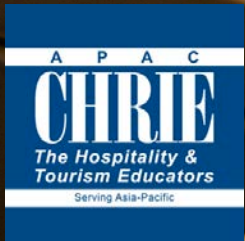


OCTOBER 2026

Newsletter



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PRESIDENT'S MESSAGE



It is an honor to serve as President of APacCHRIE and to welcome you to this new term. As the Asia-Pacific federation of International CHRIE, we build on the global vision of hospitality and tourism education while drawing strength from our regional character. Our mission is to make a lasting impact by empowering our members and future generations to embrace opportunities, adapt to evolving practices, and grow stronger through change.

Hospitality and tourism are industries shaped by continuous evolution and renewal. At APacCHRIE, we celebrate this dynamic spirit by championing lifelong learning, encouraging adaptability, and equipping our community to approach transformation with confidence. Whether engaging with new applications, responding to shifting market trends, or navigating global developments, we remain dedicated to providing our members with the knowledge and resources to flourish and lead with resilience.

This year, I am especially inspired by the collaboration of our board members and the enthusiasm of our newly elected board. Their energy, fresh perspectives, and commitment will help us strengthen our federation, expand our reach across Asia-Pacific, and create initiatives that empower our members to grow, innovate, and lead with confidence. Equally important is our collaboration with industry partners, whose insights and engagement ensure that our academic work remains relevant, impactful, and closely aligned with the evolving needs of the hospitality and tourism sectors.

I invite each of you to work together and contribute to the growth of our community, the advancement of hospitality and tourism education, and the strengthening of our bonds across the region. With resilience, adaptability, and collaboration at our core, I am confident that APacCHRIE will continue to thrive, inspire excellence, and serve as a beacon of hospitality education for years to come.

Yours sincerely,
Deniz Kucukusta, Ph.D, CHE
APacCHRIE President (2026/2027)

Call For Papers (Second Announcement)

Tourism+ Making an Impact for Now and Tomorrow

DEADLINE FOR SUBMISSION

Deadline for abstract/full paper submission: February 1, 2027 (UTC+8:00)

Final version submission: March 19, 2027 (UTC+8:00)

FORMAT

Two types of submission are accepted:

Main conference:

- Abstract (maximum 1,500 words, including the reference section), or
- Full paper (maximum 7,000 words, including the reference section)

Youth conference:

- Abstract (maximum 1,000 words, including the reference section), or
- Full paper (maximum 4,000 words, including the reference section)

TOPICS

Tourism+ AI and Robotics

Tourism+ Emerging ICT and Smart Service Innovation

Tourism+ Sustainability, Regeneration, and Impact

Tourism+ Communities, Social Inclusion, and Equity

Tourism+ Mobility: Global Flows and Changing Travel Patterns

Tourism+ Wellness: Health and Flourishing

Tourism+ Consumer Psychology and Service & Experience Design

Tourism+ Culture and Creativity: Heritage, Arts, and Storytelling

Tourism+ Events: MICE, Mega-Events, and Cultural Festivals

Tourism+ Logistics and Operations Management

Tourism+ Entrepreneurship and Start-up Innovation

Tourism+ Workforce Futures: Skills, Leadership, and the Future of Work

Tourism+ Destination Strategy, Marketing, and Management

Tourism+ Special Interest Markets

Tourism+ Methodologies: Engaged, Creative, and Future-Oriented

Research Approaches

Tourism+ Education: Bridging Academia-Industry for Tomorrow's Talents

Tourism+ Economics and Finance

Tourism+ Food and Beverage Innovation

Tourism+ Gaming and Entertainment Futures

Other Suitable Topics

2026 ICHRIE CONFERENCE

President Deniz Kucukusta represented APacCHRIE at the ICHRIE Board of Directors Meeting held during the 2026 ICHRIE Global Conference in Las Vegas, Nevada on 15-17 July 2026. The conference, hosted at Mandalay Bay and in collaboration with the William F. Harrah College of Hospitality at UNLV, was highly successful and brought together hospitality and tourism educators, researchers, students, and industry leaders from around the world to discuss emerging trends, research, teaching innovation, and industry engagement. Several members from APacCHRIE attended and actively participated in conference activities and networking events. As President of APacCHRIE, she represented the federation in Board discussions on governance, strategic priorities, and international collaboration. The conference also featured the presidential induction ceremony, during which the incoming ICHRIE officers and federation leadership teams, including APacCHRIE, were formally recognized, highlighting the strong collaboration among federations and their shared commitment to advancing hospitality and tourism education globally.



