



## CALL FOR PAPER ICTB 2024

It is our great pleasure to announce

**“the 5<sup>th</sup> International Conference on Tourism and Business (ICTB)”**,  
to be held in Bangkok, Thailand

**Conference Name** International Conference on Tourism and Business (ICTB) 2024

**Conference Focus** Rethinking Tourism Sustainability: The Role of Destinations

**Date** 21–23 August 2024

**Venue** Mövenpick BDMS Wellness Resort Bangkok

**Organization** Co-hosted by:  
Mahidol University International College (Thailand)  
Lucerne University of Applied Sciences and Arts (Switzerland), and  
Edinburgh Napier University (Scotland)

Special partner:  
Asian Ecotourism Network (AEN)

**Conference Website** <https://muic.mahidol.ac.th/eng/ictb2024/>

**Briefly about ICTB 2024 Conference** The 5<sup>th</sup> International Conference on Tourism and Business (ICTB) jointly organized by Mahidol University International College (Thailand), the Lucerne University of Applied Sciences and Arts (Switzerland), and Edinburgh Napier University (Scotland) is an international forum relative to tourism and business. Now reaching the fifth edition, the conference brings together scholars and practitioners in the domain of interest from around the world. The gathering of scholars and practitioners will be a great opportunity to share knowledge and to reinforce cooperation. The conference will provide a platform for international academics, consultants and professionals to present their studies and research findings in the broad fields of tourism, hospitality and business.

The conference aims to build global knowledge communities that cut horizontally across the legacy of knowledge, interdisciplinary thinking, structures and conversations. Enhancing and developing opportunities for further research in Southeast Asia, Europe and beyond, as well as strengthening the quality of research on tourism and business remain the main objectives.



## KEYNOTE SPEAKERS



**Dr. Alessandro Inversini,**

Associate Professor at EHL Hospitality Business School

**Session theme:** Building Resilience and Sustainability in Tourism through Data and New Technology



**Dr. Martin Robertson,**

Associate Professor at Edinburgh Napier University

**Session theme:** Sustainable Events and Net Zero



**Dr. Tanupol Virunhagarun, M.D.,**

Chief Executive Officer of BDMS Wellness Clinic and BDMS Wellness Resort

**Session theme:** High-Value Tourism Products for Better Tourism Experiences



**Prof. Chulathida Chomchai, M.D.,**

Dean of Mahidol University International College

**Session theme:** Accessible Thailand Wellness Tourism (ATWT): A Showcase of Collaborative Efforts among Stakeholders in a Wellness Destination



## CONFERENCE FOCUS:

### Rethinking Tourism Sustainability: The Role of Destinations

#### Aims and Themes

As the world emerges from the grip of the pandemic and returns to a semblance of normalcy, the role of tourism urgently requires recalibration. While the recovery is evident, the goal now transcends mere restoration; it is about responsibly rebuilding tourism. This theme underscores the multifaceted avenues of sustainability in the post-crisis era and long-term tourism operations and management. It emphasises how destinations can prioritize not only the quantity of tourists they attract but, more importantly, the quality of tourists, tourism products, the overall tourism system, and the development of a resilient and sustainable destination. This ensures that tourism is pursued with conscience and purpose.

As destinations reopen, there is a renewed opportunity to diversify and innovate in tourism offerings that aim to attract higher-quality visitors, such as wellness, gastronomy, and MICE (Meetings, Incentives, Conferences, and Exhibitions). Furthermore, leveraging AI and technologies can play a pivotal role for the destination. AI and technologies are now crucial in enhancing visitor experiences, promoting sustainability, optimising tourism systems, and bolstering resilience. With travelers' preferences evolving, destinations need to consider these emerging yet crucial factors to foster meaningful, lasting tourist experiences, while also making these experiences more sustainable and responsible for the destinations.

**THEME 1)**  
**Rethinking Sustainability**

Promoting Sustainable Destinations, Renew Tourism Offerings, Ai and Technologies for Resilient, Sustainable and Meaningful Destination

As we stand on the brink of a global travel revival, it is crucial to reflect on the lessons this pause has taught us about our environment. This sub-theme delves deeper into how destinations can embrace a more sustainable reawakening. It emphasises the importance of fostering responsible travel behaviours among tourists and prioritising partnerships with eco-friendly and ethically sound businesses, from planning to implementation. It is not just about reopening our cherished destinations but reinventing them in a manner that respects and preserves their innate natural and cultural splendor for the future, while simultaneously ensuring that both existing and novel tourism offerings enrich the overall tourist experience.

In today's global travel landscape, popular destinations are grappling with the ongoing challenges posed by surging crowds, where the sheer number of visitors can jeopardize the essence and sustainability of these places. As we enter a new era of travel, the focus must shift from the sheer volume of tourists to the value and quality of their experiences. Artificial intelligence and cutting-edge technologies have emerged as invaluable tools in addressing these pressing issues. The seamless integration of data and these new technologies serves as a potent catalyst, enhancing tourist experiences, monitoring visitor flows, and optimizing their journeys. This synergy between AI and innovative technologies not only elevates the overall destination experience but also plays a pivotal role in mitigating environmental impacts and adapting to unforeseen challenges. This exploration is a comprehensive dive into the multifaceted ways in which data-driven approaches and innovative technologies are shaping the future of sustainable, responsible, and possibly regenerative tourism.

