

BOOK OF

ABSTRACT

The 5th
INTERNATIONAL 
CONFERENCE
on **TOURISM**
& **BUSINESS**
(ICTB 2024)

RETHINKING TOURISM SUSTAINABILITY:
THE ROLE OF DESTINATIONS

Bangkok, 21-23 AUGUST 2024



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)

PREFACE

The 5th 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), serves as a global forum for the exchange of knowledge in tourism and business. This year, we are also pleased to welcome a special partner from the industry, the Asian Ecotourism Network (AEN).

The conference will focus on “Rethinking Tourism Sustainability: The Role of Destinations.” Three supporting themes have been identified to embrace a diverse range of up-to-date and relevant research topics: Rethinking Sustainability, High-Value Tourism Products for Better Tourism Experiences, and Sustainable Event Destinations.

On behalf of all co-hosts and the partner, we warmly welcome all conference attendees from various countries to Thailand, a destination renowned for its gastronomy and wellness tourism products, which serve as examples of high-value tourism offerings. As one of the world’s most popular tourist destinations, Thailand is moving towards sustainability in various aspects, making it a highly relevant location for ICTB 2024. The local tourism offerings and environment are well-suited to enhance discussions around the conference themes.

We sincerely hope that all attendees will have a rewarding experience, engaging with academics and practitioners who share their interests. We also hope that attending ICTB 2024 will inspire attendees through insightful presentations and discussions, stimulating further interest in the tourism and business disciplines.

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Session 1: Digital Technology and AI in Tourism

Leveraging AI-Generated Imagery for Sustainable Gastronomic Tourism

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Abstract

This study examines the rising trend of sustainable cuisine and how can promote it. The worldwide market for vegan food, valued at 15.77 billion USD in 2020-2021, is expected to see substantial growth by 2025. A diet based on sustainable cuisine can significantly reduce greenhouse gas emissions, require fewer resources, and potentially decrease wildlife destruction by 66%. From a health standpoint, it offers numerous benefits, including lower cholesterol levels, reduced blood pressure, and a decreased risk of heart disease. Despite these advantages, sustainable cuisine is not yet a mainstream choice due to taste preferences and health concerns. This study aims to investigate the influence of AI-generated images on consumers' perception of the quality of sustainable cuisine and their motivation to purchase. It seeks to answer a main question of what kind of AI-generated images have a greater impact on consumers' perception of food quality in sustainable cuisine?

Keywords: AI-generated imagines, sustainable cuisine, gastronomy tourism



Exploring Tourists' Adoption of Generative Artificial Intelligence in Travel Decision Making Process

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Abstract

This paper investigates the potential of ChatGPT, a generative AI chatbot, in facilitating travel information search. It extends the Technology Acceptance Model (TAM) by incorporating information quality as an external variable and examines its influence on perceived usefulness, perceived ease of use, attitude, and intention to use ChatGPT. Findings reveal that relevancy and completeness positively affect perceived usefulness, while only relevancy impacts perceived ease of use significantly. Perceived usefulness, in turn, positively influences attitude, which ultimately drives users' intention to use ChatGPT for travel information search. This study sheds light on the importance of information quality in shaping users' attitudes towards AI-based systems and offers insights for travel companies to enhance user experience.

Keywords: ChatGPT, travel information search, TAM, artificial intelligence, information quality

Assessing the Impact of Technology on Wine Tourist's Satisfaction and Behavioural Intentions

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Abstract

This study aims to understand the impact of technology on wine tourists' satisfaction and behavioural intentions. A questionnaire was created, with items to measure wine tourists' use of technology, satisfaction with the use of technologies and behavioural intentions. The target audience was people who had already visited the Douro Region in Portugal and a total of 207 valid responses were obtained. The results revealed that the use of advanced technologies did not impact satisfaction or behavioural intentions and the use of utilitarian technologies has a significant impact on satisfaction, therefore contributing to a better overall experience. The study's findings contribute to the literature on the use of technology in wine tourism and provide insights for managers in the wine tourism industry.

Keywords: wine tourists, technologies, behavioural intentions, satisfaction, Douro Region

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Large Language Models in Personalized Education of the Zhang Zi Zhong Memorial Hall Red Tourism

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Abstract

Zhang Zi Zhong Museum, a Red culture memorial, is vital for youth education on revolutionary values and cultural heritage preservation. However, deficiencies in guided tours and reliance on traditional displays may limit their effectiveness. This study explores integrating technology to enhance personalized learning experiences in these halls. It combines a literature review with field investigations, focusing on technological applications like LLMs for improved engagement and learning outcomes. Technologies such as personalized content recommendation systems and interactive learning designs can boost user satisfaction. Digital human technology, offering innovative presentation methods, holds promise for attracting and engaging younger audiences in Red culture. Embracing these advancements could modernize memorial halls, better meet educational needs, and preserve revolutionary values for future generations.

