ending on July 30. Tourist arrivals in Thailand during the first seven months of this year surpassed 15 million, marking a remarkable 384% increase compared to the corresponding period last year. Starting from September 25, 2023, Thailand has implemented a visa exemption program for Chinese and Kazakhstani tourists. This initiative, which will remain in effect until February 29, 2024, introduces a five-month stimulus visa scheme aimed at supporting the achievement of this year's tourism revenue target of 2.38 trillion Baht. Consequently, the prospects for reaching this ambitious goal appear promising.

While Thailand's tourism sector appears to be on track to meet its target for tourist arrivals, the Thai government has an additional goal of promoting sustainable travel. For example, the 41st Thailand Tourism Festival, which was held in August 2023 was designed to offer a captivating showcase of the country's wonders. The event's primary focus was on promoting hidden tourist attractions, sharing untold stories, and creating unlimited, unpredictable, and unforgettable travel experiences that go beyond expectations and are unbelievably appealing. The theme of "Inno-Cultural for Sustainable Tourism" embodies a blend of innovative technology and culture, offering unseen travel experiences while prioritizing sustainability.

Given the focus of tourism development geared toward sustainability, Thailand is not only striving to achieve impressive tourist arrival numbers but also to ensure that its travel industry remains environmentally responsible and culturally enriching. Several strategic partnership programs have been initiated. For example, the Tourism Authority of Thailand and Agoda, a giant online travel agent have recently announced their partnership. This collaboration is aimed at not only revitalizing Thailand's tourism economy but also promoting sustainable tourism initiatives. This partnership represents a significant milestone in the ongoing relationship between the two organizations, with a shared mission to attract an even greater number of tourists to Thailand. As a result, a series of initiatives designed to encourage domestic travel and showcase the diverse beauty of Thailand will be embarked. Central to this collaboration is the 'Grand Discovery Thailand' campaign, which places a strong emphasis on promoting tourism to lesser-known cities and provinces within Thailand. Beyond this campaign, the partnership between Agoda and TAT encompasses a wide range of strategic efforts, all geared toward supporting sustainable tourism development, fostering economic growth, and enhancing the overall travel experience throughout Thailand. Consequently, 2023 promises to be a pivotal year for Thailand's tourism sector, marked by growth, sustainability, and enriched travel experiences.



Dr. Pipatpong Fakfare
Country/Regional Representative-Thailand



Japan

Country/Regional Report

Japan, a nation characterised by its rich cultural heritage, scenic landscapes, and technological advancements, has experienced a notable surge in tourism over the past decade. While the global pandemic temporarily halted inbound tourism, Japan has witnessed a renewed influx of tourists since reopening its borders on October 11, 2022. Despite contributing to economic recovery, this resurgence has posed challenges, notably overtourism and a severe labour shortage.

Overtourism, the phenomenon of popular destinations being overwhelmed by tourists, has become a pressing issue in Japan. Major cities like Kyoto, Tokyo, and Osaka face strain on local resources and infrastructure due to an inundation of visitors. Post-pandemic, overtourism has expanded to more rural areas such as Hokkaido, Tohoku, Koushietsu, and Kyushu, placing immense pressure on historical sites, public transportation, and natural attractions. This influx leads to environmental degradation, loss of cultural heritage, and a decline in the local residents' quality of life.

Concurrently, Japan grapples with a severe labour shortage, particularly in the service and hospitality sectors. Factors such as an aging population, low birth rates, and societal norms deterring certain demographics from employment contribute to this crisis. Hotels, restaurants, and tourist-related businesses face challenges in meeting the high demand for services due to a limited supply of skilled workers. Moreover, the vulnerability of the tourism and hospitality industry highlighted during the global pandemic has made it challenging for organisations to attract and recruit new employees.