**Followings are the suggested topics (but not limited to) of this theme**

- Implementing sustainability practices and building resilience for healthy destinations (e.g., new changes after crisis; DEI [destination, equity, and inclusion])
- The philosophical underpinnings and applied practice of regenerative tourism
- Climate-friendly Tourism Mechanisms (e.g. carbon offset, environmental policy)
- Roles of tourism destination and Contributing to Net-Zero Goals
- Transforming tourism destinations and tourism products with new technologies to move towards sustainability
- Tourism business, entrepreneurs and economic re-thinking for more responsible, ethical operations and practices
- Responsible tourist behavior and transformative experiences with learning and behavioural change
- Development of sustainable business models in tourism-related industry

- Building resilience and sustainability in tourism through data and new technologies
- Data analytics for destination management
- Advanced technology and AI for enhanced tourist experience
- Shaping Sustainable Tourism using smart system and AI
- Sustainable Destination and Advanced Technology

## THEME 2)

### Health, Wellness, and Gastronomic Tourism

#### High-Value Tourism

#### Products for Better Tourism

#### Experiences

This theme illuminates the immense potential of tourism products available at destinations, which not only enhance the tourist experience but also enrich existing local tourism resources. Furthermore, they serve as invaluable additions to the destination's suite of high-value offerings.

When it comes to health and wellness, travellers are now, more than ever, in pursuit of destinations that resonate with holistic well-being. We explore the enormous potential of incorporating health and wellness elements into the tourism framework — from rejuvenating spa retreats and tranquil meditation centers to invigorating yoga escapes and cleansing detox villages – from hedonic to eudaimonia experience.

On the gastronomic front, the universal allure of food knows no boundaries. Gastronomic tourism, marrying travel with the culinary arts, provides a deep plunge into the very essence of a destination. Whether it is an engaging culinary workshop, a scenic vineyard expedition, or a heartwarming farm-to-table dining experience, such encounters foster a connection between visitors and locals, weaving tales that endure long after the journey concludes.

This theme is also inspired by the fact that the conference location for ICTB 2024 is Thailand, which perfectly represents the development and promotion of health and wellness, as well as gastronomic tourism products, as subsequently shown. With the status of “the kitchen of the world,” Thailand's destinations have benefited from the country's abundance of natural resources, a year-round growing season, and a skillful, reasonable-cost labor force (The Board of Investment of Thailand, 2018). This fact allows Thailand to offer a wide variety of gastronomic tourism products, such as a simple form of Thai street food, casual and luxury local food, and Michelin-starred restaurants (Tourism Authority of Thailand, 2023).

Considering health and wellness tourism, tourists perceive Thailand as one of the most attractive places for health and wellness retreats due to the complementary

combination of healthy Thai food, relaxed scenery, and health and wellness activities (Tourism Authority of Thailand, 2021). Therefore, being hosted in Thailand serves as a good reason to enable ICTB 2024 to become a potential venue for disseminating, discussing, and exchanging knowledge and insights related to these two highly potential high-value tourism products.

**Followings are the suggested topics (but not limited to) of this theme**

- Changes in consumer behaviours after the pandemic on health and wellness, as well as gastronomy tourism and tourism products
- Destination/business strategies related to on health and wellness, as well as gastronomy tourism and tourism products to be resilient to/to survive in the post-pandemic times
- Role of health and wellness, as well as gastronomy tourism to support SDGs goals at destinations
- Health and wellness, as well as gastronomy tourism in destination branding
- Enhancing destination values with health and wellness, as well as gastronomy tourism products
- Medical tourism
- Spa tourism; Spa resort; Spa management/development
- Health tourism, Healthcare tourism, Health service tourism; Healing tourism/hospitality
- Wellness tourism, Well-being tourism, Wellness resort
- Gastronomy represented as destination's identity, and cultural heritage.
- Innovation and Trends in health and wellness, as well as gastronomy tourism
- Food Tourism Events
- Other themes related to health and wellness, as well as gastronomy tourism

**THEME 3)**  
**Sustainable Event**  
**Destinations**

Environmentally Impactful Events, Event Destinations, Zero-Waste Initiatives, Sustainable Venues

The theme “Sustainable Event Destination” encompasses a wide range of topics and initiatives aimed at making events more environmentally friendly, socially responsible, and economically sustainable. In this theme, we will delve into the various aspects of sustainability within event planning and management, exploring concepts such as sustainability practices, zero-waste initiatives, eco-friendly venues, innovative green technologies, community engagement, cultural preservation, climate resilience, and the delicate balance between profitability and responsibility. Through these discussions, we aim to inspire and educate event professionals on how to create memorable and impactful events while minimising their environmental footprint and contributing positively to the communities they engage with. Ultimately, we embark on a journey to discover the key principles and practices that make for a truly sustainable and responsible approach to event planning and execution.

