

BOOK OF ABSTRACTS



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ICOHT 2025**

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(ICOHT 2025)**

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MESSAGE FROM THE CONFERENCE CHAIR – ICOHT 2025

Distinguished guests, esteemed speakers, delegates, and colleagues,

It is with great honor and heartfelt enthusiasm that I welcome you all to the 11th International Conference on Hospitality and Tourism (ICOHT 2025), held here in the dynamic city of Kuala Lumpur, Malaysia, at the prestigious Asia Pacific University of Technology and Innovation.

This year's theme, "Redefining Tourism Industry Towards a Sustainable Future," resonates deeply as the global tourism and hospitality sectors continue to adapt, evolve, and innovate in the face of environmental, economic, and social challenges. Sustainability is no longer an option—it is a necessity. As professionals, academics, and changemakers, our collective responsibility is to rethink traditional models and develop forward-looking strategies that foster resilience and inclusivity across the industry.



Over the next two days, on 25th and 26th July 2025, ICOHT will serve as a vital platform for sharing knowledge, presenting research, exploring best practices, and building meaningful collaborations. We are proud to host a diverse gathering of experts and innovators from around the world, each contributing to the global dialogue on sustainable tourism.

I encourage you to actively participate, engage in insightful discussions, and take full advantage of the opportunities this conference offers—both professionally and culturally. Kuala Lumpur, with its rich heritage and hospitality, provides the perfect backdrop for such a vibrant exchange.

Thank you for being part of ICOHT 2025. Together, let us redefine the future of tourism for generations to come.

Warm regards,

Professor Dr. Kashif Hussain

Chairperson, ICOHT 2025

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A1

[01]

**HERITAGE ON A PLATE: EXPLORING SUSTAINABLE FOOD TOURISM FOR
CULINARY PRESERVATION IN BULACAN**

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ABSTRACT

This study explored the intersection of sustainable food tourism and culinary heritage preservation in Bulacan, Philippines, amidst growing concerns over modernization and cultural dilution. Using a Convergent Parallel Mixed Methods Design, the research concurrently gathered quantitative data from 100 stakeholders through structured surveys and qualitative insights from 10 key informants via semi-structured interviews. The study aimed to identify existing sustainable food tourism practices, examine preservation challenges, assess food tourism's contribution to heritage sustainability, and propose actionable interventions. Quantitative findings revealed that traditional dish promotion and local ingredient sourcing are widely practiced, while environmental initiatives and partnerships remain limited. Challenges such as generational knowledge loss, commercialization, and limited youth engagement were highly rated. Thematic analysis further highlighted barriers like poor documentation and underutilized storytelling. Integration of both data strands confirmed alignment on critical issues and informed the development of culturally rooted strategies. Recommendations included culinary storytelling programs, youth engagement initiatives, the formation of a culinary heritage council, and stronger institutional support. The study contributes to tourism development by offering evidence-based, community-informed solutions that reinforce Bulacan's food identity and safeguard its culinary heritage for future generations.

Keywords: sustainable food tourism, culinary heritage, cultural preservation, tourism development, heritage sustainability

A2

[02]

**EXPLORING THE TOURISM POTENTIAL OF SAN TEODORO ORIENTAL
MINDORO, PHILIPPINES: A QUALITATIVE ASSESSMENT OF RESOURCES,
INFRASTRUCTURE, AND SOCIO-ECONOMIC FACTORS**

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ABSTRACT

Tourism plays a crucial role in local economic development, yet many emerging destinations remain underexplored due to limited infrastructure, marketing, and community engagement. San Teodoro, Oriental Mindoro, possesses rich natural and cultural resources, but its tourism potential has yet to be fully assessed and strategically developed. This study fills this gap by evaluating the town's tourism resources, infrastructure, and socio-economic factors to determine opportunities for sustainable tourism growth. Using a qualitative research approach, the study conducted a focus group discussion (FGD) with 24 key stakeholders, including municipal government officials, tourism officers, community leaders, and academic representatives from NU Lipa. Purposive sampling was used to select participants with direct knowledge and influence over local tourism development. Thematic analysis was applied to examine stakeholder insights. Findings revealed that San Teodoro boasts diverse natural attractions, including pristine beaches, waterfalls, and caves, as well as a strong cultural heritage with the presence of the Iraya Mangyan community. However, challenges such as limited digital presence, inadequate tourism infrastructure, and insufficient tourism training programs hinder its full potential. The study highlights the need for improved digital marketing, enhanced transport accessibility, and strengthened community participation in tourism initiatives. To advance tourism development, the study recommends the establishment of a comprehensive tourism development plan that integrates infrastructure improvements, sustainable eco-tourism strategies, and digital promotional efforts to position San Teodoro as a competitive tourism destination.

Keywords: tourism development, sustainable tourism, tourism infrastructure, tourism resources socio-economic factors

A3

[03]

**SUSTAINABLE SOCIAL ENTREPRENEURSHIP IN FARM TOURISM:
PATHWAYS FOR ECONOMIC AND ENVIRONMENTAL RESILIENCE**

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ABSTRACT

Sustainable social entrepreneurship combines the principles of sustainability with social entrepreneurship to address complex societal and environmental challenges while promoting responsible resource use. Farm tourism has emerged as a viable sector for rural economic development, combining agriculture and tourism to create sustainable business models. This study explores the role of sustainable social entrepreneurship in enhancing the viability and long-term impact of farm tourism. Specifically, it examines how farm tourism enterprises integrate economic, environmental, and social sustainability while addressing challenges such as resource management, market access, and community participation. The study employs a mixed-methods approach, combining surveys and interviews with farm tourism operators and stakeholders in selected rural communities. Findings indicate that sustainable social entrepreneurship in farm tourism fosters local job creation, environmental conservation, and cultural preservation. However, financial constraints, policy support, and capacity-building remain key areas for improvement. The study recommends policy interventions, training programs, and market incentives to enhance the sustainability of farm tourism enterprises. Thus the findings of this study will contribute to developing policy recommendations, capacity-building initiatives, and business strategies to strengthen sustainable social entrepreneurship in farm tourism.