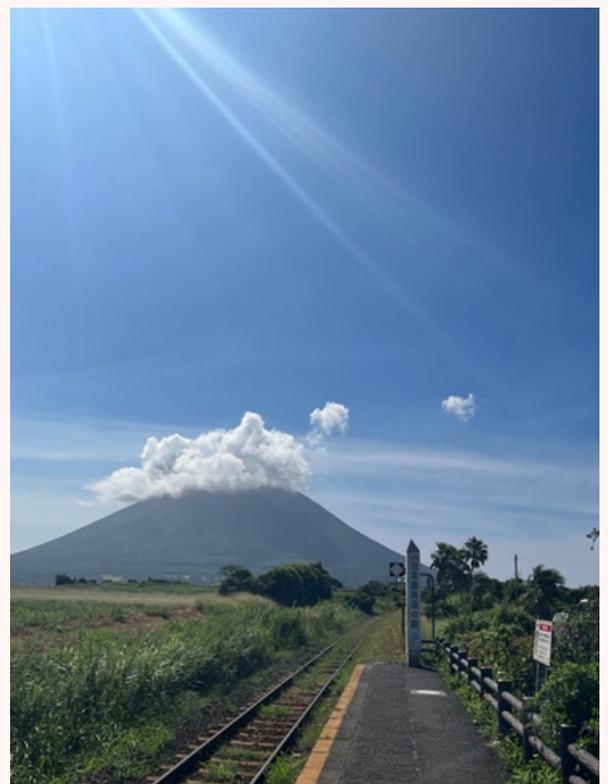
Overtourism and labour shortages have profound implications for local communities. Residents in popular tourist areas witness their neighbourhoods transformed into tourist hubs, resulting in increased living costs and diminished community identity. Furthermore, overworked employees in understaffed establishments experience burnout and reduced job satisfaction, exacerbating the issue. This cycle poses a threat to the sustainability of the tourism industry and the overall well-being of Japanese society.

Japan



Promoting cultural exchange between tourists and locals is vital for fostering understanding and respect. Encouraging responsible tourism, where travellers are educated about local customs and encouraged to engage respectfully with the community, can mitigate negative impacts. Moreover, diversifying tourist attractions beyond the well-known spots can distribute visitor traffic, easing the burden on overcrowded areas.

Achieving a balance between a thriving tourism industry and the challenges of overtourism and labour shortages in Japan demands careful planning and strategic implementation. By embracing sustainable tourism practices, implementing thoughtful labour reforms, and promoting responsible travel, Japan can preserve its cultural heritage, safeguard its natural wonders, and establish a prosperous tourism sector beneficial to both visitors and locals. This harmonious integration of strategies signifies the core mission of Japan's tourism and hospitality industry in the post-pandemic era.



Dr. Hiroaki Saito
Country/Regional Representative-Japan

Macau

Country/Regional Report



Source: <https://macaucsr.com/wp-content/uploads/2023/06/1-1024x682.jpg>

Macau Government's "1+4" Strategy

Relying heavily on the gaming industry as its economic backbone, Macau is eager to pursue economic diversification. This shift in focus comes in response to a substantial decline in gambling revenue from 2020 to 2022, primarily attributed to the impact of COVID-19. Given this, the Macau Government recently launched a 5-year (2024-2028) economic diversification plan known as the "1+4" strategy (Verebes, 2023). In this economic blueprint, "1" indicates "One Centre" for integrated tourism and leisure, and "4" means four emerging industries: The Big Health industry, modern financial services, high technology, and MICE (Meetings, Incentives, Conferences, and Exhibitions) sector to culture and sports (Verebes, 2023).



Source: <https://macaucsr.com/wp-content/uploads/2023/06/1-1024x682.jpg>

With the integration of digital technologies to enhance integrated resort experiences, Macau's goal is to provide visitors with unforgettable moments. Integrated resorts in Macau strongly support the "1+4" diversification program. For example, the Galaxy Entertainment Group has utilized their new 16,000-capacity indoor arena to collaborate on various entertainment events, such as concerts, tours, music festivals, and more (Macau CSR, 2023). In this May, the Galaxy Arena hosted one of the world's most popular female K-pop groups as part of the "Black Pink World Tour (Born Pink) Macau."



