

Detailed

# CONFERENCE PROGRAM

*The 5<sup>th</sup>*  
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)



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## “The 5<sup>th</sup> International Conference on Tourism and Business (ICTB)”

Bangkok, 21-23 August 2024



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# 1. Program Overview

## PROGRAM OVERVIEW

Date	Time	Programme	Venue
21 August 2024	18.00-21.00	Welcome Reception	<b>Waterfall Area</b> (1 <sup>st</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
22 August 2024	08.30-09.00	Registration	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	09.00-09.30	Welcome Speeches given by <b>Prof. Chulathida Chomchai, M.D.</b> , Dean of Mahidol University International College, <b>Prof. Dr. Christine Böckelmann</b> , Dean of the Lucerne School of Business, Lucerne University of Applied Sciences and Arts, and <b>Dr. Martin Robertson</b> , Associate Professor, Edinburgh Napier University	Mövenpick BDMS Wellness Resort Bangkok
	09.30-10.10	<b>Keynote Speaker:</b> <b>Prof. Chulathida Chomchai, M.D.</b> “Accessible Thailand Wellness Tourism (ATWT): A Showcase of Collaborative Efforts among Stakeholders in a Wellness Destination”	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	10.10-10.50	<b>Keynote Speaker:</b> <b>Dr. Tanupol Virunhagarun, M.D.</b> “Wellness Tourism: High-Value Tourism Products for Better Tourism Experience”	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	10.50-11.00	Coffee Break	<b>Foyer Area</b>
11.00-13.00	Parallel Sessions	<b>Focus</b> (3 <sup>rd</sup> floor) <b>Energize 1</b> (4 <sup>th</sup> floor) <b>Inspire</b> (4 <sup>th</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok	
13.00-14.00	Lunch	<b>Nourish, 1<sup>st</sup> floor</b> <b>Main Building</b> Mövenpick BDMS Wellness Resort Bangkok	
14.00-14.40	<b>Keynote Speaker:</b> <b>Dr. Alessandro Inversini</b> “Building Resilience and Sustainability in Tourism through Data and New Technology”	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok	



## PROGRAM OVERVIEW

Date	Time	Programme	Venue
22 August 2024	14.40-15.20	<b>Keynote Speaker:</b> <b>Dr. Martin Robertson</b> “Sustainable Events and Net Zero”	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	15.20-15.40	Special Session by Asian Ecotourism Network (AEN) - Voice from the Industry: <b>Mr. Nipatpong Chuanchuen</b> “Carbon Neutral Tourism Development in Thailand”	<b>Focus</b> (3 <sup>rd</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	15.40-16.00	Coffee Break	<b>Foyer Area</b>
	16.00-18.00	Parallel Sessions	<b>Focus</b> (3 <sup>rd</sup> floor) <b>Energize 1</b> (4 <sup>th</sup> floor) <b>Inspire</b> (4 <sup>th</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	18.30-21.00	Conference Dinner and Award Presentation	<b>Renew</b> (1 <sup>st</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
23 August 2024	09.00-11.30	Parallel Sessions	<b>Balance</b> (3 <sup>rd</sup> floor) <b>Energize 1, 2</b> (4 <sup>th</sup> floor) <b>Inspire</b> (4 <sup>th</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
	11.30-12.20	Closing Ceremony and Coffee Break	<b>Energize 1, 2</b> (4 <sup>th</sup> floor) <b>BDMS Connect Center</b> Mövenpick BDMS Wellness Resort Bangkok
24 August 2024	10.00-12.00	Guided Tour in Bangkok	The Jim Thompson House Museum



