

# NEWSLETTER

## Introducing New Faculty Members for Spring 2025, Part 3

### [November & December Edition] Final Edition for 2025!

The Research Office Newsletter was revived in April 2025, and this marks our last one for the year! Thank you to all the faculty for their contributions this year! From next year onwards, we will continue publishing the newsletter on a regular basis, disseminating information about research at APU. Thank you all again, and we'll see you in 2026!

### Self-Introduction :

1988–2025: worked for Japan Airlines.  
Established branch offices; handled special flights and charter flights; Director of the Operation Control Center (Mission Director).  
1992–1995: Stationed in France  
2009–2012: Stationed in Singapore  
2019–2025: Stationed in Vietnam



**Professor  
ABE Hideto**  
College of Sustainability and Tourism

### Research Topic(s):

Airlines Industry  
I try to share not only the theory, but also what is actually happening in the front-line.



### Messages to Students:

#### **Undergrad / Graduate :**

Life is a series of unexpected events. It is important to always maintain a humble attitude and never forget the spirit of learning.

#### **Prospective Students:**

The world is full of wonderful possibilities. Study in this university and spread your wings to the world.

## Self-Introduction:

I Originally from China, I received my graduate education in tourism studies at Hokkaido University, Japan. Before joining APU in October 2025, I worked at Hiroshima University as well as Hokkaido University. Outside of work, I enjoy Beppu's hot springs and its beautiful natural environment of sea and mountains. I live with a cat and love spending time with cats.

## Research Topic(s):

Tourism is an interdisciplinary field, and my research focuses on the relationship between heritage and tourism. Heritage is not only something that is inherited but also something that is continually created. Through the processes of heritage-making, we connect the past, present, and future. Tourism does more than commodify heritage as a resource—it also facilitates its transformation and ongoing creation.

My work critically examines the dynamic interplays between heritage and tourism, addressing questions such as how heritage is transformed through tourism and why it matters for future generations. My research is grounded in qualitative methodologies and adopts a reflexive approach.

My current research project explores the creation of futures through intangible cultural heritage (ICH) tourism, focusing on the silverware craftsmanship of Miao people in China as a case study. ICH tourism provides multiple stakeholders with opportunities to transform and utilise ICH in ways that contribute to the formation of desirable futures from diverse perspectives. Employing axiology as a methodology, I ask, "What is the goodness of ICH?" and develop a value typology to illustrate the wide range of benefits that can be generated through ICH tourism. Drawing on intensive fieldwork in Hunan, Guizhou, and Yunnan provinces, I examine the mechanisms through which different value categories are enacted in practice.

## Messages to Students:

### Undergrad:

University life is like working on a jigsaw puzzle — you have the greatest freedom in your life to explore and discover pieces that may become important to you. It is a time for trial and error. Don't be afraid to try, make mistakes, and learn from them. Every piece you pick up brings you one step closer to understanding who you are and who you want to become.

### Graduate:

Research is like climbing—challenging, distressing, and exhausting for probably 99% of the journey, but the moment you reach the summit, you realise it was all worth it. Graduate school gives you the time and space to deeply engage with your interests and questions. Don't waste it—talk to professors who share your interests and connect with peers who share your vision.

### Prospective Students:

There is a saying, 'Others are a mirror reflecting oneself'. Through encounters with others and different cultures, one starts to think about 'What kind of person am I' and 'What kind of person do I want to be'. In university, I think it is important to engage with diverse cultures, reflect on oneself, and cultivate the abilities to create a future society. I believe APU can provide such a place for you.



Assistant Professor

**WANG Chujun**

College of Sustainability and Tourism

## Asia Pacific Conference 2025

The 2025 AP Conference was held over two days on Saturday November 29th and Sunday November 30th. Since its inception in 2003, the conference has served as a platform for researchers, both domestically and internationally, to come together to present and share their research and accomplishments and facilitate academic discussions on the challenges facing the Asia-Pacific region. In this way, the conference contributes to realizing APU's vision of Shape Your World.