Keywords: sustainable social entrepreneurship, farm tourism, rural development, environmental sustainability, community participation

A4

[04]

**POSITIONING MALAYSIA AS AN EDUCATION TOURISM HUB THROUGH
UNIVERSITY SUSTAINABILITY PERFORMANCE FROM AN INTERNAL
STAKEHOLDER PERSPECTIVE**

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ABSTRACT

In today's global education scene, sustainability performance has become a key focus as Malaysia actively positions itself as a competitive education tourism hub aimed at achieving Malaysia's broader tourism goals. This study explores how sustainability initiatives within Malaysian universities contribute to strengthening Malaysia's identity as a premier education tourism destination. By drawing insights from 916 university leaders, academicians and administrative staff across 19 higher education institutions in Malaysia, the quantitative survey explores how environmental, economic, and social sustainability practices are perceived internally. It also considers how factors like the organisational size and age of a university moderates these relationships. The data was analysed using PLS-SEM to examine the relationships between sustainability practices and university sustainability performance. The findings highlight that employees viewed that university sustainability performance is a valuable strategic asset that can enhance the institution's appeal in the global education market. This paper offers valuable insights into how universities can align their sustainability efforts not just as a tool to attract international students but also to strengthen their identity as an education tourism hub. The paper concludes with practical recommendations for university leaders and policymakers to embrace sustainability performance not merely as a strategic advantage, but as a profound ethical responsibility and a catalyst for transformative change to achieve the UNSDGs.

Keywords: education tourism, staff perception, triple bottom line, university sustainability performance

B1

[05]

**BUDGET HOTEL OPERATION ATTRIBUTES: A PERSPECTIVE FROM
MALAYSIAN MUSLIM TRAVELERS'**

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ABSTRACT

Budget hotels are one of the categories inside the accommodation sector in tourism industry and have a significant role towards traveler overnight decision. Thus, studying budget hotel attributes is important for improving the service quality and increasing customer satisfaction especially by understanding and fulfilling the Muslim travelers' needs and preferences. This study aims to identify budget hotel operational attributes that influence Malaysian Muslim travelers' perceptions of budget hotels in Malaysia. By using a qualitative approach through in-depth interviews, this study involved 7 Malaysian Muslim travelers who had stayed in budget hotel located at northern state of Malaysia. The interviews were recorded, analyzed, and the main themes were identified based on manual coding. The main findings of the study show that there are four main factors that influence the perception of Malaysian Muslim travelers', including hygiene and cleanliness, reasonable prices, quality of service and a hotel environment. These findings have a significant implication for the accommodation industry. The findings leave an important message to budget hotel operators to improve their management of budget hotel operations, especially in terms of cleanliness and service quality. The findings of this study also contribute to the literature on Muslim Travelers' perceptions of budget hotels, particularly in the context of Malaysia. The practical implications of this study include recommendations for improvements in the management of budget hotel operations, as well as an emphasis on the need to have an operation standard that meets customer expectations.

Keywords: budget hotel, Muslim traveler's, perception, accommodation industry

B2

[06]

ASSESSING INTERNATIONAL TOURISTS' REVISIT INTENTIONS: THE CASE OF PATTANI, THAILAND

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ABSTRACT

Pattani, Thailand, rich in cultural heritage and natural beauty, has struggled to attract international tourists due to perceived social, political, and environmental risks. Despite its historical sites and cultural assets, safety concerns and a negative destination image hinder the potential for the region's tourism growth. This study investigates the determinants influencing international tourists' revisit intentions in Pattani, employing the Theory of Planned Behavior (TPB) framework. Key variables analyzed include safety concerns, destination image, media portrayal, and promotional campaigns. Data were collected from 420 international tourists using a non-probability sampling technique, specifically convenience sampling, and analyzed with SPSS Version 29 through descriptive statistics, reliability analysis, correlation analysis, and multiple regression analysis. Results indicate that safety concerns and destination image significantly influence tourists' revisit intentions. In addition, media portrayals and promotional campaigns contribute positively to forming favorable perceptions and intentions. This study offers valuable insights for stakeholders and policymakers in tourism, highlighting the need for targeted marketing strategies aimed at enhancing the attractiveness of Pattani as a safe and appealing destination for international tourists. By addressing safety concerns and improving the overall destination image, Pattani can better position itself in the competitive tourism market.

Keywords: international tourism, revisit intention, Pattani, safety concern, destination image, media portrayal, promotional campaigns.

B3

[07]

**HEALING IN THE HILLS: WELLNESST TOURISM AND SUSTAINABLE LIVING
IN SICILIAN COUNTRYSIDE**

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ABSTRACT

Wellness tourism is increasingly emerging as a significant travel trend in Europe, particularly on Mediterranean islands like Sicily. As individuals increasingly pursue significant, health-focused retreats, the need for experiences that enhance physical, mental, and emotional wellness continues to rise. Sicily, characterized by its varied natural landscapes, temperate climate, vibrant cultural traditions, and serene rural environments, offers a perfect setting for tourism focused on wellness. In recent years, wellness retreats have thrived in Sicily's countryside, providing yoga, meditation, thermal spa therapies, and more—frequently within the agritourism framework that emphasizes sustainability and cultural immersion. These retreats are typically located in areas such as Val di Noto, the Madonie Mountains, Mount Etna, and Trapani, offering accommodations in eco-lodges or renovated farmhouses that highlight simplicity and genuine hospitality. This study examines the recent rise of wellness tourism in rural Sicily, emphasizing the impact of agritourism, wellness practices, and natural environments on tourist motivations and experiences. A quantitative research methodology was employed, applying structured questionnaires distributed to Maltese travelers, who constitute a significant percentage of Sicily-bound visitors, estimated to be in the tens of thousands annually. The data, collected from a statistically significant sample, performed analysis through both descriptive and inferential statistical methods. The findings emphasize important motivational elements such as relaxation, a connection to nature, and cultural authenticity, alongside travelers' preferences towards sustainable and holistic wellness experiences. The results provide practical insights for tourism operators and policymakers, thereby contributing to the broadening discourse on sustainable and regenerative tourism. This study highlights the opportunity to combine wellness and local culture in rural areas to promote sustainable development in the region.