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## 2. Parallel Sessions



**22 August 2024; 11.00-13.00 hrs.**

**Session 1: Digital Technology and AI in Tourism, Venue: Focus**

Moderator: Walanchalee Wattanacharoensil	
<b>Authors</b>	<b>Paper title</b>
Janelle Chan	Leveraging AI-Generated Imagery for Sustainable Gastronomic Tourism
Saerom Wang and Tae-Hwan Yoon	Exploring Tourists' Adoption of Generative Artificial Intelligence in Travel Decision Making Process
Suzanne Amaro, Tânia Cardoso, and Cristina Barroco	Assessing the Impact of Technology on Wine Tourist's Satisfaction and Behavioural Intentions
Zhao Peiyang and Gomesh Karnchanapayap	Large Language Models in Personalized Education of the Zhang Zi Zhong Memorial Hall Red Tourism

**Session 2: Sustainability: Practices and Policies, Venue: Energize 1**

Moderator: Eunice Tan	
<b>Authors</b>	<b>Paper title</b>
Chei-Chang Chiou, Fang-Chi Peng, and Ching-Mu Chen	Sustainable Environmental Carbon Emissions, Corporate Governance, and Firm Value
Elbek Khodjaniyazov, Umidjon Matyaqubov, Javohir Babajanov, Murodbek Jumaniyazov, Ergash Ibadullaev, and Alisher Sherov	Environmental Management Practices in Hotels at World Heritage Sites: The Case of Ichan Kala, Khiva, Uzbekistan
Moaz Gharib, Ahmed Alamri, Mohamed Alsatouf, Ashish Trivedi, and Vibha Trivedi	The Impact of Strategic Intelligence Dimensions on Environmental Performance in Dhofar Municipality
Fabian Weber, Jürg Stettler, and Melanie Wyss	Activation of Tourism Companies for Sustainable Development. A Typology of Motives and Approaches





### Session 3: Destination Branding and Communication, Venue: Inspire

Moderator: Ka Tat Nixon Chen	
Authors	Paper title
André Richelieu and Jess C. Dixon	A New Era for Sport and Place Branding - When Sportainment Becomes a Strategic Leverage for Soft Power
Farina Islami, David Safri Anggara, Istiqomah, and Yoga Aldi Saputra	Local Wisdom-Based Tourism Communication Model in West Aceh, Indonesia
Tomaž Kolar and Daša Farčnik	Family-Friendly Destination Positioning: The Case of Šalek Valley in Slovenia
Jürg Stettler, Melanie Wyss, and Yvonne Schuler	Sustainability Communication of a Marketing Hotel Cooperation - The Case of Private Selection Hotels & Tours (PSH&T)

**22 August 2024; 16.00-18.00 hrs.**

### Session 4: Emerging Trends and Challenges in Tourism Development, Venue: Focus

Moderator: Jürg Stettler	
Authors	Paper title
Joseph Lema, Jerome Agrusa, and Cathrine Linnes	Sustaining Cross-Cultural Pro-Environmental Tourism in Island Destinations
Yunhuan Tan and Welyne Jeffrey Jehom	Cultural Anthropology and Sustainable Development: The Role of Cultural Tourism in Minority Cultural Heritage Preservation
Rodney Westerlaken	Ethical Challenges and Sustainable Practices in Orphanage Tourism: Reframing the Discourse
Pattarachit Choampol Gozzoli and Suwadee Talawanich	Cannabis Tourism and the Uncertain Policy: Pattaya Thailand



### Session 5: Gastronomy and Community-Based Tourism, Venue: Energize 1

Moderator: Sompong Amnuay-Ngernttra	
Authors	Paper title
Nayani Sarma, Prabhat Kumar, Jitender Kumar, and Vikas Kumar	Authentic Plates, Authentic Places: Gastronomy and Rural Homestay Tourism in the Indian Himalayan Region
Yoga Aldi Saputra, Istiqomah, David Safri Anggara, and Farina Islami	Rural Tourism from The Perspective of a Community-Based Tourism Approach: New Opportunities or Challenges
Kaewta Muangasame and Eunice Tan	The Green Market: A Community-Based Event for Rural Sustainability
Danielle Marchan, Whisney Morala, Francis Tolentino, and Jazy Buela	Beyond Poverty Porn: Evaluating Tondo, Manila's Readiness for a Community-Based Sustainable Tourism Model