Keywords: Red culture, Zhang Zi Zhong memorial hall, Large Language Model (LLM), personalized education

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Session 2: Sustainability: Practices and Policies

Sustainable Environmental Carbon Emissions, Corporate Governance, and Firm Value

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Abstract

This study employed hierarchical regression analysis to investigate the relationship among corporate governance, carbon emissions, and firm value for Taiwanese listed companies from 2016 to 2020. Empirical results reveal that, whether measuring corporate value using Tobin's Q or market value, there is no significant relationship between carbon emissions and carbon intensity with the company's value. Regarding the moderating effects of corporate governance evaluation, empirical findings indicate that when measuring corporate value using Tobin's Q, there is a significantly positive moderating effect of corporate governance evaluation scores on the relationship between carbon emissions and corporate value, as well as between carbon intensity and corporate value. However, when measuring corporate value using market value, there is a significantly positive moderating effect of corporate governance evaluation scores on the relationship between carbon emissions and corporate value, while the moderating effect on the relationship between carbon intensity and corporate value is not statistically significant.

Keywords: sustainable carbon emissions, corporate governance, firm value, hierarchical regression analysis

Environmental Management Practices in Hotels at World Heritage Sites: The Case of Ichan Kala, Khiva, Uzbekistan

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Abstract

Tourism development often poses significant environmental challenges, particularly in culturally and ecologically sensitive areas such as World Heritage Sites (WHS). This study aims to investigate the environmental management practices adopted by hotels in Ichan Kala focusing on their sustainability efforts, and impacts on the local environment, and propose recommendations for sustainable tourism management. The quantitative research method was applied by designing a structured questionnaire that covered aspects such as waste management, energy consumption, water usage, and compliance with environmental regulations. Hotel managers or designated staff members responsible for environmental initiatives of 95 hotels across different categories located in Ichan Kala participated in the survey. Key findings reveal that family guest houses have lower awareness and adoption of sustainability practices compared to hotels, which exhibit higher levels of environmental management. Hotels were more likely to have formal policies and practices in place for waste management and energy use, whereas family guest houses lagged behind.

Keywords: sustainable management, world heritage site, hotel management, sustainable tourism

The Impact of Strategic Intelligence Dimensions on Environmental Performance in Dhofar Municipality

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Abstract

This study aims to identify the levels of availability of strategic intelligence and the degree of application of environmental performance in the municipality of Dhofar, Sultanate of Oman, as well as the impact of strategic intelligence dimensions (foresight, systems thinking, strategic vision, partnership, motivating employees) on environmental performance. The analytical descriptive methodology was used to test the hypotheses of the study. Electronic questionnaire was used as a tool to collect data from the convenience study sample of 224 municipal employees, and the SPSS statistical analysis program was used to test hypotheses. The results of the study showed high levels of both strategic intelligence and environmental performance in the municipality of Dhofar. The multiple liner regression analysis also showed that all strategic intelligence dimensions positively affect the environmental performance of Dhofar Municipality, except strategic vision does not affect environmental performance of Dhofar Municipality. The study proposed some implications and recommendations based on the study findings.

Keywords: strategic intelligence, environmental performance, Dhofar Municipality

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Activation of Tourism Companies for Sustainable Development. A Typology of Motives and Approaches

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Abstract

The conceptual paper examines various approaches to motivating and activating tourism businesses using the example of the pilot destinations of the Swiss Tourism Sustainability Program. Based on the experiences of the pilot destinations, a categorization of different motives of tourism companies to act sustainably is made and corresponding approaches to mobilize service providers are presented. The following groups can be differentiated: motivated by conviction, motivated by direct economic benefits, motivated by indirect benefits, motivated by regulations. Accordingly, various approaches are required to mobilize tourism service providers, ranging from information and communication, technical support and marketing campaigns to regulatory incentives.

Keywords: sustainability, destinations, motivation, activation, motives, tourism businesses

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Session 3: Destination Branding and Communication

A New Era for Sport and Place Branding -When Sportainment Becomes a Strategic Leverage for Soft Power

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Abstract

A deep transformation is currently underway in the world of sport: sportainment. Sportainment relates to the phenomenon associated with the metamorphosis of sport and the reconfiguration of its boundaries. The world of sport and entertainment is now a hybrid combination of the virtual and physical in how an organization can deliver its brand promise and a value-added brand experience.

In this context, countries are moving towards the use of sportainment: sport, entertainment, and soft power are intertwined within a place branding strategy, whose three pillars are: i) the economic development of the community (i.e., greater standard and quality of life, following investments in sport and peripheral projects); ii) social cohesion (i.e., pride and sense of belonging) and horizontal social capital (i.e., lasting benefits for a large number of citizens); as well as iii) national and international promotion of the country (i.e., countries compete to position themselves as sportainment hubs).

Keywords: sportainment, creative destruction; brand experience, place branding, soft power, sustainability

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Local Wisdom-Based Tourism Communication Model in West Aceh, Indonesia

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Abstract

The development of a local wisdom-based tourism communication model can help optimize the local branding of tourist destinations in West Aceh. Through this approach, it becomes a medium for preserving local culture while effectively promoting regional tourism potential. This research focuses on analyzing the local wisdom-based tourism communication model in West Aceh, which is an innovative approach and has not been widely explored in previous studies. The novelty lies in the integration between the study of local wisdom and the analysis of communication models in specific tourist destinations in West Aceh. The research findings identified three tourist destinations that still preserve local wisdom in West Aceh, namely the tsunami monument building, Kopiah Teuku Umar, and Kopi Khop. The tourism communication model applied involves four main elements: local government, traditional and religious leaders, local communities, and tourists. The dominant communication model used is the multi-step communication model.