Keywords: wellness tourism, sicily, agritourism, regenerative tourism, thermal spa, Mediterranean islands

B4

[08]

**THE ROLE OF SERVQUAL IN CUSTOMER SATISFACTION AT CAFÉ
RENCONTRE: BASIS FOR THE IMPROVEMENT OF OPERATIONAL PLAN**

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ABSTRACT

This study explores how service quality dimensions influence customer satisfaction at Café Rencontre, a student-managed café within a university setting, using the SERVQUAL framework. Employing a convergent parallel mixed-methods design, the research integrated quantitative data from 212 respondents with qualitative insights from customer interviews. Results show that tangibles had the strongest positive correlation with customer satisfaction ($r = 0.72$), followed by responsiveness and reliability. While customers expressed overall satisfaction with staff courtesy, ambiance, and value for money, notable service gaps were identified in empathy, operating hours, and beverage consistency. Qualitative feedback highlighted the need for clearer schedules, expanded menu options, and improved preparation protocols. The findings underscore the operational and educational potential of student-run enterprises in fostering applied learning, entrepreneurial mindset, and responsive service delivery. The study's implications extend beyond café management—offering a replicable framework for improving service quality in academic hospitality models. Institutions can adopt the recommended strategies to strengthen student-led service operations, align customer experience with institutional branding, and integrate service quality improvement into curricular design. Moreover, the study supports sustainable development objectives such as quality education, decent work, and responsible consumption by demonstrating how operational excellence in school-based enterprises can contribute to both educational outcomes and customer loyalty. These insights are vital for educational institutions aiming to balance experiential learning with professional standards in hospitality. By addressing identified gaps through continuous feedback, training, and operational adjustments, Café Rencontre and similar establishments can serve as dynamic laboratories for service innovation and institutional advancement.

Keywords: service quality, customer experience enhancement, operational efficiency, sustainable practices, hospitality education, university café

B5

[09]

THE ANTECEDENTS OF INTERNAL BRAND MANAGEMENT

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ABSTRACT

The extant branding management literature lacks a holistic understanding of the antecedents of internal brand management. Recent studies have acknowledged this gap and consistently called for a detailed investigation into internal brand management concept. This paper explores the antecedents of internal brand management that shape employees' attitudes and behaviours. In response to the call for a detailed investigation, exploratory qualitative research was deemed appropriate. Thus, in-depth semi-structured interviews were conducted with a cross-functional management team from various corporate hotel brands in South Africa. The findings from these interviews indicate that internal brand management is a multi-dimensional concept comprising of the four main antecedents, namely: brand-centred human resource management practices, brand leadership, internal brand communication, and organisational culture. Remarkably, this paper delineates the sub-components of these internal brand management antecedents. Consequently, it provides insights into the practices that internal brand managers should adopt to internalize brand values effectively. Overall, this paper contributes by demarcating the antecedents of internal brand management.

Keywords: internal brand management, internal branding, employee branding, brand orientation, brand management, brand values

B6

[10]

RESTAURATEUR-CUSTOMER FRAMEWORK FOR AUTHENTIC ETHNIC ASIAN CUISINE

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ABSTRACT

The study which aimed to propose a restaurateur-costumer framework for authentic ethnic Asian cuisine restaurants in CALABARZON investigated the customers' perceived dining experiences in terms of authenticity, and restaurant design at atmospherics. This also delved with the push and pull factors that motivate the consumers to dine in their preferred authentic ethnic Asian cuisine restaurants. Five push and five pull factors were identified and the consequential behavior of customers was measured. A qualitative descriptive type of research method with an adopted and modified survey questionnaire was used in determining the customer's preferred restaurant, dining experiences, and consequential behavior of 400 customer-respondents. The findings revealed that Korean authentic ethnic Asian cuisine restaurants were the topmost preferred restaurants of the customers in CALABARZON area while Thai Cuisine was the least among the four (4) restaurants understudied due to very few Thai locals who established authentic ethnic Thai restaurants in CALABARZON and the manner of its preparations and flavors. The respondents intended to take family and friends to their preferred authentic ethnic Asian cuisine restaurants, tell them how pleased they are with their dining experience, recommend them to satisfying places they have dined in, and visit the country of origin of their preferred cuisine. Authenticity and quality and range of menu were considerations that significantly affected customers' choice of cuisine and restaurant. The findings presented the significant relationship between Authentic Ethnic Asian Cuisine customers motivating factors, dining experiences, and their consequential behaviors. Also, the proposed framework of this study can be a useful tool for Restaurateurs, managers, and food and beverage servers to enhance the Authentic Ethnic Asian Cuisine Restaurants' competitive advantages, quality, and range of menu, services, authenticity, and atmospherics.

Keywords: authentic ethnic Asian cuisine restaurant, dining experiences, consequential behavior, push and pull factors

B7

[11]

**EMPLOYEES WITH BODY MODIFICATIONS: AN ASSESSMENT ON
CUSTOMER PERCEPTION TOWARDS SATISFACTION**

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ABSTRACT

The study examines customer perceptions of employees with visible body modifications, such as tattoos and piercings, within the restaurant industry in Malolos, Bulacan. As societal norms evolve, it is important to understand how these modifications influence customer satisfaction and the overall dining experience. The objective of the study is to determine the relationship between customer perceptions and satisfaction regarding employees with visible body modifications. A correlational research design was employed, utilizing quantitative survey data and thematic analysis of qualitative responses. Data were collected from customers in five randomly selected restaurants representing a range of service levels, from casual to fine dining. Statistical methods, including Pearson correlation tests, were applied to quantify the relationship between customer perceptions and satisfaction, while thematic analysis offered deeper insight into attitudes and potential biases. Results revealed a generational divide: younger customers typically perceived body modifications positively, associating them with individuality and modernity, whereas older customers tended to hold neutral to negative perceptions, often linking such modifications to unprofessionalism. Despite these differing views, high-quality service was shown to mitigate initial biases, with exceptional performance overriding negative assumptions. A positive correlation between favorable perceptions of body modifications and customer satisfaction was established. These findings suggest that while some stigma remains, the quality of service plays a more significant role in shaping customer satisfaction. The study concludes by recommending that hiring practices prioritize employee performance over appearance and proposes a Corporate Appearance and Conduct Policy, along with inclusivity training programs, to foster a diverse and professional workplace culture.