### Session 6: Emerging Trends in Culinary Tourism, Venue: Inspire

Moderator: Timo Ohnmacht	
Authors	Paper title
Suzanne Amaro, Ana Catarina Monteiro, and Cristina Barroco	Exploring Determinants of Consumer's Intention to Visit Robotic Restaurants
Jazy T. Buela and Patrick T. Rodriguez	Eco-Gastronomy as a Tourism Driver: Leveraging Green Marketing in Department of Tourism-Accredited Restaurants
Ka Tat Nixon Chen	Wine Tourism Sentiment and Expectation from the Perspective of Customers: A Study of Wine Tourism in Thailand
Rangson Chirakranont	Taste without Limits: Enhancing Accessibility in the Culinary Tourism Experience



23 August 2024; 9.00-11.30

**Session 7: Hospitality Business Operations and Strategies, Venue: Energize 1**

Moderator: Kaewta Muangasame

<b>Authors</b>	<b>Paper title</b>
Akimichi Aoki, Ikuko Sasaki, and Tomofumi Uetake	Survey on Revenue Management of Japanese Accommodation Facilities in a Period of Shrinking Demand
Kan Santigul and Triyuth Promsiri	Understanding Factors Affecting the Specialty Coffee Bean Subscription Model in Thailand
Panat Trisuvan and Titikorn Narongrith	Literature Review on Hotel Ownership Structure, Competitive Advantage, and Performance of Branded and Independent Hotels
Tarittawan Chareanporn and Boontip Boonbumroongsuk	Enhancing Customer Experience Journey via Service Design: A Case Study of Aesthetics Clinic Businesses in the Cross-Border Zone of Chiang Rai, Thailand

**Session 8: Customer Perception and Human Resources in Hospitality (Postgraduate Research Session), Venue: Energize 2**

Moderator: Boontip Boonbumroongsuk

<b>Authors</b>	<b>Paper title</b>
Sakran Rawiwong and Veerades Panvisavas	An Investigation of Demographics, Consumer Perceptions of Service Charges, Service Quality Expectations and Revisit Intentions
Paing Phyo Kyaw	Impact of Workplace Fun on Job Satisfaction and Job Performance: A Case Study of the Hotel Industry in Myanmar
Alessandro Lambrocchi	Factors Influencing Crew Satisfaction Onboard Ocean-Going Cruise Ships
Hana Suttichi and Suwadee Talawanich	Investigating the Selection Criteria Adopted by Generation Y and Generation Z Customers of Serviced Apartments: The Case of Bangkok, Thailand



**Session 9: Tourist Perception and Cultural Tourism  
(Postgraduate Research Session), Venue: Balance**

Moderator: Michael Naglis	
<b>Authors</b>	<b>Authors</b>
Dong Fenghua	An Investigation of Cultural Tourism Attraction from the Tourist Perspective: The Case of Splendid China Folk Village, Shenzhen, China
Tran Nhat San	Community Empowerment and Ethnic Tourism in Bahnar Ethnic Community, Central Highlands, Vietnam
Indra Ganzorig and Veerades Panvisavas	Identifying the Gap Between Projected and Perceived Destination Images of Terelj National Park in Ulaanbaatar, Mongolia
Sojakorn Kongchamnian, Boontip Boonbumroongsuk, and Veerades Panvisavas	Bangkok Lecturers' Perceptions Towards the Incorporation of Accessible Tourism into the Tourism Ethics Course
Aung Thet Tun and Sarinya Sungkatavat	Push and Pull Factors Influencing Western Travelers to Inle Lake, Myanmar

