



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



***Room 1 Innovation, Technology, and Sustainable Development***

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

**03 July 2025**

**1.00 – 4.30 pm.**

**Room King A, 2<sup>nd</sup> Floor, Laguna Grand Hotel, Songkhla, Thailand**

| <b>No.</b> | <b>Authors</b>                                                                                                     | <b>Research Titles</b>                                                                                                        | <b>Notes</b> |
|------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1.         | Albert A. Barreda, Yoshimasa (Nancy) Kageyama; Sandra Zubieta, and Michele Barton                                  | BEYOND DESTINATION AUTHENTICITY: A STRATEGIC FRAMEWORK FOR ENHANCING DESTINATION COMPETITIVENESS                              |              |
| 2.         | Galuh Sekar, and Iswandi Sukartaatmadja                                                                            | STRATEGIC DEVELOPMENT OF A SUSTAINABLE BUSINESS MODEL FOR CULINARY TOURISM ON JALAN SURYAKENCANA, BOGOR CITY, INDONESIA       |              |
| 3.         | Siriwan Sananaue, Kaedsiri Jaroenwisian, and Viroj Jadesadalug                                                     | GUIDELINES FOR SUSTAINABLE MICE CITY DEVELOPMENT TO SUPPORT INTERNATIONAL EVENTS IN UDON THANI PROVINCE                       |              |
| 4.         | Mohd Syaifuddin Mohd Alias, Zaharah Mohamed Rani, Hashim Fadzil Ariffin, Siti Aishah Edros, and An-Nur Hashim      | UNLOCKING DESTINATION APPEAL: A SCALE VALIDATION OF INNOVATION PRACTICES IN FOOD TOURISM CONTEXTS                             |              |
| 5.         | Che Norazizi Che Mastar, Hashim Fadzil Ariffin, Puteri Saadiah Raja Abdullah, Siti Aishah Edros, and Gina Alcoriza | BIBLIOMETRIC ANALYSIS OF GREEN HUMAN RESOURCE MANAGEMENT IN THE HOSPITALITY INDUSTRY: TRENDS, CLUSTERS, AND FUTURE DIRECTIONS |              |
| 6.         | Muhammad Che Saad, Dahlan Abdullah, Noor Liyana Mohd Yusoff, Anderson Ngelambong, and Ni Ketut Dewi Irwanti        | FACTORS INFLUENCING MALAYSIAN TOURISTS' CONTINUED USAGE INTENTION OF SOCIAL MEDIA FOR TRAVEL PLANNING                         |              |



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| 7.  | Warinthorn Kachendecha, and Orachorn Wongpan-ngam                                                     | DEVELOPING SUSTAINABLE WASTE MANAGEMENT GUIDELINES FOR THE EXHIBITION INDUSTRY IN THAILAND: A COMPARATIVE ANALYSIS OF GLOBAL BEST PRACTICES |  |
| 8.  | Chananchida Sukphueak, Chanoknan Chanasit, Keyoon Yodnual, Patchariya Panket, and Wanamina Bostan Ali | ASSESSING STAKEHOLDERS' EXPECTATIONS ON EVENT SERVICES IMPACTED BY INNOVATIONS IN EVENT PROCESSES                                           |  |
| 9.  | Daranee Artharn, and Pattaporn Jansuri                                                                | THE IMPACT OF SERVICE QUALITY, ACCESSIBILITY, AND TECHNOLOGY ADOPTION ON SENIOR WELL-BEING IN SILVER WELLNESS TOURISM: A STUDY IN THAILAND  |  |
| 10. | Rosliana Perangin-Angin, Desy Nur Aini Fajri, and Shinta Teviningrum                                  | DIGITAL NOMADISM FOR SUSTAINABLE ECONOMIC GROWTH IN BALI'S TOURISM INDUSTRY: A GAME THEORY APPROACH                                         |  |

**04 July 2025**

**1.15 – 4.30 pm.**

**Laguna Grand Hotel, Songkhla, Thailand**

| <b>No.</b> | <b>Authors</b>                                                 | <b>Research Titles</b>                                                                                                                                        | <b>Notes</b> |
|------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1.         | Lim Mei Xuan, Nabilah Mohammad, and Tressy Belly               | GREENING HOSPITALITY: THE TRANSFORMATIONAL IMPACT OF ENVIRONMENTAL INITIATIVES AND CUSTOMER ECO-PRESSURE ON OPERATIONAL EXCELLENCE IN MALAYSIA                |              |
| 2.         | Yoshiko OGAWA                                                  | THE VALUE OF CULTURAL HOSPITALITY IN THE AI ERA: A THEORETICAL EXAMINATION OF THE RELATIONSHIP BETWEEN EMOTIONAL LABOR AUTHENTICITY AND CUSTOMER SATISFACTION |              |
| 3.         | Siti Nursaadah Zolkifli, Dahlan Abdullah, Nabila Arshad, Azita | EXPLORING PREDICTORS OF PERCEIVED VALUE AND ADOPTION INTENTIONS TOWARD CHATGPT-ENABLED                                                                        |              |



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|    | Aboo Bakar, and Luh Yusni Wiarti                                                                                                   | PERSONALIZED TRAVEL RECOMMENDATIONS                                                                                     |  |
| 4. | Thaweepong Khongma, and Chidchanok Anantamongkolkul                                                                                | EMERGING THEMES IN SUSTAINABLE TOURISM: A SYSTEMATIC REVIEW OF GREEN TRAVEL RESEARCH                                    |  |
| 5. | Johanna Adlin Ahmad, Azila Azmi, Zaharah Mohamed Rani, and Noraini Rahim                                                           | STAKEHOLDER'S PERSPECTIVES ON THE IMPACT OF DIGITAL TOURISM TOWARDS SUSTAINABLE TOURISM DEVELOPMENT: A CONCEPTUAL PAPER |  |
| 6. | Prarinluck Kulvijit, and Songsin Teerakunpsiut                                                                                     | CHARTING A COURSE TO NET-ZERO: A PRACTICAL ROADMAP FOR MICE VENUES IN SOUTHERN THAILAND                                 |  |
| 7. | Mohammad Shafiq Shazuan Rosnin, Dahlan Abdullah, Anderson Ngelambong, Azila Azmi, Hanafi Hamzah, and I Ketut Surata                | UNDERSTANDING ONLINE HOTEL BOOKING INTENTION: AN INTEGRATED TAM PERSPECTIVE OF INTERACTIVITY AND RISK                   |  |
| 8  | Putu Diah Sastri Pitanatri, Ni Made Sri Rukmiyati, I Gusti Ayu Putu Wita Indrayani, Luh Putu Kartini, and Ni Wayan Chintia Pinaria | FOLLOW THE FLOW: HOW GEN Z MOBILITY IS SHAPING BALI'S TOURISM FUTURE                                                    |  |

Please note that the schedule is subject to updates