Keywords: tourism communication model, local wisdom, tourist destination branding

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Family-Friendly Destination Positioning: The Case of Šalek Valley in Slovenia

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Abstract

Family tourism, a major segment of the tourism industry, enhances family cohesion, quality of life, fosters community and inclusivity and contribute to sustainable tourism. This paper presents a combined strategic framework for destination branding and applies it to a case of Šalek Valley – a tourist destination in Slovenia. It presents the process of rebranding and repositioning of the destination towards family-friendly destination, including analysis of the current position, designing destination brand essence, action plan to implement the new destination brand and destination brand monitoring plan. Despite challenges like limited resources and a mismatch with the national strategy, inclusive efforts aim to make Šalek Valley Slovenia's most family-friendly destination, focusing on active family tourism, festival tourism, and thermal tourism. Systematic evaluation of the progress and outcomes of proposed strategy requires regular monitoring of brand perception and visitor satisfaction, which requires the development of suitable brand metrics and KPI's.

Keywords: family-friendly, destination branding, positioning strategy, brand identity

Sustainability communication of a marketing hotel cooperation - The Case of Private Selection Hotels & Tours (PSH&T)

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Abstract

The marketing consortium Private Selection Hotels & Tours (PSH&T) is in a sustainability transformation process with all its 46 member hotels. An issue represents the “what” and “how” of sustainability communication. This contribution shows practical insights from a systematic website content analysis of the sustainability communication of all member hotels. The communication was assessed based on seven thematic focus areas of the project. The results were mixed, with some hotels already proactively communicating about their sustainability initiatives, while others are barely addressing them.

Keywords: sustainability, communication, website, content analysis

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Session 4: Emerging Trends and Challenges in Tourism Development

Sustaining Cross-Cultural Pro-Environmental Tourism in Island Destinations

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Abstract

Changing consumption patterns and trends towards authentic travel experiences including the appeal of indigenous food and culture that support the local economy has continued to evolve. This study examines the consumption patterns of climate-smart and indigenous foods specific to a region. In the context of the Hawaiian Islands, Japanese tourists, the largest international travel market segment to the islands were analysed. Hawaii is well positioned for potential cross-cultural appeal as it relates to sustainable agricultural techniques that may help to diversify product offerings while sustaining the islands limited resources and unique cultural appeal.

Keywords: locally grown food, willingness to pay, island destination, sustainability

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Cultural Anthropology and Sustainable Development: The Role of Cultural Tourism in Minority Cultural Heritage Preservation

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Abstract

This study explores the role of cultural tourism in the preservation of minority cultural heritage, focusing on the Ancient Qiang City in China. This research investigates the impact of immersive theatre tourism on the Qiang community, analyzing its contributions to cultural preservation, economic benefits, and sustainable development through the lens of cultural space and cultural capital theories. Data was gathered from Qiang performers, tourists, and local residents by semi-structured interviews and participant observation. The findings emphasize the importance of community engagement in transmitting intangible cultural heritage (ICH) and highlight the potential of cultural tourism to enhance cultural identity, foster economic development, and promote sustainable heritage preservation. This study offers theoretical insights into the revitalization of ICH through tourism, showcasing immersive theatre tourism as a practical approach for safeguarding minority cultures while driving sustainable tourism development.

Keywords: minority culture, cultural tourism, cultural anthropology, intangible cultural heritage

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Ethical Challenges and Sustainable Practices in Orphanage Tourism: Reframing the Discourse

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Abstract

The rise of orphanage tourism has sparked significant debate due to concerns over the potential exploitation and harm to vulnerable children. This paper critically examines the complex ethical challenges surrounding orphanage tourism by synthesising recent literature. The tension between well-intentioned volunteer motivations and systemic factors enabling child commodification and trafficking is central to the discourse. Altruistic drivers are contrasted with the developmental impacts of temporary child attachments. Critical perspectives highlight the commercialisation of orphanages, substandard conditions, trafficking links, and modern slavery. International reports and regulations safeguarding children's rights are analysed, with viewpoints ranging from contextualising local practices to prioritising family-based care over institutionalisation. Emerging themes include the strategically mobilising effect of orphanages, clientelism facilitating child recruitment, and conceptual frameworks on actor networks and power dynamics. Recommendations promote legal protections, family-based alternatives, awareness-raising, local capacity building, ethical volunteerism, and further research aligning with child rights and sustainable development principles.

Keywords: child well-being, ethical tourism, orphanage tourism, SDGs, sustainable practices, volunteer tourism

Cannabis Tourism and the Uncertain Policy: Pattaya Thailand

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Abstract

Thailand has recently legalized cannabis. However, the policy changing momentarily has an impact on farmers, communities and industries. Furthermore, cannabis tourism is not considered as an institutional form of tourism, nor is it regarded as marginal tourism. It overlooks normal forms of tourism, social stigmas, local awareness and related crimes. This transformative tourism business provides economic opportunities as well as social challenges. Therefore, the researchers adopt Butler's tourism area life cycle model, Policyscape, and the analytic lens of 'stakeholder mapping' as base frameworks, in order to pursue the following research objectives: 1) to identify the stakeholders involved in the cannabis tourism in Pattaya, Thailand; 2) to explore the types of impacts that stakeholders get from the cannabis tourism; and 3) to investigate how the stakeholders manage their operations when cannabis tourism occurred. The chosen study setting is Pattaya, where observation and in-depth, one-on-one interviews with semi-structured questions are conducted.