Macau

Source: <https://macausr.com/wp-content/uploads/2023/06/1-1024x682.jpg>

Macau's dedication to the MICE industry is vividly illustrated by events like the Global Tourism Economy Forum (GTEF), which has made a strong comeback as the city's core industry experiences a robust resurgence (Macao Government Tourism Office, 2023). More than 14,000 people attended the event in person, while more than 2.3 million people participated online from 95 nations on six continents, including Asia, Europe, South America, North America, Africa, and Oceania. According to the Statistics and Census Service (DSEC), 208 events were hosted in Macau in the first quarter of 2023, marking a year-on-year increase of more than 114%.

The plan further outlines strategic development goals for the finance and technology sectors to stimulate innovation and attract investments. Similarly, it establishes development objectives for the health sector, particularly in traditional Chinese medicine and the broader healthcare industry. This multifaceted initiative not only drives economic growth but also promotes the well-being of both residents and visitors. After the pandemic, Macau is trying to improve travel and connectivity, strengthening ties with mainland China and establishing Macau as a major hub for international trade and tourism. Central to this economic diversification plan is the expansion of Macau International Airport, with a focus on increasing its capacity to accommodate up to 13 million visitors annually, a move set further to bolster Macau's tourism and overall economic prosperity.



SOURCE: [HTTPS://WWW.DST.GOV.MO/EN/ABOUT-US/PRESS-RELEASE/46A85DF6A8EC4E36A3EA14B6B92925CB.HTML](https://www.dst.gov.mo/en/about-us/press-release/46a85df6a8ec4e36a3ea14b6b92925cb.html)



Dr. Jacey Choe
Regional Representative-Macau

China

Country/Regional Report

APac-CHRIE country report_China

With the continuous development of the tourism market and growth of people's tourism demand, China's tourism market is undergoing profound changes, and tourism innovation featuring new formats, new products, and new models is booming.

Tourists can easily book flights, hotels and tickets for various attractions with the help of online travel platforms, which greatly improves the convenience of travel. The rapid development of new formats such as digitalization has also brought new growth points to China's tourism industry, such as the digital exhibition of the Palace Museum and the rise of customized tour products.

In terms of new products, cultural tourism products have been widely concerned with their unique charm and profound connotation, and the market demand is growing rapidly. Traditional cultural experiences, heritage Tours, intangible cultural heritage projects, and so on have become highly sought-after tourism products. With the enhancement of people's awareness of environmental protection, eco-tourism products have also begun to receive more attention, and the development potential is huge. In addition, products such as one-stop service products and customized tours have also gradually emerged, reflecting the increasing demand of consumers for convenient, personalized, and differentiated travel products.

In terms of new models, smart tourism is supported by information technology to provide personalized and convenient travel services. Through the integration and innovation of multiple industries, integrated tourism has become a new trend in China's tourism industry. Models such as "sharing economy" and "live + tourism" make tourism resources more fully utilized, reduce the travel cost of tourists, and improve the interaction and interest of tourism. These new models not only enrich the content and form of tourism but also provide tourists with a richer and more diversified experience.

In general, China's tourism industry has maintained a strong momentum of development. However, with increasing market competition and changing consumer demands, the tourism industry still needs to innovate and improve. In the future, it is expected that China's tourism industry will continue to develop in a personalized, digital, and sustainable, providing tourists with more quality and rich travel experiences.



Dr. Tom Bu
Country/Regional Representative-China



JEWEL CHANGI AIRPORT, SINGAPORE
SOURCE: [HTTPS://WWW.NOTHINGFAMILIAR.COM/SINGAPORE-JEWEL/](https://www.nothingfamiliar.com/singapore-jewel/)

Singapore's Renewed Surge in Tourism

Amidst the global pandemic, Singapore's tourism industry has shown remarkable resilience. International arrivals have surged, with projections from the Singapore Tourism Board (STB) indicating numbers between 12 million to 14 million by the end of 2023.

