



# HYBRID MOBILITY

## BY DISCIPLINES 2025

HOSPITALITY & TOURISM  
& HEALTH SCIENCES

# CONCEPT NOTE

JUNE 2025



# 01

## Overview



### P2A HYBRID MOBILITY 2025 BY DISCIPLINES

**AI-ASEAN** | Harnessing Artificial Intelligence to Accelerate Youth Future

### ***HOSPITALITY & TOURISM & HEALTH SCIENCES***

#### Background

Hybrid Mobility by Discipline, a program originally conceptualized as an innovative solution to connect students and educators from the P2A Network during the pandemic, has achieved success on multiple levels—far exceeding its initial goal. It has evolved into an incubator for innovative ideas, a platform for peer networking across ASEAN countries, and a comprehensive training ground for participants to strengthen their collaborative skills. Building on the success of the previous seasons, this year, the P2A Secretariat seeks to innovate on the formats of past Hybrid Mobility by Discipline (HMD) programs to prepare our talents for a competitive and demanding future of work. As Artificial Intelligence becomes an integral booster of productivity in many areas, the 2025 P2A HMD is challenging participants to integrate the influential technology of Artificial Intelligence into their projects, assess their strengths and weaknesses, and therefore learn to wield AI more effectively in their future endeavors.

This year, the **second** season of 2025 P2A HMD proposes a challenge to participants with the following challenge: **Supercharging ASEAN tourism experiences with AI-powered wellbeing solutions.** This topic brings together the disciplines of **Tourism & Hospitality** and **Health Sciences** to address a challenge at their intersection—elevating overall tourist satisfaction by boosting their physical and mental wellbeing. Participants will have the opportunity to research, experiment and innovate on current wellbeing practices in the hospitality & tourism disciplines using the powerful tool of Artificial Intelligence. With a multinational and multicultural cohort, participants' interpersonal skills, such as teamwork and intercultural communication, will be challenged and cultivated, as well as their perspectives in said disciplines.

#### Program Structure

##### **Schedule**

June 13 to August 1, 2025

##### **Platform**

Online: Zoom Meeting (hosted by P2A Secretariat)

##### **Organizers/Co-organizers**

P2A Secretariat

##### **Partners**

P2A member institutions

##### **Participants**

Number of students per IHE: 15–20 students


# 02 SCHEDULE

SESSION TIME: **2:00 PM (GMT+7)**

SESSION	DATE	ACTIVITIES	
<b>SESSION 1</b> <b>OPENING CEREMONY</b>	<b>JUNE 13</b> <b>(FRI)</b>	<b>2 PM - 4 PM</b>	<ul style="list-style-type: none"> <li>Opening ceremony</li> <li>Welcome remarks</li> <li>Program overview                             <ol style="list-style-type: none"> <li>Expectations of final presentation</li> <li>Group Assignment</li> </ol> </li> </ul>
<b>SESSION 2</b> <b>TOPIC PROPOSAL FINALIZATION</b>	<b>JUNE 18</b> <b>(WED)</b>	<b>Deadline 9PM</b>	<ul style="list-style-type: none"> <li>Students, in their respective groups will submit a proposal for their project and seek valuable feedback and guidance from mentors.</li> </ul>
<b>SESSION 3</b> <b>PROGRESS REPORT</b>	<b>JUNE 29</b> <b>(SUN)</b>	<b>Deadline 9PM</b>	<ul style="list-style-type: none"> <li>Students will submit a report on their group's ongoing project.</li> </ul>
<b>SESSION 4</b> <b>CONSULTATION</b>	<b>JULY 11</b> <b>(FRI)</b>	<b>2 PM - 4 PM</b>	<ul style="list-style-type: none"> <li>Feedback on the students' on-going projects before submission</li> </ul>
<b>SESSION 5</b> <b>SUBMISSION &amp; UPLOADING</b>	<b>JULY 20</b> <b>(SUN)</b>	<b>Deadline 9PM</b>	<ul style="list-style-type: none"> <li>Submission of the students' projects</li> </ul>
<b>GRADING &amp; VOTING PERIOD (JULY 21 - 26)</b>			
<b>SESSION 6</b> <b>FINALE</b>	<b>AUGUST 1</b> <b>(FRI)</b>	<b>2PM - 2:30 PM</b>	<b>Final Showcase:</b> <ul style="list-style-type: none"> <li>Showcase of Top 8 Projects</li> <li>Comments and feedback from the Board of Judges</li> <li>Reflection clips made by student team leaders.</li> </ul>
		<b>2:30 PM - 4 PM</b>	<b>Closing:</b> <ul style="list-style-type: none"> <li>Closing remarks by the institutes' representatives</li> <li>Winners Announcement</li> <li>P2A certificates issued to winners</li> </ul>

# 03

## TOPIC



### Topic

**Super-charging ASEAN tourist experiences with AI-powered wellbeing solutions.**

Tourism has long been a core area of cooperation and a key driver of economic growth in the ASEAN region. However, a persistent shortcoming remains: the lack of attention to tourist wellbeing. Concerns over health safety—such as food hygiene, sanitation in tourist areas and lodging—along with limited accessibility options for elderly and disabled travelers, continue to deter both intra-ASEAN and international visitors from choosing ASEAN destinations.

Addressing these issues requires more than medical or health science expertise. It calls for strategic and forward-thinking tourism leaders capable of integrating seamless, sustainable, and deployable wellbeing solutions into travel experiences. Yet, many ASEAN destinations have been slow to act—hindered by limited resources and a lack of incentives for innovation.

With the growing availability of Artificial Intelligence (AI)—a technology that boosts productivity and challenges conventional models—P2A HMD invites student participants to harness AI in designing impactful, relevant, and cost-effective solutions to enhance tourist wellbeing across ASEAN.

Winning projects should clearly identify, assess, and address a specific aspect of tourist health or wellness, demonstrating both feasibility and potential for meaningful improvement to the overall travel experience. To reflect the practical application of their ideas, teams will also design a short- to medium-length tour in an ASEAN destination of their choice, highlighting how their solution would be integrated into the travel journey.

# 04

## OUTPUTS



### OUTPUTS

- A comprehensive and deployable **proposal** for a short-to-medium-tour within the ASEAN region, in which AI-powered solutions for wellbeing are clearly presented and critically assessed for their effectiveness.
- A **video** introducing said proposal
- A **reflection video** (less than 2 minutes) for team leader only (not graded)

# HYBRID MOBILITY

## BY DISCIPLINES 2025

June 13th - August 1st, 2025

For more information, please contact us via email:  
**[p2asecretariat@passagetoasean.org](mailto:p2asecretariat@passagetoasean.org)**