**Session 10: Innovative Approaches to Sustainable Tourism, Venue: Inspire**

Moderator: Fabian Weber	
<b>Authors</b>	<b>Paper title</b>
Reggy Nelson Sarmita, and Clark Hu	Re-Envisioning Smart Tourism through Smart Community-Driven Outcomes
Supawat Meeprom and Suwadee Talawanich	How to Boost Event Attendees Sharing their Experience through Social Media Platforms? The Role of Self-Image Congruence Theory
Timo Ohnmacht, Thao Vu Thi, and Andreas Philippe Hüsser	Collective or Individual? Tourists' Travel Mode Choice During a Pandemic
Sompong Amnuay-ngernta	Rethinking Resilience Strategies amidst the COVID-19 Crisis: Perspectives from Tourism Social Entrepreneurship in the Greater Mekong Subregion
Aqilah Nurul Khaerani Latif and Nur Ihsan	Enhancing Sustainable Tourism through 3D Archaeological Replicas: The Leang Bulu Sipong 4 Case



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## 3. Keynote Speakers



## The 1<sup>st</sup> Keynote Speaker



**Prof. Chulathida Chomchai, M.D.**

**Dean of Mahidol University International College**

Chulathida Chomchai is a Professor of Pediatrics and is the dean of Mahidol University International College since October 2018 – present. She is also an adjunct instructor in Pediatrics and Toxicology, Faculty of Medicine Siriraj Hospital since 2010 – present. Prof. Chulathida served as MUIC-SGU Doctor of Medicine Pathway Liaison since 2012 – present and assistant dean for research from 2010 – 2014.

**Topic: "Accessible Thailand Wellness Tourism (ATWT): A Showcase of Collaborative Efforts among Stakeholders in a Wellness Destination"**

Date: 22<sup>nd</sup> August 2024; Timing: 9.30-10.10 hrs.

Location: Focus (3<sup>rd</sup> floor), BDMS Connect Center



## The 2<sup>nd</sup> Keynote Speaker



### **Dr. Tanupol Virunhagarun, M.D.**

**Chief Executive Officer of BDMS Wellness Clinic and BDMS Wellness Resort, Bangkok Dusit Medical Services Public Company Limited**

Dr. Virunhagarun received a medical degree from the Faculty of Medicine, Siriraj Hospital, Mahidol University. Then, he went on to pursue his interest in Anti-aging medicine and get certified in American Board of Anti-Aging and Regenerative Medicine (ABAARM) from Chicago, Illinois, USA. After that, he has received licenses as a preventive medicine specialist in Public Health, and Lifestyle Medicine from the Thai Medical Council, Thailand.

Dr. Tanupol Virunhagarun is currently the President of the Bangkok Association of Regenerative Health and The Study of Obesity (BARSO) and the Chief Executive Officer of BDMS Wellness Clinic and BDMS Wellness Resort, Bangkok Dusit Medical Services Public Company Limited.

**Topic: "Wellness Tourism: High-Value Tourism Products for Better Tourism Experience"**

Date: 22<sup>nd</sup> August 2024; Timing: 10.10-10.50 hrs.

Location: Focus (3<sup>rd</sup> floor), BDMS Connect Center



## The 3<sup>rd</sup> Keynote Speaker



**Dr. Alessandro Inversini**

**Associate Professor at EHL Hospitality Business School**

Dr. Alessandro Inversini is Associate Professor in Marketing at the EHL. He is expert in digital marketing, digital communication, mobile marketing and eTourism with extensive international academic and industry experience. Before joining EHL, Dr. Inversini has been working at Università della Svizzera italiana (where he was executive director of webatelier.net laboratory), Bournemouth University (where he was member of the eTourism Lab), and Henley Business School (University of Reading - where he was subject area leader for strategic marketing at MBA). During his career Alessandro engaged with industry as a consultant (with businesses ranging from star-ups to established firms) and as managing director of ticinoinfo SA, the public-private regional competence centre for digital media innovation in travel of the Ticino Region (Switzerland). Alessandro's research has been funded and supported by public and private bodies in Switzerland, Italy and United Kingdom and has been published in prestigious international research outlets.