Keywords: body modifications, customer perception, restaurant industry, service quality, inclusivity

B8

[12]

**FREEDOM, FRIENDSHIP, AND FEAR: AN IN-DEPTH EXPLORATION OF
GROUP TRAVELS FOR INDIAN WOMEN**

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ABSTRACT

Female travel and its characteristics, such as motivation, preferences, and geography, have been well-researched in the tourism literature. However, most of this literature is white-dominated and accounted for the travelling of white women in non-white countries. Researchers have continually called for more investigations in non-white collectivist countries where the ‘investigated’ forms part of the social structure, rather than just being a participant. This opens up scope for a qualitative inquiry to explore the travel experiences and motivations of women in the Asian region, particularly in a culturally diverse context like India. This research was conducted through the researcher’s immersive participation in a ‘She-Camping’ - an all-women camping organised in India. The data was gathered from a sociocultural space where a large number of participants who were not much exposed to travelling, however dream to explore destinations; nevertheless their immediate family is concerned of personal security of their girl child and often worries about the family reputation if their women are ‘let too free’ to engage with outdoor spaces due to social acceptance. Furthermore, often girls going on getaways with men is considered a ‘gone girl’, causing a ‘bad name’ not only for the girl, but also for the men or family who let them do so - motivating, rather persuading women to choose group travel, particularly all-women groups. Preliminary findings show that women show internalised social values of women being the subordinate human in the decision-making chain, with men having the ultimate authority. Women also denote these travels as pockets of leisure and setting themselves free from sociocultural expectations of domestic and social role responsibilities. Findings have significant theoretical and practical implications for the tourism industry, considering the growing prominence of women in the travelling segment.

Keywords: female travel; group travel; India; sociocultural expectations; responsibility

B9

[13]

**CRUISE TOURIST SATISFACTION AT THE NGUYEN DYNASTY TOMBS: A
SUSTAINABLE TOURISM PERSPECTIVE**

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ABSTRACT

This study examines cruise tourist satisfaction at the Nguyen Dynasty tombs in Hue City, a UNESCO World Heritage site and a prominent cultural attraction in central Vietnam. These imperial tombs, alongside the Imperial City, are key destinations for cruise visitors due to their historical and architectural significance. Understanding tourist satisfaction is vital for enhancing visitor experiences and promoting sustainable tourism in heritage contexts. A structured survey was conducted with 162 cruise tourists, evaluating aspects such as guided tour quality, site accessibility, amenities, interpretive content, and overall experience. Results show that while visitors appreciate the cultural and aesthetic value of the tombs, there are notable deficiencies in signage, restroom facilities, and the depth of interpretive materials. These issues are particularly relevant for cruise tourists, who often have limited time but seek meaningful cultural engagement. The study recommends targeted improvements aligned with sustainable tourism principles, including enhanced visitor infrastructure, inclusive interpretation, and better visitor flow management. These measures are essential for improving tourist satisfaction and preserving the heritage value of the site. The findings contribute to the discourse on sustainable heritage tourism and offer practical insights for tour operators, site managers, and policymakers. By aligning service improvements with sustainable tourism frameworks, Hue City can strengthen its position as a leading cruise destination while safeguarding its cultural heritage.

Keywords: cruise tourism, tourist satisfaction, heritage tourism, sustainable tourism, Nguyen dynasty tombs, Hue city,

B10

[14]

**HISTORIC HOTELS OF KRAKOW: SUGGESTIONS FOR USE IN EDUCATION
AND CULTURE**

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ABSTRACT

Historic hotels are distinguished by their location in heritage buildings. They can use the history of the places in which they are located, their unique heritage and cultural resources to increase their competitive advantage. They are also facilities that, through their work, often promote history and relate to local traditions, thus performing cultural functions. The aim of the research is to outline a proposal for exploiting the potential of Krakow's historic hotels within the framework of educational and cultural activities. The research proceedings mainly used an analysis of source materials, a diagnostic survey and the authors' own observation. The research conducted indicates the potential of historic hotels for educational and cultural purposes. Of the proposals to implement these functions, those related to the possibility of visiting the buildings, including under the guidance of a guide. Respondents suggested organizing a variety of events referring to both the hotel and the area in which it is located. They also highlighted issues related to informing about the historic nature of the building. Thus, there were suggestions for advertising materials, information boards, but importantly also for greater use of modern technologies, including QR codes, for example, and conducting webinars. The operation of historic hotels can be the subject of educational offerings for pupils and students, as well as for the adults who use the facilities and the residents of the area.

Keywords: hospitality, historic hotels, management, education, culture

B11

[15]

EXPLORING TOURIST OPINIONS ON SRI LANKA THROUGH SENTIMENT AND ASPECT EXTRACTION

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ABSTRACT

The tourism industry is a crucial component of Sri Lanka's economy driving foreign exchange earnings while supporting thousands of livelihoods. Thus, sustainably developing this sector and strengthening its global competitiveness are priorities. As the first step towards this goal, Sri Lanka can enhance its appeal as a tourist destination, ensuring greater satisfaction. Online reviews play a central role in how tourists plan their visits. High-quality service and management result in better reviews, leading to positive digital word-of-mouth, which in turn attract more visitors. These reviews also offer valuable insights into the strengths and weaknesses of various destinations. However, manually analyzing large volumes of reviews is challenging. Natural Language Processing (NLP), a branch of Artificial Intelligence, helps extract actionable insights without reading each review. This study analyzes a dataset of 16,156 reviews (English) of Sri Lankan attractions, utilizing sentiment analysis and aspect extraction; two powerful techniques under NLP. Sentiment analysis categorizes reviews into positive, negative, or neutral sentiments, while aspect extraction identifies the topics discussed collectively by the reviewers. By applying unsupervised, pretrained models, the study eliminates the need for labeled datasets and addresses the overreliance on supervised methods in existing research. Sentiment analysis was performed using several lexicon-based algorithms (VADER, TextBlob, AFINN, SentiWordNet) and transformer-based models (TweetEval, TimeLMs). TweetEval achieved the highest accuracy (86.3%), followed by TimeLMs. Overall, sentiment towards Sri Lanka is predominantly positive, with some variation in negative and neutral sentiments across different location types. Aspect extraction was conducted using an attention-based neural model, clustering extracted terms into 10 key aspects, revealing hidden topics like financial interactions, practical considerations, tea tasting, tour guide quality and animal welfare, highlighting targeted improvements. This data-driven initiative can pave the way for a new chapter in Sri Lankan tourism marked by smarter decisions and enriched visitor experiences.