**Followings are the suggested topics (but not limited to) of this theme**

- Sustainability Practices in Event Planning
  - Zero-Waste Initiatives in Event Management
  - Eco-Friendly Venues and Destinations
  - Innovative Technologies for Green Events
  - Community Engagement in Sustainable Event Planning
  - Cultural Sustainability: Honoring Traditions and Heritage
  - Climate Resilient Event Strategies
  - Economic Sustainability: Balancing Profit and Responsibility
  - Sustainability Practices in Event Planning
  - Innovating Event Management for Net-Zero Mission
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## SCIENTIFIC COMMITTEE

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## ICTB 2024 SUBMISSION DETAILS

Here are some key points to consider before submitting your contribution to the ICTB 2024 research conference being held in Bangkok. You can also find the requirements for contents on our conference webpage at: <https://muic.mahidol.ac.th/eng/ictb2024/>

### What can be submitted?

ICTB 2024 will highlight various insights in research and practical issues relevant to the field of business administration and tourism. The target group includes, but is not limited to, tourism and hospitality industry professionals, executives and employers, representatives of tourism authorities and marketing organisations, researchers and consultants in the tourism and hospitality industry, and researchers in the field of business administration.

This two-day conference will discuss recent findings and future challenges from leading academic experts, consultants and practitioners in the field in the form of keynotes and paper presentations in parallel thematic sessions. Research papers should be in line with the conference topics. Nevertheless, please note that we welcome also other research endeavors that are related to tourism and business.

### Submission process

1. On our conference webpage, you will find a template for the submission of papers that can also be used for the extended abstracts.
2. Authors are requested to submit either an extended abstract (1,000–1,500 words; up to three pages) or a full paper of no more than 7,500 words (including references) on our conference webpage. Your contribution must be in English. In addition, please provide an abstract of a maximum of 150 words and supply three to five keywords for each paper. Please submit your extended abstract/full paper via <https://easychair.org/conferences/?conf=ictb2024>
3. All extended abstract and full papers received will be reviewed by the Scientific Committee of the Conference.
4. At least one author must register for the conference and give a presentation of the accepted paper at the Conference.

### Publishing policies

If your paper is accepted, it will be published in the conference proceedings indexed with ISSN. The copyrights will remain with the authors at all times.

### Important Dates

- Extended abstract or full paper submission due: 15 July 2024
- Notification of acceptance due: 31 July 2024
- Revision of accepted paper due: 31 August 2024
- Early bird registration: 1 April – 31 July 2024
- Regular registration: 1 August – 10 August 2024

### Registration Fee

	General Audiences	Undergraduate & Post Graduate Students	Non-author participants**
<b>Early-Bird Registration</b> (By 31 July 2024)	12,000 THB (Approximately 355 USD)*	9,000 THB (Approximately 265 USD)*	N/A
<b>Regular Registration</b>	16,000 THB (Approximately 470 USD)*	10,000 THB (Approximately 295 USD)*	11,000 THB (Approximately 330 USD)*

\*Actual exchange rate may vary.

\*\* Non-author participants will be allocated limited seats.

**Cancellation Policy:** Cancellations will be accepted until **30 June 2024** and will be entitled to a 40% refund of the registration fee. Refunds will not be issued for cancellations received after this date.

*Registration to the conference includes:*

1. Welcome reception
2. Lunches during the conference
2. Daily coffee and refreshments
3. Conference dinner
4. Voluntary excursion on 24 August 2024

**Conference Program:**  
**PRELIMINARY – TBC**

Day	Main Program		Late-Afternoon & Evening Program
21 August 2024	Arrival of conference delegates		<b>Welcome Reception</b>
22 August 2024	08:30–09:00	Registration with coffee	<b>Gala Dinner</b>
	09:00–09:30	Welcome	
	09:30–10:50	<b>Keynote</b>	
	10:50–11:10	Coffee	
	11:10–12:50	<i>Parallel sessions (round I)*</i>	
	12:50–14:00	Lunch	
	14:00–15:20	<b>Keynote</b>	
	15:20–15:40	Coffee	
	15:40–17:00	<i>Parallel sessions (round II)*</i>	
23 August 2024	09:00–11:05	<i>Parallel sessions (round III)*</i>	<b>Free Evening</b>
	11:05–12:30	<b>Closing Ceremony, Award Presentation, and Coffee Break</b>	
24 August 2024	10:00	Guided tours in Bangkok	

\* During parallel sessions each presenter will be assigned a minimum twenty-minute time slot including Q&A.

**Venue Information**

**Mövenpick BDMS Wellness Resort Bangkok**  
2 Wireless Road, Lumpini, Patumwan, 10330 Bangkok Thailand  
[www.movenpickbdmsbangkok.com](http://www.movenpickbdmsbangkok.com)

**Recommended accommodation for conference attendees**

The special room rate will be granted for ICTB 2024 attendees by the conference venue:  
**Mövenpick BDMS Wellness Resort Bangkok.**  
Please contact: Email: [Tarin.LUECHAIKAM@movenpick.com](mailto:Tarin.LUECHAIKAM@movenpick.com)

**Contact Detail**

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