INDONESIA COUNTRY REPORT

<https://unsplash.com/photos/snow-covered-mountain-during-sunset-5tAGrREDQbs>

RECENT DEVELOPMENTS AND CHALLENGES

Indonesia's tourism and hospitality sector faces growing challenges from natural disasters and environmental pressures. Recent events in Aceh, Nusa Tenggara Timur (NTT), Kalimantan, and Lombok highlight the importance of disaster preparedness, community resilience, and sustainable destination management.

In mid-August 2026, flooding in Aceh Barat Daya affected approximately 100 households and residential units. On 15 August, a magnitude 7.7 earthquake struck the Flores region in NTT, generating a tsunami and substantial aftershock activity. These events demonstrate the need for effective early-warning systems, emergency communication, and disaster preparedness, particularly in destinations where tourism supports local livelihoods.

Meanwhile, an extended dry season and strong El Niño conditions increased drought and forest-fire risks in Kalimantan. On 25 August, government agencies collaborated on weather-modification operations to address water shortages and reduce fire risks, illustrating the importance of coordinated disaster management.

CULTURAL HERITAGE AND TOURISM RECOVERY

One of the most significant incidents was the fire at Sade Traditional Village in Central Lombok on 22 August 2026. The village is a well-known Sasak cultural tourism destination, offering visitors traditional architecture, weaving, craftsmanship, and local cultural experiences.

Initial reports indicated that approximately 120 buildings were destroyed, although assessments were ongoing. No fatalities were reported in the initial reports. The fire raised concerns about protecting cultural heritage while improving safety, as traditional buildings made from timber, bamboo, and thatched roofing contributed to the rapid spread of the fire.

In response, the West Nusa Tenggara government established a recovery task force, and the Ministry of Tourism instructed Lombok Tourism Polytechnic to assist affected communities. These efforts demonstrate the role of government and tourism education institutions in supporting destination recovery.

PRIORITIES FOR SUSTAINABLE TOURISM

Indonesia's recent experiences highlight the need to integrate disaster-risk reduction into destination planning, infrastructure, accommodation operations, and visitor management. Cultural preservation must be balanced with practical safety measures, including fire prevention, evacuation planning, and emergency communication.

Local communities should also remain central to tourism recovery. Beyond restoring visitor numbers, recovery efforts should protect local livelihoods, cultural identity, community ownership, and residents' participation in decision-making. Universities and hospitality institutions can contribute through research, crisis-management education, and community engagement.

Indonesia's recent challenges reinforce the importance of collaboration among government, tourism businesses, academia, and local communities. Building resilient destinations requires more than restoring damaged infrastructure; it means creating safer, more inclusive, and sustainable tourism environments while protecting the cultural and natural resources that make Indonesia distinctive.



DR. I MADE SUDJANA

Country/Regional
Representative-Indonesia

NEPAL COUNTRY REPORT

Nepal continues to strengthen its position as a distinctive tourism destination, attracting visitors with its Himalayan landscapes, rich cultural heritage and outdoor adventures. Located between India and China, the country is home to Mount Everest and eight of the world's 14 highest peaks. Its biodiversity, national parks, diverse ethnic communities and more than 100 spoken languages offer opportunities for trekking, mountaineering, wildlife safaris, cultural exploration and spiritual tourism.

TOURISM PERFORMANCE AND CURRENT TRENDS

Nepal's tourism recovery continued in 2025, when the country welcomed 1,158,459 international visitors, approximately 96.8% of its 2019 arrival level. The average length of stay reached a record 16.34 days, suggesting that visitors are spending considerable time exploring the country. However, average daily expenditure fell to US\$33.09, highlighting a challenge in converting visitor numbers into greater economic value.

The government and Nepal Tourism Board continue to promote the country in important source markets, particularly India and China. Adventure tourism remains a major attraction, while cultural heritage, pilgrimage, wildlife experiences and community-based tourism offer opportunities to diversify the visitor experience beyond mountain expeditions.



HOSPITALITY INDUSTRY AND DEVELOPMENT OPPORTUNITIES

Nepal's accommodation sector is expanding alongside tourism demand. Government statistics for 2025 recorded 222 star-rated hotels and 1,383 non-star-rated hotels, with a combined 64,134 beds. The number of star-rated hotels increased by 3.74% compared with 2024. Mountaineering activity also grew, with expedition teams rising by 9.05% to 2,590.

Nevertheless, the industry faces challenges in improving visitor spending, transport safety, service quality and destination competitiveness. Continued investment in hospitality skills, sustainable tourism practices and reliable visitor infrastructure will be important for supporting local communities and attracting higher-value travellers.