Keywords: Sri Lankan tourism, reviews, natural language processing, sentiment analysis, aspect extraction

B12

[16]

**BEYOND DIRECT EFFECTS: THE SEQUENTIAL ROLE OF ANCHOR TRUST
AND FLOW STATE IN LIVE COMMERCE IMPULSE BUYING — IMPLICATIONS
FOR DIGITAL HOSPITALITY MARKETING**

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ABSTRACT

This study explores the psychological mechanisms by which livestreaming commerce drives impulse buying behavior in the hospitality sector, particularly for services such as hotel bookings, dining experiences, and tour packages promoted via platforms like TikTok, Instagram Live, and Shopee Live. Anchored in the Stimulus-Organism-Response (S-O-R) framework, the research examines how external stimuli—namely interactivity, promotional appeal, and perceived usefulness—influence internal psychological states such as trust in the livestream presenter (Anchor Trust) and the immersive experience of flow (Flawless), ultimately shaping consumers' booking intentions. Data were collected through a survey of individuals with prior experience purchasing hospitality-related services through livestream platforms and analyzed using SmartPLS4. The findings reveal that Interactivity ($\beta = 0.160$, $p = 0.002$), Promotion ($\beta = 0.149$, $p = 0.015$), and Perceived Usefulness ($\beta = 0.242$, $p < 0.001$) all significantly enhance Anchor Trust. In turn, Anchor Trust strongly predicts Flow State ($\beta = 0.823$, $p < 0.001$), which subsequently leads to higher Impulse Booking Intention ($\beta = 0.466$, $p < 0.001$), confirming its sequential mediating role. These results affirm the relevance of the S-O-R model in the livestreaming context and underscore the importance of trust and flow as key psychological drivers of spontaneous consumer behavior. This study adds to the growing body of knowledge on digital hospitality marketing and offers practical insights for industry practitioners. By optimizing livestream elements that build trust and foster immersion, marketers can more effectively convert viewer interest into impulse-driven bookings.

Keywords: Livestream Commerce, Hospitality Marketing, Impulse Buying, Stimulus-Organism-Response (S-O-R), Anchor Trust

C1

[17]

**BOOSTING DESTINATION APPEAL WITH AI-GENERATED IMAGES: A
SENSORY-DRIVEN STRATEGY FOR SUSTAINABLE GASTRONOMY TOURISM**

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Eco-friendly food, produced through sustainable practices, benefits individuals, the environment, and local tourism. Despite these advantages, its adoption has been limited. Advancements in AI have enabled the creation of realistic, visually appealing images with intricate details and textures, enhancing audience engagement. While existing research has focused on user-generated images, studies on AI-generated images in sustainable food are scarce. Grounded in Visual Information Processing, Bottom-Up Theory, constructivist Theory and cognitive psychological theories, this study examines how two types of AI-generated imagery—"Food Presentation" and "Preparation Process"—influence consumer perceptions of eco-friendly food. Specifically, it investigates how these images affect perceived quality, credibility, and purchase intention, and whether these effects are moderated by consumer knowledge of sustainable food. This study used Stable Diffusion SDXL 1.0 to depict four eco-friendly dishes, comparing "Food Presentation" and "Preparation Process". Participants recruited via Amazon Mechanical Turk (MTurk), were randomly assigned to view one of the two image types and completed a survey measuring perceived food quality (taste and healthiness), credibility, and purchase intention. Findings revealed that "Food Presentation" images positively impact perceived credibility, taste, and purchase intention, but not healthiness. Consumer knowledge moderated these effects: those with accurate knowledge attributed greater credibility and higher food quality to "Preparation Process" images, while others preferred "Food Presentation" images. These findings contribute to the literature and advance the theoretical understanding by empirically validating the psychological impact of AI-generated imagery in food marketing, extending Visual Information Processing Theory to AI contexts. Furthermore, the study emphasizes tailoring marketing strategies to different consumer knowledge levels, offering practical insights for promoting sustainable gastronomy tourism. Since visually appealing food imagery can stimulate positive travel motivations and purchase intention, it contributes to attracting tourists and enhancing the appeal of eco-friendly food destinations, ultimately driving sustainable tourism and supporting local economies.

Keywords: AI-generated imagery, eco-friendly food, visual information processing, consumer perception, sustainable tourism

C2

[18]

A PROMPT-BASED APPROACH FOR IMPROVING SUSTAINABILITY IN HOTELS

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ABSTRACT

In modern times, the Large Language Model (LLM) paradigm has revolved around many domains. Prompt engineering plays a vital role in improving LLMs's performance more efficiently compared to finetuning them for specific tasks. On the other hand, maintaining sustainability in the hospitality industry is challenging in many sectors, requiring tremendous planning and creativity. Bearing this in mind, this study opens up new problems and solutions for improving hotel sustainability based on aspects such as food, geo-location, and guest relations in SriLanka and India. This research introduces a dataset of 20 hotels each with five reviews scraped from TripAdvisor and created a overall summary of negative complaints for 20 hotels for each aspect : as food, geo-location, and guest relations, which adds upto 60 overall reviews. The primary objective is to develop more effective improvement strategies aligning with sustainability by leveraging prompt engineering techniques. This study introduces a novel prompt design incorporating *prompt decomposition* with *zero-shot Chain of Thoughts (CoT)* reasoning. Specifically, we integrate "what if" scenarios and divergent thinking to optimize LLM-generated strategies. This research employs both open-source models (LLaMA, Mistral, Zephyr) and closed-source models (GPT-3.5) to generate innovative, sustainable strategies with 240 test samples. To evaluate the effectiveness of these strategies, we introduce a reference-free metric that assesses sustainability across social, cultural, environmental, political, and economic dimensions using ChatGPT-4. Each strategy is scored on a scale from 0 to 100. The findings of the study indicate a significant improvement in sustainability alignment when compared to conventional prompt-based approaches commonly used. This demonstrates the potential of advanced prompt engineering in driving more effective and sustainable solutions in the hospitality sector.

Keywords: hospitality, Large Language Models, negative complaints, Prompt Decomposition, sustainability, Zero-shot Chain of Thought

C3

[19]

PREDICTING METAVERSE ADOPTION IN THE TOURISM INDUSTRY OF INDONESIA: A TOE FRAMEWORK APPROACH USING PLS-SEM AND CVPAT

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ABSTRACT

This research explores the effectiveness of a proposed model in predicting the intention to adopt metaverse technologies within Indonesia's tourism sector based on the Technology-Organization-Environment (TOE) framework. However, the metaverse technologies are new in the industry. The study employs Partial Least Squares Structural Equation Modelling (PLS-SEM) via SmartPLS 4 to analyze data from 301 participants. The findings underscore the significant influence of technological, organizational, and environmental factors on the intent to adopt metaverse technologies. To further assess the model's predictive capabilities, PLSpredict and the Cross-Validated Predictive Ability Test (CVPAT) were applied. The outcomes reveal that the model possesses robust predictive capabilities and validates its relevance through CVPAT. These results also emphasize the utility of incorporating CVPAT as an additional evaluating tool in PLS-SEM for predictive accuracy. This study not only enhances the theoretical understanding of metaverse adoption using the TOE framework but also offers valuable insights for policymakers, industry practitioners, and academics aiming to foster the adoption of metaverse technologies in tourism. In the end, the study identifies the model's contributions, acknowledges its limitations, and suggests directions for future research.