**Topic: "Building Resilience and Sustainability in Tourism through Data and New Technology"**

Date: 22<sup>nd</sup> August 2024; Timing: 14.00-14.40 hrs.

Location: Focus (3<sup>rd</sup> floor), BDMS Connect Center





## The 4<sup>th</sup> Keynote Speaker



**Dr. Martin Robertson**

### **Associate Professor at Edinburgh Napier University**

Dr. Martin Robertson's passion for teaching and learning application and excellence has been applied successfully in his HE teaching and leadership roles in both the UK and in Australia. His involvement in academic quality assurance has also seen him sit in an executive capacity on a number of related university councils (UK & Australia). He has also been an active contributor to national (Scotland) and state (Victoria, Australia) government academic quality actions. In addition, Martin has both lead and contributed to public consultations (UK and Australia).

Martin has maintained his contact with the industry environment through supportive involvement in related agencies and non-executive directorship or committee roles. He has also been involved in research related to tourism, events and social and/ or market development, sustainable place development, event resilience, and event leadership. This applied activity drives his continued desire for providing a learning, teaching and research experience that is professionally and socially useful.

Martin has completed 5 years as Adjunct Associate Professor, for the School for the Visitor Economy & the Institute of Sustainable Industries and Liveable Cities, Victoria University, Melbourne (completion November, 2021). He has recently (02/2022) stepped down as Co-Chairperson of the Event Studies SIG for the Council for Australasian Tourism and Hospitality Education (CAUTHE). Martin is Associate Editor of three peer review journals: 'Event Management', 'International Journal of Festival and Event Management', and 'Frontiers in Sport and Active Living'. He has co-edited 8 academic journal special issues and has also co-edited 6 published books. He has over 80 related articles, chapter publications and report.



Martin's has led or co-lead 10 consultations (evaluation) projects for providers of large events (arts, agriculture and sport). As well as having been programme leader for 7 HE degree programmes (UK and Australia), he has also designed and led: 1) a certificated event management training course for industry (Melbourne); 2) a certified (Master degree level) short course 'Sustainable, Entrepreneurial & Innovative Tourism Business Management'; 3) an Honours degree in Business Management (Melbourne).

### **Topic: "Sustainable Events and Net Zero"**

Date: 22<sup>nd</sup> August 2024; Timing: 14.40-15.20 hrs.

Location: Focus (3<sup>rd</sup> floor), BDMS Connect Center



## 4. Social Events

### 1. Welcome Reception (Cocktail reception)

Date: Wednesday, 21<sup>st</sup> August 2024

Meeting Time: At 18.00 hrs.

Location: Waterfall area (1<sup>st</sup> floor), BDMS Connect Center, Mövenpick  
BDMS Wellness Resort Bangkok

Dress code: Smart casual

### 2. Conference Dinner (International Buffet)

Date: Thursday, 22<sup>nd</sup> August 2024

Meeting Time: At 18.30 hrs.

Location: Renew, (1<sup>st</sup> floor), BDMS Connect Center, Mövenpick BDMS  
Wellness Resort Bangkok

Dress code: Smart casual

### 3. Guided tour in Bangkok (Available by advanced booking via the registration link)

Date: Saturday, 24<sup>th</sup> August 2024

Meeting Time: At 10.00 hrs. (meeting at the lobby of Mövenpick BDMS  
Wellness Resort Bangkok)

Location: The Jim Thompson House Museum

Dress code: Casual



## 5. Contact Details

If you have any further questions or need additional support from the conference organizing committee, please do not hesitate to contact us at **icconference@mahidol.ac.th** or call +66 2 700 5000 (ext. 4419, 4404).

For urgent matters taking place during the conference dates, please contact Suwadee Talawanich via email at **suwadee.tal@mahidol.ac.th** or call +66 81 368 4589.