CHALLENGES: NATURAL DISASTERS AND INFRASTRUCTURE

Despite positive visitor growth, Nepal faces significant challenges following severe floods in August 2026. Damage to roads, bridges and tourism facilities disrupted access to several trekking and pilgrimage destinations, including the Langtang region. More than 200 hotels and restaurants were reported damaged across affected districts, raising concerns ahead of the main autumn trekking season. Tourism associations are working with government agencies to restore access, develop alternative routes and provide reliable travel information.

Aviation infrastructure is another concern. Gautam Buddha International Airport continues to face difficulties attracting regular international flights, limiting its potential to support tourism growth around Lumbini, the birthplace of Buddha and an important destination for Buddhist pilgrims. Improving airport connectivity and regional transport links will be important for distributing tourism benefits beyond Kathmandu.



MR. KHEM LAKAI
Country/Regional
Representative-Nepal

INDIA COUNTRY REPORT

Photo: Roop Dey/Alamy Stock Photo

INDIA'S TOURISM & HOSPITALITY IN 2026: THE DECADE AHEAD

Oct 15, 2026 · @Dennie Matthews

India's tourism economy enters the final quarter of 2026 in robust health. The sector contributes 5.22% of GDP and supports 13.34% of total employment, according to the Ministry of Tourism's data compendium. Foreign tourist arrivals reached about 9.15 million in 2025, generating US\$ 31.69 billion in foreign exchange. The true engine, however, is domestic: Indian travellers account for nearly 88% of tourism spending, which touched ₹15.5 lakh crore in 2024, 22% above pre-pandemic levels.

Hotels are riding this wave. Premium occupancies are projected at 72–74% in FY26, and India is now Asia-Pacific's second-largest hotel investment market. Hotel transactions rose 67% in 2025 to ₹4,933 crore, while nearly 9,000 branded keys opened, 64% of them in Tier-II and Tier-III cities.

OPPORTUNITIES FOR THE COMING DECADE

WTTC projects the sector's GDP contribution to more than double, from US\$ 256 billion in 2024 to US\$ 523 billion by 2034, supporting about 63 million jobs. Vision@2047 targets 100 million inbound arrivals. The Union Budget 2026–27 adds thematic trails, North-East Buddhist circuits, heritage revitalisation, MUDRA loans for homestays and easier e-visas, while UPI, DigiYatra and the new National Digital Tourism Stack reduce friction for travellers.



MR. DENNIE MATTHEWS

Country/Regional
Representative-India

SUB-SECTOR SNAPSHOTS

- Medical tourism: worth about US\$ 8.7 billion in 2025 and projected to reach US\$ 16 billion by 2030, with five regional medical hubs planned.
- Spiritual circuits: corridors in Varanasi and Ujjain, Ayodhya's rise and the 450-million-strong Maha Kumbh have turned pilgrimage towns into hospitality growth markets.
- Hospitality investment: capital is flowing to midscale, branded and airport-linked hotels in smaller cities, a trend set to define the decade.

REASONS FOR OPTIMISM

In April 2026, Nomura said Indian hospitality had entered a "golden cycle" of rising room rates, strong returns and attractive valuations. Global chains agree: Marriott signed 99 Indian hotels in 2025, and Radisson expects up to 160 properties by end-2026. Travellers are equally upbeat. Airports handled 420 million passengers in FY26, intercity bus journeys grew 24% year-on-year, and urban Indians increasingly favour short wellness, adventure and experiential breaks. Wider e-visa access and growing homestay networks spread the benefits further.

THE WORKFORCE CONUNDRUM

The sharpest constraint may be people. CBRE estimates a shortfall of around 11 million tourism workers by 2035, and the Tourism and Hospitality Skill Council expects about 3 million skilled people to be needed between 2025 and 2028 alone. The paradox: the sector already supports over 8 crore jobs, yet operators struggle to find trained chefs, front-office staff, guides and general managers, as low pay and attrition push talent elsewhere. Upgrading NCHMCT into a National Institute of Hospitality and training 10,000 guides are useful starts, but scale will require decentralised training, apprenticeships, better wages and clear career paths.

OUTLOOK

India's next tourism decade promises remarkable growth, and its success will rest on nurturing skilled talent, enabling smoother business conditions and spreading visitors sustainably to exciting new destinations beyond the familiar circuits.

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PROF. HIROAKI SAITO- DIRECTOR OF MEMBER SERVICES AND DEVELOPMENT

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