Figures rebounding

Year	International visitor arrivals	Tourism receipts
2023	12 million to 14 million*	\$18 billion to \$21 billion*
2022	6.3 million	\$13.8 billion to \$14.3 billion**
2021	330,000	\$1.9 billion
2020	2.7 million	\$4.8 billion
2019	19.1 million	\$27.7 billion

NOTE: *Projected figures **Preliminary estimates for the full year

SOURCE: STB

STRAITS TIMES GRAPHICS

In June 2023 alone, there was a commendable 107.7% increase from the previous year. This growth wasn't just in numbers; the hotel sector also flourished, with the average room rate rising to \$273.85 and the Revenue per Available Room (RevPAR) growing by 18% YoY in June 2023. STB also revealed that the

average occupancy rate for hotels was 80.57%, which was higher by 2.5% year-on-year. Sustainability Roadmap in 2022. Yet, what sets Singapore apart isn't merely its thriving tourism but its commitment to sustainable luxury. As an acknowledgment of its environmental stewardship, Singapore was awarded the Global Sustainable Tourism Council (GSTC) certification in March 2023, marking it the first Asian country to do so. This recognition amplifies Singapore's pledge to minimal environmental harm while promoting socio-economic benefits for locals.

SINGAPORE HOTEL SUSTAINABILITY ROADMAP

VISION
To create a hotel industry in Singapore that

- Integrates sustainability as a core value across the entire hotel ecosystem
- Is established as a living lab for innovation and utilizes sustainability as a key thrust to drive business competitiveness and growth
- Is recognised as an industry leader for sustainability in the region

TARGETS

- At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025
- For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

4 CORE AREAS OF FOCUS

- Water Conservation
- Energy Conservation
- Waste Management, Recycling & the Circular Economy
- Sustainable Sourcing and Procurement

Co-developed by STB, GSTC, and other partners.

SOURCE: [HTTPS://WWW.GSTCOUNCIL.ORG/SINGAPORE-HOTEL-SUSTAINABILITY-ROADMAP/](https://www.gstcouncil.org/singapore-hotel-sustainability-roadmap/)



SOURCE: [HTTPS://WWW.PEXELS.COM/PHOTO/MARINA-BAY-SANDS-SINGAPORE-777059/](https://www.pexels.com/photo/marina-bay-sands-singapore-777059/)

For a clearer pathway to this vision, the Singapore Hotel Association and STB introduced the Hotel Sustainability Roadmap in 2022. Aligning with global sustainability aims, this roadmap emphasizes a gamut of areas, from water conservation to sustainable sourcing. Its ambitious goal: ensure 60% of hotel rooms gain international sustainability certifications by 2025.



OASIA HOTEL, DOWNTOWN

SOURCE: [HTTPS://FLAVORFULESCAPE.BLOGSPOT.COM/2017/11/HOTEL-REVIEW-OASIA-HOTEL-DOWNTOWN.HTML](https://flavorfulescape.blogspot.com/2017/11/hotel-review-oasia-hotel-downtown.html)

STB isn't just a spectator in this transformation. As stressed by its former Chief Executive, Mr. Keith Tan, the emphasis is on sustainable, quality-driven growth. [9] STB's proactive steps include offering grants, promoting sustainable practices, and strategic global collaborations to highlight Singapore's eco-initiatives. In essence, Singapore is setting global benchmarks. As the world leans towards green transformation, Singapore's hospitality trajectory provides a beacon – illustrating that luxury and sustainability can, indeed, coexist seamlessly.



Mr. LIM Boon Kwee
Country/Regional Representative–Singapore



PARK ROYAL COLLECTION ON PICKERING HOTEL, SINGAPORE

SOURCE: [HTTPS://WWW.FORBES.COM/SITES/YJEANMUNDELSALLE/2017/03/01/PARKROYAL-ON-PICKERING-IN-SINGAPORE-IS-DESIGNED-AS-A-HOTEL-AND-OFFICE-IN-A-GARDEN/?SH=531BF8937DFC](https://www.forbes.com/sites/yjeanmundelsalle/2017/03/01/parkroyal-on-pickering-in-singapore-is-designed-as-a-hotel-and-office-in-a-garden/?sh=531bf8937dfc)

Traveler trends also underscore the importance of sustainability. A WGSN report highlighted the rise of 'Mindful Explorers' – tourists keen on sustainable choices. Notably, in 2022, top spenders from countries like Indonesia and India showed a strong preference for eco-friendly accommodations, affirming sustainability's crucial role in shaping global travel trends.



APACCHRIE BOARD

(2023 - 2024)

Current Board Members

A picture taken by Khant Tain San and Chaw Su Su Thwe

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