



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



Room 4 Management and Operations

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

03 July 2025

1.00 – 4.30 pm.

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

No.	Authors	Research Titles	Notes
1.	Nurul Iman, and R. Aang Munawar	STRATEGIC COMPETITIVE ANALYSIS OF KAMPUNG BATIK CIBULUH IN BOGOR AS A THEMATIC TOURISM DESTINATION	
2.	Yosia Sebastian, and Saefudin Zuhdi	EXPLORING THE ROLE OF AI TOOLS IN STRENGTHENING STRATEGIC PLANNING IN MICE INDUSTRY	
3.	Nanpassakorn Ritpanitchajchaval, Pornkanok Inthichai, Nuntharos Poomchaya, and Suwaree Ann Ashton	ANALYSIS OF SERVICE QUALITY AND MARKETING MIX (7 P'S) AFFECTING THE DECISION OF THAI TOURISTS TO USE THE RAPID TRAIN SERVICE ON THE BANGKOK-CHIANG MAI ROUTE	
4.	Natthasak Lertsiriwiboon, Nattida Chuleechattamrong, Pumithon Wonglerdpradit, Nattika Sutarattanachaiyaporn, Worakanya Jongrak, Wanamina Bostan Ali	DISCONTINUATION OF THE USE OF PETROLEUM AS FUEL FOR BUSINESS TRAVELERS AND SUSTAINABLE TOURISM IN SONGKHLA	
5.	Pornteera Thawornrattanachot, Kotchanipa Kongcharoon, Yanapat Chukliang, Narathat Dangawang, Alisa Churi, and Wanamina Bostan Ali	DETERMINE ELEMENTS TO IMPROVE THE MANAGEMENT OF T-POP CONCERTS	
6.	Natchada	A CASE STUDY OF FOREIGNER PERSPECTIVES: A MIX	



UCHT-25
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	Chanthawee,Phanphatsa Phosri,Puripat Sornprasit,Titaporn Choorat, and Wanamina Bostan Ali	METHODOLOGY ANALYSIS OF THE 2024 KING'S CUP INTERNATIONAL FOOTBALL TOURNAMENT	
7.	Wanamina Bostan Ali, and Md Mahmudul Alam	TRIPLE BOTTOM LINE (TBL) AND ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) FACTORS IN THE BUSINESS MANAGEMENT PRACTICES OF PUBLIC LISTED COMPANIES IN THAILAND AND MALAYSIA: A COMPARATIVE ASSESSMENT	
8.	Arisara Seyanont	ENHANCING O2O FOOD DELIVERY SERVICE QUALITY THROUGH MICHELIN-AFFILIATED RESTAURANTS IN BANGKOK	
9.	Satayu Romyen, and Songsin Teerakunpsiut	INTEGRATED GOVERNANCE AND COMMUNITY COLLABORATION IN EVENT-DRIVEN URBAN DEVELOPMENT: EVALUATING SONGKHLA'S FESTIVAL SUPPORT ECOSYSTEM	
10.	Rosliyana br Perangin-angin, Desy Nur Aini Fajri, Rehulina Apriyanti, Armaini Akhirson, Guntur Eka Saputra	ECO-FRIENDLY HOMESTAY PRACTICES: ARCHITECTURAL TRANSFORMATION FOR INCLUSIVE, ELDERLY-FRIENDLY TOURISM IN YOGYAKARTA, INDONESIA	

04 July 2025

1.15 – 4.30 pm.

Laguna Grand Hotel, Songkhla, Thailand

No.	Authors	Research Titles	Notes
1.	Sarah Liung Huei Yi	THE IMPACTS OF OIL PALM CULTIVATION TOWARDS ENVIRONMENTAL SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW	
2.	Nur Khairanie Ramli, and Johan	CHALLENGES FACED AMONG HOUSEBOAT TOURISM	



	Afendi Ibrahim	OPERATORS AT THE ROYAL BELUM STATE PARK, PERAK	
3.	Phyo Mon Htike and Ann Suwaree Ashton	STREET FOOD TOUSIM DESTINATION MANAGEMENT CASE STUDY: BANGKOK, THAILAND	
4.	Charinrat Choodam and Songsin Teerakunpsiut	STRATEGIES FOR MEDICAL TOURISM DEVELOPMENT IN SONGKHLA, THAILAND	
5.	Tsultim Zangmo	LADAKH TOURISM AS SOFT POWER: REBRANDING INDIA'S HIMALAYAN IDENTITY ON THE GLOBAL STAGE	
6.	Putri Amyra Padel, Silverina Kibat, Anderson Ngelambong, Siti Anis Adilah Tarmazi, and Anom Hery Suasapha	CLIMATE CHANGE AND COASTAL TOURISM ADAPTATION: A STAKEHOLDER-CENTRED CONCEPTUAL FRAMEWORK	
7.	Benjamaporn chumnanchar, Vimpattra Mengchaui, and Pichsinee Soonsap	COMMUNITY BASED TOURISM FOR SUSTAINABLE DEVELOPMENT GOALS: A CASED STUDY SONGKHLA OLD TOWN	
8.	Attaporn Wangpoonsarp, and Songsin Teerakunpsiut	STRATEGIC IMPLEMENTATION OF ISO 22379:2022 TO ENHANCE URBAN RESILIENCE AND POSITION SONGKHLA MICE CITY AS A GLOBAL HUB FOR MEGA-SPORTING EVENTS	
9.	Intan Farhanah Aisyah Mohd Razali, Silverina Kibat, Anderson Ngelambong, and Desy Nur Aini Fajri	ESG REPORTING AND SUSTAINABLE BRANDING IN HOTEL CHAINS: A CONCEPTUAL PERSPECTIVE	
10.	Luh Yusni Wiarti, Anderson Ngelambong, Songsin Teerakunpisut, Ida Ingko, and Adlin Baizura Ariffin	AI-DRIVEN SUSTAINABILITY IN THE SOUTHEAST ASIA MICE INDUSTRY: CHALLENGES AND STRATEGIES	

Please note that the schedule is subject to updates