Keywords: cannabis tourism, Butler's tourism area life cycle model, policy intervention, policyscape, legalization

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21-23 AUGUST 2024

Session 5: Gastronomy and Community-Based Tourism

Authentic Plates, Authentic Places: Gastronomy and Rural Homestay Tourism in the Indian Himalayan Region

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Abstract

This study explores strategies to integrate gastronomy into rural homestay tourism, highlighting local cuisine's role in reflecting cultural heritage and destination identity. Focusing on the Indian Himalayan Region (IHR), the research underscores local food as central to cultural exchanges in homestays, enhancing tourism experiences, fostering community resilience, and promoting authenticity. Through a qualitative approach, it explores how rural homestay tourism in the IHR can transform into a sustainable and high-value sector. The initial findings emphasize host-guest interactions, community empowerment, cultural preservation, and visitor satisfaction. Unlike hotels, homestays offer deep engagement with local heritage and cuisine, boosting experiential tourism and customer advocacy. The study reveals that homely food in homestays enhances the customer satisfaction due to positive gastronomic experiences, with village women playing a pivotal role in food production and preparation. This research advances gastronomic tourism in the IHR, positioning rural homestays as unique culinary destinations.

Keywords: gastronomic tourism, community participation, homestay model, rural tourism, gender and tourism

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Rural Tourism from The Perspective of a Community-Based Tourism Approach: New Opportunities or Challenges

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Abstract

Rural areas are currently experiencing a complexity of problems in the form of economic uncertainty. The tourism sector then becomes a new force to create income diversification for rural communities. In the concept of Community Based Tourism/ CBT, the involvement of local communities must be done inclusively to create a more equitable and holistic development. In this research, the author analyzes the development of tourism villages in Indonesia, namely Muncar Moncer Tourism Village, and Pulutan Valley Tourism Village to further examine the practice of CBT. The results showed that the efforts to develop tourism villages were able to provide new opportunities for village communities in the form of positive economic and social aspects. However, there are various challenges that become inhibiting factors such as poor tourism management, low involvement of local communities, poor promotion, and infrastructure that often make tourist villages vacant and unable to continue their tourism activities

Keywords: rural tourism, Tourism Village, CBT

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The Green Market: A Community-Based Event for Rural Sustainability

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Abstract

This research investigates a Green Market Event hosted in Sapphaya, Chainat Province, Thailand. This is a community-based event held on a monthly basis, since 2018. This paper presents the findings from a longitudinal study conducted over a 15-month period and utilises a novel qualitative approach recognised as participatory action research (PAR). Data was collected in three phases and included the following: (1) multi-stakeholders' views on values and progress of the Green Market participation, collected by participant observation, (2) focus group interviews with local government authority members, community members and local vendors, and (3) informal conversation with participants in the market. In addition, secondary data was obtained from the local community's own measures of sustainability impacts and the local government's market growth statistics to supplement the findings. The data was analysed using the themes that emerged from the data. One of the key findings highlighted that the green concept and practices of the event minimised environmental impact, leading to community pride and engagement in the market. This study recognises the importance of community-based events for sustainable development and the participative engagement and management of communities in rural areas.

Keywords: green market, action research, community, participation, sustainable tourism, Thailand

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Beyond Poverty Porn: Evaluating Tondo, Manila's Readiness for a Community-Based Sustainable Tourism Model

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Abstract

This study examines the preparedness of developing Tondo, Manila from a slum tourism destination to a community-based tourism (CBT) model. Tondo, known for its socio-economic challenges and dense population, presents an opportunity to implement sustainable tourism practices that benefit local residents. Through surveys and interviews with residents and local government officials, the study assesses community readiness and perceptions towards CBT. Findings reveal determined community commitment to CBT, citing economic development, cultural preservation, and community empowerment as primary benefits. The study proposes a model for community-based tourism in Tondo, emphasizing collaboration among stakeholders to ensure long-term success and equitable participation.

Keywords: community based tourism, Tondo Manila, slum tourism



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Session 6: Emerging Trends in Culinary Tourism



Exploring Determinants of Consumer's Intention to Visit Robotic Restaurants

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Abstract

The study aimed to examine Portuguese consumers' intentions to visit robotic restaurants. The proposed model was based on the Technology Acceptance Model (TAM) and was tested using an online questionnaire distributed to Portuguese individuals over 18 years old. The findings revealed that perceiving that the experience will be memorable, attitude, and perceived enjoyment significantly impact intentions to visit a robotic restaurant. Trust and perceived food quality did not affect intentions. Perceived usefulness and perceived ease of use significantly impacted attitude, which in turn influenced intentions to visit robotic restaurants. These results provide insights for businesses seeking to innovate and stay ahead in the competitive restaurant industry.

