



IJCHT-25
CONVERGENCE OF TOURISM,
HOSPITALITY, AND MICE IN ACTION



Room 3 Tourism Segments and Travel Behavior

The 5th International Joint Conference on Hospitality & Tourism 2025 (5th IJCHT-25)

03 July 2025

1.00 – 4.30 pm.

Room Azure, 2nd Floor, Laguna Grand Hotel, Songkhla, Thailand

No.	Authors	Research Titles	Notes
1.	Alhuda Chanitphattana, Suntaree Polvivat, and Weerapong Ponglek	COMMUNICATION STRATEGIES OF THAI INFLUENCERS IN THE TOURISM INDUSTRY	
2.	An-Nur Hashim, Hashim Fadzil Ariffin, Norrina Din, and Mohd Syaifuddin Alias	TASTE, CULTURE, AND CURIOSITY: UNPACKING THE DRIVERS OF TOURISTS' LOCAL FOOD PURCHASE INTENTIONS IN PENANG, MALAYSIA	
3.	Bhumipat Pattanapuapant, Autcharaporn Seangjan, Wiratee Munkhong, Chirakit Nanthawisut, Saedtapon Nukao, Wanamina Bostan Ali	THE PERSPECTIVES OF MICE PARTICIPANTS ON WELLNESS TRAVEL IN THAILAND	
4.	Thannathon Wongsuwan, Thanawut Kumchad, Narawit Wongsathonpitak, Pichanun Chokthanawiwat, Sukanya Intafoo, and Wanamina Bostan Ali	ANALYZING THE AGREEMENT AMONG PHUKET RESIDENTS CONCERNING THE GLOBAL DESTINATION SUSTAINABILITY INDEX 2023	
5.	Jantajit Thanasiri	DEVELOPMENT GUIDELINES FOR GASTRONOMIC TOURISM FOR GENERATION Z TOURISTS IN THE BANTHAT THONG	



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		AREA, BANGKOK	
6.	Saiful Nizam Warris, Dahlan Abdullah, Anderson Ngelambong, Saidatul Syafiqah Athirah Ahmadrizam, and Nor Fatin Aimi Sohaimi	PREDICTORS OF ONLINE FOOD DELIVERY SERVICES CONTINUED USAGE INTENTION AMONG PUBLIC UNIVERSITIES STUDENTS IN MALAYSIA	
7.	Natsinee Jarasthanitsak, and Jinnapas Dominic	UNDERSTANDING THE MOTIVATION OF INDIAN COUPLES IN CHOOSING A DESTINATION WEDDING	
8.	Teku Zariff Zaeimoedin, Dahlan Abdullah, Anderson Ngelambong, Farhanah Nadrah Mohamed Ariffin, and Ni Made Eka Mahadewi	MOBILE HOTEL BOOKING USER LOYALTY MODEL: LINKING SYSTEM QUALITY, COMPATIBILITY, PERCEIVED OF USE, AND CONVENIENCE	
9.	Pattra Kulwarongthip, and Suwaree Ashton	DEVELOPING AUTHENTIC SPIRITUAL TOURISM EXPERIENCES THROUGH MINDFULNESS RETREATS IN THAILAND: A QUALITATIVE EXPLORATION	
10.	Dieni Aeni, and Fatimah Abdillah	CO-BRANDING STRATEGY BETWEEN CULTURALLY-BASED COSMETICS AND HOSPITALITY FOR AN EXCLUSIVE TOURISM EXPERIENCE IN BOGOR, INDONESIA	

04 July 2025

1.15 – 4.30 pm.

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No.	Authors	Research Titles	Notes
1.	Tressy Belly, Tresly Belly, and Quratul'Ain Syahirah binti Awang Ali	THE DOMINO EFFECT: RISK PERCEPTION AS A BRIDGE BETWEEN SOCIOPOLITICAL UNREST AND TOURISM PREFERENCES	
2.	Albert A. Barreda, Yoshimasa Kageyama, Sandra Zubieta, and	DESTINATION AUTHENTICITY AND TOURIST BEHAVIOR: EXAMINING THE ROLE OF CONFORMITY, REALNESS, AND	



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	Michele Barton	TRANSFORMATION IN VISIT INTENTION	
3.	Yoshimasa (Nancy) Kageyama, Sandra Zubieta, and Michele Barton	FEEL, THINK, ACT: HOW DESTINATION EXPERIENCES SHAPE POSITIVE WORD OF MOUTH INTENTIONS	
4.	Tsultim Zangmo	LADAKH TOURISM AS SOFT POWER: REBRANDING INDIA'S HIMALAYAN IDENTITY ON THE GLOBAL STAGE	
5.	Zaharah Mohamed Rani, Ahmad Aidil Yusri Shafie, Farah Nuha Wahairi, Noraini Rahim, Johanna Adkin Ahmad, and Khairun Najiah Ahma	ANALYZING MALAYSIAN TRAVEL PATTERNS AND PREFERENCES IN SOUTHERN THAILAND'S TOURISM LANDSCAPE	
6.	Sharad Kumar Kulshreshtha and Ann Suwaree Ashton	EMERGING PARADIGMS FOR ASIA'S WELLNESS TOURISM INDUSTRY PRACTICES: FUTURE RESEARCH AGENDA FOR HOLISTIC WELLBEING	
7.	Mohd Rafee and Jigmet Stobdan	IMPACT OF SOCIAL MEDIA INFLUENCERS ON TOURIST INFLUX AND LOCAL ECONOMY IN LADAKH	
8.	Noor Saodah Irwan, Dahlan Abduabdullahderson Ngelambong, Mohd Rizaimy Shaharudin, D. N. Shariff, and Er. Ummi Kalsum	FEEL THE CLICK: HOW INTERACTIVE HOTEL WEBSITES SPARK HEDONIC VALUE AND BOOKING INTENTION	
9.	Jigmet Stobdan, Stanzin Mantok, and Mohd. Rafee	HOMESTAY AS AN ALTERNATIVE TOURISM PRODUCT FOR SUSTAINABLE DEVELOPMENT: A CASE STUDY OF WOMEN IN RURAL LADAKH, INDIA	

Please note that the schedule is subject to updates