Keywords: metaverse adoption, Technology-Organization-Environment (TOE) Framework, Partial Least Squares Structural Equation Modeling (PLS-SEM), predictive capability, Indonesian tourism sector

C4

[20]

**SUSTAINABLE TOURISM PRODUCT DEVELOPMENT: THE REPURPOSING OF
USED COOKING OIL INTO AROMATHERAPY CANDLES IN NGESTIREJO
VILLAGE, INDONESIA**

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ABSTRACT

This study explores the development of a sustainable tourism product through the repurposing of used household cooking oil into aromatherapy candles in Ngestirejo Village, Gunungkidul, Yogyakarta, Indonesia. The initiative, rooted in circular economy principles and community-based tourism strategies, addresses domestic oil waste while introducing a locally distinctive souvenir. A qualitative case study was employed, with data collected through semi-structured interviews and focus group discussions involving key stakeholders. The findings indicate that the upcycling initiative contributes to both environmental and socio-economic outcomes. It successfully transforms household waste into a marketable tourism product, enhances environmental awareness, and creates new income opportunities for local women, thereby supporting inclusive community engagement in tourism. Despite these benefits, challenges persist in ensuring product consistency and expanding marketing capacity beyond the local area. This case underscores the potential of grassroots innovation in enriching rural tourism destinations. It provides practical implications for sustainable tourism development by demonstrating how small-scale, locally embedded initiatives can integrate environmental sustainability, economic empowerment, and cultural relevance within tourism value chains.

Keywords: sustainable tourism, circular economy, upcycling, community-based tourism, product innovation

C5

[21]

**INTEGRATING ARTIFICIAL INTELLIGENCE IN EDUCATION INTO THE BOPPS
MODEL AMONG HOSPITALITY & TOURISM STUDENTS**

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ABSTRACT

The rapid growth and application of artificial intelligence (AI) technologies have significantly influenced a number of sectors including the education. Yet, the evolution has also come along with tremendous uncertainties and problems in need of rigorous scrutiny and exploration. The main objective of the study is to discover students' perceptions and attitudes towards integrating AI into the framework focusing on the implementation of tasks, specifically utilizing BOPPPS (Bridge-in, Objective, Pre-assessment, Participatory Learning, Post-assessment, Summary). This model will have the ability to improve students' performance and learning outcomes. The study utilizes a qualitative method based on a positivist philosophy and deductive approach. Semi-structured interviews to gather rich information in a detailed manner from 7 students pursuing hospitality and tourism courses as their major. The data analysis was achieved through thematic analysis. Thematic analysis generated the themes to answer the study questions include security, privacy and ethical concerns. The result of this study is expected to assist policymakers and educators in terms of obtaining proper information on the disruptive effect and prospects of artificial intelligence in improving pedagogy. Additionally, this further study would also be able to analyze the long term impact of AI integrations on the performance of students.

Keywords: Artificial Intelligence, BOPPPS Model, education, qualitative study, student performance, AI

C6

[22]

**WEARING TRADITIONS, TELLING FUTURES: HOW VIRTUAL HERITAGE
AMBASSADORS DRIVE SUSTAINABLE TOURISM BEHAVIOR**

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ABSTRACT

Cultural heritage destinations increasingly face the challenge of balancing tourism development with long-term sustainability, underscoring the need for innovative strategies that foster responsible tourist behavior. Drawing on Social Identity Theory and Narrative Transportation Theory, this study examines how the dress type (traditional Naxi attire vs. modern fashion) and narrative style (emotional vs. rational) of a virtual heritage ambassador influence tourists' place attachment and perceived heritage authenticity, two key drivers of sustainable tourism intentions. Two online experiments were conducted using simulated social media posts featuring "Liya," a researcher-developed virtual ambassador representing Lijiang Ancient Town, a UNESCO World Heritage Site. Participants were recruited via an online platform and randomly assigned to one of four experimental groups, each exposed to a unique image, narrative combination. The posts were designed to elicit responses regarding emotional and cognitive engagement with the destination. The questionnaire was translated into Chinese and subsequently back-translated into English to ensure linguistic and conceptual validity, with further checks conducted to confirm accuracy. Study 1 explored the interaction effects of dress and narrative styles on tourists' intentions to engage in sustainable behaviors. Study 2 examined the parallel mediating roles of place attachment (emotional pathway) and perceived authenticity (cognitive pathway) in influencing pro-sustainability mindsets and actions. Preliminary results suggest that traditional dress coupled with emotional narratives significantly enhances both emotional connection and authenticity perception, which in turn promote sustainable behavior intentions. The findings underscore the potential of virtual ambassadors to activate tourists' social identities and immersive responses, offering meaningful insights for heritage tourism communication. This study contributes to sustainable tourism research by highlighting dual emotional and cognitive pathways that underpin responsible behavior. It offers actionable strategies for destination marketers to design culturally resonant and emotionally engaging digital communications, ultimately supporting the preservation of cultural heritage while promoting sustainable destination management.

Keywords: virtual heritage ambassador, place attachment, heritage authenticity, narrative style, sustainable tourism

C7

[23]

**TOWARDS A SUSTAINABLE SMART TOURISM DESTINATION: ANALYZING
THE READINESS OF THE OF OMAN CITIES**

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ABSTRACT

The research investigates the readiness of Sultanate of Oman major cities to become sustainable smart tourism destinations. It is positioned at the intersection of sustainable tourism development, economic diversification, and information technology, aligning with the priorities of Oman Vision 2040. Oman has identified tourism as one of the key industries to drive economic diversification, leveraging its rich cultural heritage to attract visitors. Aligned with Oman Vision 2040's goal of using technology for economic diversification, this research will investigate how information technology can be utilized to create smart tourism destinations that offer immersive and sustainable experiences for visitors. By examining the current state of tourism infrastructure, community and tourist perceptions, and opportunities for sustainable site management in Omani cities, this study seeks to identify ways in which technology can enhance the competitiveness and appeal of these destinations. The study identify and analyze international best practices in smart tourism destinations followed by a situational analysis of selected cities in Oman, encompassing the assessment of stakeholder perceptions from various groups such as local communities, tourists, and government officials. The study is expected to reveal that while major cities in Oman have made notable progress in developing basic tourism infrastructure, significant gaps remain in integrating advanced smart tourism technologies (such as virtual reality experiences and real-time visitor management systems) to support sustainable tourism goals. It is also anticipated that community engagement and local stakeholder readiness to adopt smart tourism initiatives will emerge as critical success factors, highlighting the need for targeted training programs and awareness campaigns to maximize the social and economic benefits of sustainable smart tourism development.