Keywords: robotic restaurants, perceived usefulness, ease of use, trust, enjoyment, memorable experience

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Eco-Gastronomy as a Tourism Driver: Leveraging Green Marketing in Department of Tourism-Accredited Restaurants

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Abstract

This study examines the implementation of green marketing practices among Department of Tourism (DOT) accredited restaurants in Rizal Province, Philippines, and aims to provide inputs to a green restaurant marketing framework. Using mixed method research, it utilized quantitative data from survey questionnaires with qualitative insights from interviews and focus group discussions. The quantitative analysis reveals positive perceptions of green marketing practices among stakeholders, with "Green Product" as the highest and "Green Promotion" as the lowest. Qualitative findings reveal challenges DOT-accredited restaurants face, including sourcing eco-friendly ingredients, resource consumption, effective communication of green initiatives, and balancing costs with eco-friendly practices. Based on the findings, most of the respondents were observing basic green practices in their restaurants per the LGU guidelines and their own initiatives. However, green marketing practices have been progressing slowly, mainly due to limited resources and communication. Hence, the study proposes inputs for "Green Marketing Strategy," espousing the adoption of green marketing strategies among DOT-accredited restaurants and positioning green dining experiences that contribute to UNWTO's SDGs.

Keywords: green marketing, sustainable practices, DOT-accredited restaurants, eco-friendly initiatives



Wine Tourism Sentiment and Expectation from the Perspective of Customers: A Study of Wine Tourism in Thailand

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Abstract

There are several wineries in Thailand. The wine produced by some of them is reputable worldwide. Also, some scholars claimed the competence of these wineries in organising wine tourism; in particular Thailand is the only country in Southeast Asia that offers wine tourism. Despite these claims and that 10 percent of the Thai population drink wine, some of the drinkers questioned the suitability of the climatic condition of Thailand in growing premium grapes. Also, some scholars claimed that wine tourism in Thailand is still at its infancy stage, and it is not first choice of people for wine tourism. This paper looks into ways for these wineries could attract Thai people to visit them for wine tourism from the perspective of Thai people. Also, challenges of these wineries to attract Thai people for wine tourism will be discussed. To collect data, the author of the paper will use a qualitative research methodology. The author of the paper will interview 40 interviewees who are Thai people. However, their age must be over 20 years old that is the legal drinking age in Thailand. The author hope that the paper could provide guidelines to these wineries ways to attract Thai people to visit them for wine tourism.

Keywords: wineries, wine tourism, wine tourists, Thailand

Taste without Limits: Enhancing Accessibility in the Culinary Tourism Experience

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Abstract

This study investigates the food experiences of disabled travelers, focusing on those with mobility challenges, visual impairments, and the elderly. Despite advancements in travel accessibility, a gap remains in inclusive culinary experiences for these groups. Utilizing a qualitative approach, semi-structured interviews were conducted with visually impaired individuals, wheelchair users, and elderly tourists to explore their dietary needs and preferences. The data, analyzed through rigorous coding and thematization, informed the development of tailored recipes and culinary training programs. The research underscores the significance of accessible food experiences in tourism and hospitality, revealing that inclusive culinary practices can enhance travel experiences for disabled individuals. By promoting accessibility and inclusivity in culinary offerings, the tourism industry can create memorable and enriching experiences for all travelers. This study provides valuable insights and practical recommendations for integrating accessible dining options and culinary activities into travel services, paving the way for a more inclusive travel landscape.

Keywords: Accessible tourism, inclusivity, disable travelers, culinary experience



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Session 7: Hospitality Business Operations and Strategies

Survey on Revenue Management of Japanese Accommodation Facilities in a Period of Shrinking Demand

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Abstract

COVID-19 had a severe impact on tourism-related industries, with Japanese accommodation facilities experiencing a downturn in business performance due to a sharp drop in travel demand. This drastic change in the business environment also had a significant impact on the revenue management practices of Japanese accommodation facilities. Therefore, this study aims to clarify how the revenue management of Japanese accommodation facilities changed during the period of shrinking demand. We conducted a questionnaire survey and interviews with Japanese accommodation facilities, and the results showed that the essential aspects of revenue management, i.e. allocating rooms by price and sales channel and customer segment based on demand forecasts, did not change significantly, but revenue management shifted to be more profit-oriented than revenue-oriented, and the KPIs that hotels should focus on changed.

Keywords: revenue management, COVID-19, accommodation facilities, sustainable business model, shrinking demand

Understanding Factors Affecting the Specialty Coffee Bean Subscription Model in Thailand

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Abstract

The study focuses on different factors affecting consumer decision-making in specialty coffee bean subscriptions. This paper is a preliminary study that is aimed at helping researchers understand the factors involved in specialty coffee bean subscription decision-making in Thailand. We used a selective sampling approach in conducting 1-on-1 interviews with five high-profile influencers in the specialty coffee bean industry. The result of the research showed that 13 key factors affect consumer decision-making in specialty coffee bean selection. Based on these results, we have developed our proposed theoretical framework, which would contribute to the literature by providing direction for future research in this industry.