This year, under the theme “Rediscovering Cooperation in a Fragmenting World”, over 300 participants from 43 countries gathered over 2 days and 67 sessions (45 sessions for researchers, and 22 sessions for students). The conference hailed researchers from over 60 universities and centers, including Kyoto University and Waseda University domestically, and the University of Edinburgh and the University of Warsaw, internationally. Of the 67 sessions, 11 were conducted in Japanese, 1 in Japanese and English, and 55 in English.



To officially open the conference and begin the Keynote Session, President Yoneyama called on conference participants to think about the following over the course of the weekend: “We face fundamental contradictions: global challenges that demand cooperation, and an increasingly divided world. As you engage in panels and conversations over these two days, I encourage you to move beyond simply analyzing fragmentation toward actively practicing cooperation. Build networks. Find common ground across disciplines and borders. Leave here not just with new knowledge but with new partnerships. Let us rediscover cooperation— together.”

This year's keynote speech titled, “Forging Cooperation in a Fragmented World”, was delivered by Morse Flores, an APU Alum, Human Rights Officer, and Coordinator for the United Nations Secretariat of the UN Voluntary Fund for Indigenous Peoples. In his speech he emphasized that with the escalation of divisions globally, new forms of cooperation are imperative. Fragmentation is not an inevitability, and it is precisely because we live in such times that we must rediscover paths of dialogue, trust-building, and cooperation.

He then continued discussing how the Asia-Pacific region possesses both profound diversity, and the immeasurable potential for leadership in promoting peace through cooperation. Rediscovering cooperation begins with choices made in classrooms, in laboratories, and in local communities. Even in a fragmented world, cooperation is still humanity's greatest resource and is the surest path towards peace.



After the Keynote Speech was over, participants eagerly participated in the Q&A session. Discussions with Morse continued for some time after the session ended, as well.

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Even in this time of division, the AP conference embodied the potential of cooperation by bringing together academics, businesspeople, and students to share knowledge and build networks.

Many participants shared feedback such as: "The presentations covered a wide array of research areas, allowing us to participate in, and exchange ideas about themes outside of our specialties. It was a valuable opportunity to broaden our fields of knowledge".

We sincerely hope that the AP Conference was a fruitful experience for our participants. For the office, it is our hope that conferences such as these can meaningfully contribute to APU's mission of providing solutions to global issues.

Information about AP Conference 2026 will be announced around April 2026. We look forward to welcoming many of you back next year!

## APU Integrated Research Organization: Coming Soon!

To advance the APU Research Enhancement Plan (2025~2030), the APU Integrated Research Organization (AIRO) will launch next year!

AIRO will serve as a platform to support the diverse range of research activities carried out at APU. This new organization will support our researchers in projects across faculty and center boundaries, offer venues for collaboration with researchers domestically and abroad, as well as offer training and development opportunities for young researchers.

From this, research at APU thus far can receive more support and have more opportunities for advancement.

Details about AIRO will be introduced in a future issue of this newsletter!

## For Faculty with Research Funds



### FY2025 End of Year Research Funding Deadlines

**Office Orders :** If you wish for the Office to place an order on your behalf, please consult with us **by Friday Jan. 16th, 2026.**

**Overseas Payments :** All documents related to overseas bank transfers must be submitted **by Friday Feb. 13th, 2026.**

**Out-of-Pocket Payments :** All documentation must be submitted **by Saturday Feb. 28th, 2026.**

\*If you have any planned expenses in March, please let us know the details as soon as possible.

**Research Assistants :** If any of your RAs will graduate in March, all work duties must be completed **by Saturday Jan. 31st, 2026**

**Trip Applications :** Submit applications **at least 2 weeks before** the trip.

Please consult with us about trips that last from March-April as soon as possible. If an unavoidable trip spans the two fiscal years, submit two applications: one for FY2025 (until March 31) and one for FY2026 (from Apr 1).

**Use of Credit Cards for Foreign Currency Transactions :** If you intend to use a credit card for any payments in a currency other than JPY (¥) the finalised card statement must be submitted **by Tuesday March 31st, 2026.**

**If you have any questions or concerns, please contact the Outreach and Research Office.**