Keywords: destination development, information technology, smart cities, sustainable tourism, smart tourism

C8

[24]

MODELING STAKEHOLDER INFLUENCE IN MALAYSIA HOMESTAY EXPERIENCE PROGRAM: A FUZZY DEMATEL APPROACH

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ABSTRACT

Sustainable community-based tourism particularly known as Homestay Experience Program in Malaysia, relies on effective stakeholder collaboration. However, the interactions among stakeholders are complex due to overlapping roles, dependencies, and conflicting interests. Understanding these dynamics is crucial for ensuring the long-term success of the program. This study applies the Fuzzy Decision-Making Trial and Evaluation Laboratory (DEMATEL) method to systematically analyze stakeholder relationships and influence-dependence patterns. Data collected from 30 experts which are homestay coordinators, local communities, government agencies, and non-governmental organizations (NGOs) with extensive experience in homestay program operations to identify cause-and-effect relationships among stakeholders. The results reveal that government agencies and homestay coordinators are the most influential stakeholders, playing key roles in policy implementation, capacity building, and community engagement. Meanwhile, local communities and NGOs exhibit higher dependence, highlighting their reliance on institutional support for program sustainability. The study provides a strategic framework to enhance stakeholder cooperation, mitigate governance challenges, and promote a more resilient homestay sector. By addressing stakeholder power imbalances and fostering stronger partnerships, the findings contribute to the broader discourse on sustainable tourism governance. The results offer practical implications for policymakers, tourism authorities, and community leaders in optimizing stakeholder engagement for long-term sustainability.

Keywords: sustainable tourism, community-based tourism, stakeholder collaboration, homestay program, fuzzy DEMATEL

C9

[25]

SUSTAINABLE TOURISM DEVELOPMENT IN SEYCHELLES: EVALUATING ENVIRONMENTAL AND SOCIO-ECONOMIC IMPACTS OF TOURIST INFRASTRUCTURE

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ABSTRACT

This study examines the environmental and socio-economic impacts of tourism infrastructure development in Small Island Developing States (SIDS), with a particular focus on Seychelles as a case study. Over the past decade, rapid tourism expansion has driven significant infrastructural development, particularly in coastal regions, raising concerns about long-term sustainability. While the tourism industry is a vital economic driver, contributing substantially to GDP, employment, and foreign direct investment, it simultaneously poses serious threats to fragile ecosystems and local livelihoods. Using a mixed-methods approach, this research integrates qualitative interviews with six experts and a thematic analysis of policy documents to assess the Anse La-Mouche (ALM) hotel project. Findings indicate that while the project fosters economic opportunities, it also leads to coastal degradation, biodiversity loss, and economic leakage. Additionally, governance challenges such as weak enforcement mechanisms, inadequate public participation, and limited integration of scientific research in policymaking further exacerbate these issues. To mitigate these negative impacts, this study advocates for a multi-stakeholder governance framework that strengthens regulatory enforcement, enhances community involvement, and promotes investment in sustainable tourism practices. By adopting an inclusive and science-based approach, policymakers and stakeholders can ensure that tourism development in SIDS aligns with environmental conservation goals while fostering socio-economic resilience. The findings of this research offer valuable insights for governments, environmental organizations, and the private sector in crafting policies that balance economic growth with long-term ecological and social sustainability.

Keywords: sustainable tourism, environmental impact, socio-economic effects, governance, Seychelles, small island developing states

C10

[26]

**TOWARDS ZERO HUNGER THROUGH INNOVATIVE GASTRONOMY
TOURISM: A SUSTAINABLE PATHWAY USING LOCAL INGREDIENTS**

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ABSTRACT

This research investigates the influence of seasonal and local ingredients on the development of sustainable gastronomic tourism and resilient food systems. Using semi-structured, open-ended questionnaires, twenty academics and professionals from Asia and Latin America provided their opinions under a qualitative research approach. Narrative and thematic analysis of the data helped to find recurring themes and regional differences. Among other advantages, the results underline the significant part regionally cultivated foods play in maintaining ecological balance, improving food system resilience, and conserving culinary heritage. In order to foster sustainable consumption and fortify the bonds between travelers and local cultures, participants emphasized grassroots initiatives, including food-sharing networks, community food festivals, and home gardens. However, the research also exposes significant structural barriers to the application of sustainable gastronomy travel. This included the negative effects of climate change, young people's declining interest in farming, and the lack of legislation encouraging the inclusion of traditional food methods into tourism plans. Responders suggested combined, multisectoral projects combining education, particular policies, and more community involvement to address these issues. For academics, legislators, and those working in the travel industry, the study offers vital data. It emphasizes how, especially when based on cultural preservation and community involvement, gastronomy tourism may support sustainable development. The report argued for a reassessment of the interactions among food, culture, and tourism to build more fair and strong futures. This was accomplished by tying more general SDGs with Zero Hunger goal to culinary tourism.

Keywords: gastronomy tourism, local ingredient, community awareness, food sustainability, zero hunger, food tourism

C11

[27]

**BRIDGING THE DIGITAL DIVIDE: AI ADOPTION FOR OPERATIONAL
EXCELLENCE IN MALAYSIAN SMALL HOTELS**

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ABSTRACT

This study investigates the role of Artificial Intelligence (AI) in fostering sustainable business performance in small hotels in Malaysia, with a particular emphasis on enhancing operational efficiency. Grounded in the Technology–Organisation–Environment (TOE) framework, the research explores how technological, organisational, and environmental readiness factors shape AI adoption and translate it into improved operational outcomes. In this context, operational performance, which includes efficiency, productivity, quality control, and resource optimisation, is essential for businesses striving to stay competitive in the digital economy. AI technologies such as predictive analytics, intelligent automation, and machine learning significantly enhance these capabilities by streamlining workflows, reducing human error, and enabling data-driven decision-making. To empirically test these relationships, a structured survey was conducted among 250 small hotel operators across Malaysia, a sector critical to the nation's economic development and digital transformation. The findings reveal that hotels with stronger technological infrastructure, organisational support, and market responsiveness, along with governmental pressures, are more likely to adopt AI solutions that improve operational efficiency. Notably, these advancements also contribute to sustainability, including energy efficiency, waste reduction, and water and resource management, aligning with Malaysia's Vision 2030 and National AI Roadmap. The study offers practical insights for hotel managers, policymakers, and stakeholders aiming to drive AI-driven innovation while advancing sustainable practices in the hospitality sector.