Keywords: specialty coffee, subscription, decision making, Thailand coffee industry, Thailand business

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Literature Review on Hotel Ownership Structure, Competitive Advantage, and Performance of Branded and Independent Hotels

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Abstract

This study explores the competitive advantages and performance differences between branded and independent hotels, examining the impact of ownership structure on hotel performance. 60 documents were studied with three research questions: (1) What competitive advantage do branded hotels have over independent hotels? (2) What are the performance differences between branded and independent hotels? (3) What strategic or market conditions prompt investors to reconsider their hotel's ownership structure, and how do these shifts potentially benefit or challenge their market positioning? Our findings reveal that branded hotels excel in larger and more competitive markets due to their infrastructure and brand recognition. Conversely, independent hotels thrive in less competitive environments through leveraging the flexibility and lower cost structures. The study also highlights that market dynamics, brand diversification, and cost reduction influence changes in hotel ownership structure. These changes can improve performance and strategic advantages depending on the specific market conditions and investment objectives.

Keywords: branded hotels, independent hotels, performance, competitive advantage, ownership structure

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Enhancing Customer Experience Journey via Service Design: A Case Study of Aesthetics Clinic Businesses in the Cross-Border Zone of Chiang Rai, Thailand

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Abstract

This research explores the customer experience journey in the growing aesthetics clinic business sector of the Cross-Border Zone of Chiang Rai, Thailand. By utilizing the qualitative research methodology, the study uses purposive and snowball sampling techniques to identify key informants who are aesthetic doctors, nurses, support staff, and clinic business owners. Documentation research, semi-structured interviews, and participant observations were conducted to collect data and the data was analysed using content analysis. Results indicate three phases of the customer experience journey with 15 critical customer service touchpoints. The identified phases and touchpoints can be used by aesthetics clinic businesses or similar business establishments to enhance the customer experience through service design and innovations.

Keywords: customer experience journey, service design, aesthetics clinic businesses, Cross-Border Zone

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Session 8: Customer Perception and Human Resources in Hospitality

(Postgraduate Research Session)



An Investigation of Demographics, Consumer Perceptions of Service Charges, Service Quality Expectations and Revisit Intentions

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Abstract

This research investigated the implementation of service charges in Thai restaurants, which are becoming more common in lieu of traditional tipping culture. The aim of the study was to evaluate the role of consumer perceptions of restaurant service charges in key outcomes like perceived service quality and revisit intentions and how consumer demographics (including age and gender) influences the perception of service charges perceived service quality. The study was designed as a quantitative consumer survey of Japanese restaurant consumers in Thailand aged 18 and over who had previously visited full-service Japanese restaurants. The sample was selected using online convenience sampling. Data was collected using an online questionnaire.

Keywords: service charges, customer perception, revisit intention, service quality

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Impact of Workplace Fun on Job Satisfaction and Job Performance: A Case Study of the Hotel Industry in Myanmar

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Abstract

This study investigates the impact of workplace fun on job satisfaction and job performance among hotel employees in Myanmar, using six dimensions of workplace fun: fun activities, co-worker socialization, manager support for fun, appropriateness, salience, and perceived consequences. A quantitative research design was employed, collecting data from 284 hotel employees in Yangon, Nay Pyi Taw, and Mandalay. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that certain aspects of workplace fun, particularly manager support for fun and perceived consequences, significantly enhance both job satisfaction and job performance. Fun activities significantly improve job satisfaction but do not directly impact job performance. Interestingly, perceptions of appropriateness impacting job performance suggest that when participants view fun activities as immature and unprofessional, and there is no clear distinction between work and fun time, job performance can be affected. Nonetheless, the findings underscore the importance of fostering a balanced and culturally appropriate fun work environment to boost employee morale and productivity in Myanmar's hotel industry.

Keywords: workplace fun, job satisfaction, job performance, Myanmar's hotel industry



Factors Influencing Crew Satisfaction Onboard Ocean-Going Cruise Ships

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Abstract

The cruise industry is a unique industry forecasted to grow exponentially. With an increasing need for crew members, and an intense focus on improving guest service standards, cruise ship companies are poised to look more carefully into crew member satisfaction. This paper will investigate what are some of the factors that influence crew member satisfaction through a sequential mixed method approach; by conducting interviews with a snowball sample of crew members, and later testing the factors identified through a larger online survey.

Keywords: employee satisfaction, crew members, cruise industry, motivation



Investigating the Selection Criteria Adopted by Generation Y and Generation Z Customers of Serviced Apartments: The Case of Bangkok, Thailand

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Abstract

Despite the for comprehending attributes desired by target customers, and the online channels' high potential of becoming promising marketing channel for Generation Y and Generation Z, previous research that could guide practitioners in hospitality industry has been scarce. Thus, this research aims to 1) identify attributes desired by serviced apartments target customers, when selecting their accommodation; and 2) investigate if the difference between Generation Y and Generation Z target customers exists, in terms of serviced apartments selection criteria; and 3) explore if the identified attributes have been communicated in serviced apartments' promotional campaigns shown on online communication channels. The mixed methods design comprising a questionnaire survey conducted with 400 Thai Generation Y and Generation Z target customers of serviced apartments, and a content analysis method performed with promotional and advertising campaigns of 50 serviced apartments being active in Bangkok, are selected. This research would be able to provide the practitioners with a new strategy in order to attract customers with the right attributes via the right channel.

