AHTMM Conference 2027 Bangkok

Recalibrating Hospitality and Tourism for a Changing World

Innovation, Wellness, Resilience, and Regenerative Development

5–9 July 2027 | Bangkok, Thailand

**Co-host by the University of the Thai Chamber of Commerce (UTCC)
and Washington State University**

Proposed venue: The Emerald Hotel, Ratchadaphisek, Bangkok, Thailand



Welcome to Bangkok



Global Connectivity

A major regional hub with strong international access for scholars and practitioners from Asia and beyond.



Hospitality & Tourism Hub

A leading destination for tourism, hospitality, food, wellness, and service experiences in Southeast Asia.



Culture & Contemporary City Life

A city where Thai heritage, contemporary urban life, food, wellness, and hospitality experiences come together.

UTCC and the AHTMM Academic Network



Established AHTMM Link

UTCC previously co-hosted AHTMM in Bangkok in 2018, supporting international academic exchange in Thailand.



Continuing Collaboration

AHTMM 2027 continues this collaboration with Washington State University and the wider AHTMM academic community.



Local Academic Support

UTCC will support local coordination, conference operations, and a welcoming academic environment for researchers and practitioners.

Conference Focus



Hospitality, Tourism & Leisure Marketing



Tourism Management, Policy & Destination Development



Consumer Behaviour & Service Experience



Technology, Innovation & Future Trends



Wellness, Food & Cultural Tourism



Sustainable & Responsible Tourism Development

Academic Value and Publication Opportunities



Conference Experience in Bangkok

Academic Exchange

- Keynote sessions
- Parallel paper presentation sessions
- Academic networking
- Research discussion and feedback



Networking and Cultural Experience

- Welcome reception
- Opportunities for meaningful connections
- Exposure to Thai hospitality and cultural context
- Potential Bangkok dining or Chao Phraya river experience

Save the Date

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We look forward to welcoming you to Bangkok in 2027.

UTCC | WASHINGTON STATE UNIVERSITY