Keywords: serviced-apartment, utilitarian value, hedonic value, selection criteria

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Session 9: Tourist Perception and Cultural Tourism (Postgraduate Research Session)

An Investigation of Cultural Tourism Attraction from the Tourist Perspective: The Case of Splendid China Folk Village, Shenzhen, China

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Abstract

This research investigated whether servicescape, authenticity, service quality, experiential value which are perceived as crucial components have positive effects on the satisfaction, overall experiential value and loyalty towards the Splendid China Folk Village. After established research procedures, a quantitative method was conducted using data from the participation of 250 people who visited the Splendid China Folk Village in the past two years. Online questionnaire was used to collect data, while partial least squares structural equation modelling (PLS-SEM) was used for data analysis. This study concluded that servicescape, service quality, functional value and emotional value of Splendid China Folk Village have positive effects on satisfaction and overall experiential value. Satisfaction and overall experiential value have positive effects on loyalty. The research enriches the literature of domestic cultural theme park research along with provide useful contribution for cultural theme park management.

Keywords: Splendid China Folk Village, servicescape, service quality, authenticity, experiential value, satisfaction

Community Empowerment and Ethnic Tourism in Bahnar Ethnic Community, Central Highlands, Vietnam

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Abstract

Ethnic tourism is a major driver of development in many minority communities in Vietnam. Assessing the community's empowerment and their direct involvement in tourism planning is crucial. An Empowerment and Sustainable Development Framework, including economic, psychological, social, political, cultural and environmental empowerment dimensions, was applied to study ethnic tourism in the Central Highlands of Vietnam. The study combined quantitative and qualitative research methods, involving 275 Bahnar people in Kon Tum province for the quantitative method while 15 Bahnar people joined a focus-group interview to explore their deeper perceptions of these dimensions. Findings highlighted cultural empowerment was the most crucial factor, while economic dimension was the least influential on the community's perceptions in ethnic tourism. The "main six dimensions" and "enabling dimensions" of the applied framework offered in-depth explanations of the empowerment in the community and provided insights in tourism planning and management for the Bahnar community and other similar communities in Vietnam.

Keywords: local stakeholders' empowerment, ethnic tourism. Vietnam, sustainable tourism



Identifying the Gap Between Projected and Perceived Destination Images of Terelj National Park in Ulaanbaatar, Mongolia

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Abstract

This study aims to identify the gap between projected and perceived destination images of Gorkhi-Terelj National Park in Ulaanbaatar, Mongolia, to help enhance the marketing and management strategies for the park. Destination management organizations portray the park as vibrant place of natural beauty and cultural richness, emphasizing natural elements, activities and the overall positive experience. While tourists highly appreciate the natural scenery and activities, they also place significant importance on cultural experiences and culinary delights, which are underrepresented in promotional materials. The findings underscore the need for DMOs to highlight the promotion of culinary and cultural experiences, balance activity projection, and include sustainability practices. These insights are important for finetuning marketing strategies and developing offerings that align more closely with the visitor expectations, contributing to sustainable tourism development.

Keywords: destination image, online travel reviews, content analysis, Gorkhi-Terelj National Park, Mongolia

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Bangkok Lecturers' Perceptions Towards the Incorporation of Accessible Tourism into the Tourism Ethics Course

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Abstract

This study aims to assess awareness and inclusion of disability-related topics in the Thai Qualifications Framework for Higher Education (TQF: HEd). Despite the recognized importance, current higher education curricula in Thailand lack specialized accessible tourism components. Specifically targeting faculty members of Tourism and Hospitality Departments in Bangkok-based universities, this paper investigates lecturers' perceptions of the integration of accessible tourism within the university curricula. Questionnaire surveys were distributed to active lecturers from both public and private universities in Bangkok and SPSS was used to conduct the analysis. Findings indicate that integrating accessible tourism into the curriculum, particularly within Tourism Ethics courses, would be beneficial for students by enhancing a holistic perspective on tourism ethics and promoting equal rights for persons with disabilities to engage in leisure and travel. The results of this study advocates for the need of future professionals and stakeholders in tourism to become knowledgeable and equipped to inclusively address the needs of both people with disabilities and those without.

Keywords: accessible tourism, People with Disabilities (PWDs), tourism education, tourism ethics course

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Push and Pull Factors Influencing Western Travelers to Inle Lake, Myanmar

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Abstract

Inle Lake is a flagship destination in Myanmar, attracting Western travelers. Understanding their motivations can help develop strategies to attract more visitors. This research examines the push and pull motivational factors influencing Western travelers to visit Inle Lake. A survey was distributed, and 429 respondents completed it. Descriptive statistics, Exploratory Factor Analysis (EFA), and One-way ANOVA were used to analyze the data. Results showed that “To see other people’s ways of life” (M=4.66, SD=0.59) and “Lake and mountains” (M=4.29, SD=0.74) ranked highest among push and pull factors. EFA identified “Seeking Novelty & Knowledge” and “Cultural Attractions” as the top factors. The findings also indicated that the influence of these factors varied among nationalities. These insights provide a comprehensive understanding of traveler motivations and behaviors, aiding in the development of targeted tourism strategies.

Keywords: travel motivation, push factor, pull factor, Inle Lake, Western travelers

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Session 10: Innovative Approaches to Sustainable Tourism

Re-Envisioning Smart Tourism through Smart Community-Driven Outcomes

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Abstract

The definition and description of smart tourism have mainly focused on implementing ICT in tourism activities. Smart tourism's techno-centric approach threatens to marginalize thriving smart communities, hindering the symbiotic relationship crucial for destination success. In conducting the theoretical and literature review of smart tourism, the authors found that cloud computing, the Internet of Things (IoT), and End-user devices have facilitated the process but have not changed the nature of tourism. Unsustainable tourism practices can overwhelm communities. To investigate the interconnected nature of smart tourism dimensions, the "Smart Community-Driven Outcomes" model fosters collaboration by leveraging collective intelligence, technology acceptance, a systems-thinking approach, and physical destination resources. This model effectively addresses the challenges of excessive tourism. This holistic perspective cultivates a nuanced understanding of the intricate relationship between smart communities and smart tourism. This collaborative effort lays the groundwork for a truly smart community that transcends technological advancements.

Keywords: collective intelligence, community system thinking, smart community, smart tourism, technology acceptance

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How to Boost Event Attendees Sharing their Experience through Social Media Platforms? The Role of Self-Image Congruence Theory

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Abstract

This research attempts to demonstrate a conceptual framework by explaining the role of self-image congruence, and predicting their self-event connection and engaging in sharing their experiences via social media platforms. These following research questions will be addressed. (1) How do different dimensions of self-image congruence perceived by attendees in music and entertainment influence their self-event connections? (2) Does self-event connection have a greater impact on sharing event experiences via social media platforms? The self-image congruence theory is adopted as an underpinning conceptual framework. Data will be collected via online self-administrative survey with people who had attended the Mor Lum Festivals in Thailand, and will be analysed with the partial least square-structural equation modelling (PLS-SEM). The holistic model underlying event attendee behaviour of music and entertainment events is expected to be drawn as the main outcome from this research.

Keywords: self-image congruence theory, sharing experiences, music event, Mor lum festival

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Collective or Individual? Tourists' Travel Mode Choice During a Pandemic

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Abstract

The coronavirus pandemic (COVID-19) led to holiday journeys being associated with significant health risks. While there are numerous studies on the impacts of the COVID-19 pandemic on travel mode choice in everyday mobility, there are a lack of studies on tourists' choice of travel mode, even though tourism transport in Switzerland makes up 24% of all distance travelled. Based on an extended conceptual framework of the Health Belief Model (HBM), this study investigates the effect of COVID-19 on tourists' intentions to choose a particular travel mode during the pandemic. Our findings show that the higher the perceived susceptibility to illness associated with the holiday journey, the lower the choices for collective travel modes. Furthermore, for those tourists who are more likely to take risks, their choices for collective travel modes are increased. The study recommends that public transport operators choose measures that increase the application of non-pharmaceutical interventions (NPIs) against tourists while travelling; this may encourage the safe use of collective transport modes during a pandemic.

Keywords: travel mode choice, health belief model, COVID-19, holiday journeys, NPIs, tourist destination

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Rethinking Resilience Strategies amidst the COVID-19 Crisis: Perspectives from Tourism Social Entrepreneurship in the Greater Mekong Subregion

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Abstract

COVID-19 has posed economic and financial challenges to tourism social enterprises worldwide, yet they have managed to maintain their social missions and financial viability. Some tourism social enterprises have struggled to survive, while others have been adaptive and managed their business well under similar circumstances. This article aims to explore resilience strategies employed by tourism social enterprises in the Greater Mekong Subregion (GMS) to respond to challenges caused by the COVID-19 pandemic. Based on in-depth interviews with six social enterprises in the Mekong region, the findings revealed that four different coping mechanisms or strategies should be viewed as an iterative and integrative process namely: 1) applying a market-based strategy, 2) adjusting employment policies, 3) increasing operational efficiency, and 4) adapting or alter the operations. Learning about coping strategies during times of crisis, especially from the past and understanding the present, is necessary to efficiently build a resilient social enterprise.

Keywords: tourism social enterprise, COVID-19, resilience, crisis, the Greater Mekong Subregion

Enhancing Sustainable Tourism through 3D Archaeological Replicas: The Leang Bulu Sipong 4 Case

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Abstract

This study examines the effectiveness of digital archaeology in promoting sustainable tourism at the Maros-Pangkep Karst area, Indonesia. A 1:2 scale 3D-printed replica of the Leang Bulu Sipong 4 prehistoric painting was installed at the Rock Art Information Center. Tourist engagement was assessed through direct observation over ten weekend days in June 2024, measuring viewing duration, total visit time, and exhibit preferences. Results show that 36% of 288 visitors spent 11-15 minutes with the replica, while 58.5% spent 16-30 minutes in the center overall. The 3D replica was rated most interesting by 36% of visitors. A significant positive correlation ($r=0.644$, $p<0.001$) was found between replica viewing time and total visit duration. These findings suggest that 3D replicas can effectively balance tourist satisfaction with site preservation, offering a promising approach to sustainable archaeological tourism. The study highlights the potential for collaboration among tourism stakeholders, conservationists, and technologists in cultural heritage preservation.

Keywords: sustainable tourism, digital archaeology, 3D-printed replicas, visitor engagement, Rock Art, Maros-Pangkep Karst

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