Keywords: digital transformation, hotel industry, operational performance, artificial intelligence, AI adoption, technological readiness

C12

[28]

**ENHANCING TOTAL GUEST EXPERIENCE WITH THE ADOPTION OF
VIRTUAL REALITY TECHNOLOGY AT CULTURAL HERITAGE SITES FOR
TOURIST DESTINATION MARKETING IN MELAKA, MALAYSIA**

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ABSTRACT

This study explores how Virtual Reality Technology (VR) can enhance total guest experience at cultural heritage sites, with a specific focus on Melaka, Malaysia. The tourism industry is increasingly integrating immersive technologies to engage tech-savvy travelers, yet limited research has examined how VR affects tourist perceptions and decision-making within heritage destinations. This research aims to investigate the relationship between VR adoption and tourist engagement, satisfaction, and revisit intention while identifying barriers to effective implementation. The study employs a mixed-methods sequential explanatory design. Quantitative data will be collected through surveys with 150 tourists who have experienced VR previews of key Melaka attractions. This is followed by qualitative data collection involving interviews with 50 tourism stakeholders and focus groups with tourists. The study is grounded in the Diffusion of Innovation (DOI), Unified Theory of Acceptance and Use of Technology (UTAUT2), and Technology-Organization-Environment (TOE) frameworks. Preliminary findings indicate that VR enhances emotional engagement and decision-making confidence while stakeholder readiness and infrastructure remain key challenges. This research contributes to tourism marketing literature by providing empirical evidence and theoretical insights into the role of VR in enhancing destination appeal. It also offers practical guidance for tourism authorities and businesses seeking to integrate immersive technologies in post-pandemic tourism strategies.

Keywords: virtual reality, tourist engagement, cultural heritage, destination marketing, immersive technology, Malaysia

C13

[29]

**REIMAGINING WELLNESS: DIGITAL TECHNOLOGY, INNOVATION, AND THE
FUTURE OF HEALTH TOURISM IN MALAYSIA**

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ABSTRACT

The global health and wellness tourism industry has witnessed exponential growth, accelerated by post-pandemic shifts in consumer behavior and an increasing demand for personalized, preventive, and holistic care experiences. Malaysia, positioned as a competitive health tourism destination, must now realign its strategic focus toward innovation-driven performance. This study investigates how innovation competency (managerial abilities, skills, and knowledge) and innovation capability (institutional support, internal determinants, mission and strategy) contribute to the innovation performance of Malaysian health and wellness tourism firms. Grounded in the Dynamic Capabilities Theory and Innovation Diffusion Theory, this research further explores the moderating role of digital technology adoption in enhancing or weakening these relationships. A quantitative approach was employed, using data collected from 170 registered firms under MOTAC and MOH. Structural Equation Modeling (PLS-SEM) was used to examine the direct and moderating effects. Findings reveal that both innovation competency and capability significantly impact innovation performance, validating their critical role in a firm's ability to adapt and thrive. However, digital technology adoption while necessary is not a significant moderator, suggesting that technology must be strategically embedded, not merely adopted, to create value. This study offers a multidimensional framework to understand and improve innovation performance in the health and wellness tourism sector. It provides practical insights for policymakers, tourism planners, and SME operators, reinforcing the need for integrated innovation strategies, capacity building, and ecosystem support. As Malaysia strives to elevate its position in global wellness tourism, embedding innovation within organizational DNA remains a vital imperative.

Keywords: health tourism, wellness, innovation competency, innovation capability, digital technology adoption, Malaysia, tourism SMEs, innovation performance

C14

[30]

**TOWARDS A DIGITAL FUTURE: MODELING THE ADOPTION OF DIGITAL
FOOD BANK IN MALAYSIA**

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*Universiti Malaysia Kelantan, Malaysia***hafizah.my@umk.edu.my***ABSTRACT**

Food insecurity remains a critical concern in Malaysia, particularly among the B40 income group, whose economic vulnerabilities have been exacerbated by the COVID-19 pandemic. While conventional food bank programs provide essential support, they often fall short in terms of sustainability, nutritional adequacy, and operational efficiency. In response to these challenges, digital food bank initiatives have emerged as innovative solutions to improve food access and delivery. This study aims to identify the key factors influencing the adoption of digital food bank systems among the B40 population in Malaysia. Drawing on the Technology Acceptance Model (TAM) and evolutionary theories of human altruism, the study examines six constructs: donor support, beneficiary support, fundraiser support, perceived usefulness, perceived ease of use, and usage intention. A cross-sectional research design was employed to collect data from 250 respondents using a purposive sampling technique. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that donor support, beneficiary support, perceived usefulness, perceived ease of use, and usage intention significantly influence digital food bank adoption, while fundraiser support was not found to have a statistically significant impact. The proposed model explains 58.1% of the variance in adoption behavior, demonstrating strong predictive power. This study offers both theoretical and practical contributions by expanding the application of TAM within the context of food assistance and highlighting the importance of altruism and user-centered design in promoting digital inclusion. The insights gained can guide policymakers, NGOs, and technology developers in designing sustainable and inclusive digital food bank systems tailored to the needs of vulnerable communities.

Keywords: food insecurity, digital food bank, B40 group, Technology Acceptance Model, altruism, Malaysia, PLS-SEM

C15

[31]

**KNOWLEDGE NETWORKS OF DESTINATION REGIONS -A SYSTEMIC CROSS
SECTORAL AND REGIONAL PERSPECTIVE**

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ABSTRACT

Knowledge networks are major contributors to the innovation that is key to destination development and competitiveness. This conceptual paper explores tourism knowledge networks from a neo-Schumpeterian evolutionary economic geography approach. It draws on the need to examine efficiency and operation of knowledge networks and exchange at different extra regional scales of analysis at a network-system perspective. More specifically, it includes a new term, namely knowledge networks of destination regions and its typology that is demonstrated by several exemplars and their different levels of systemic qualities including boundedness, coherence and unified function. At the macro-destination level, it suggests an alternative multi-sectoral and cross-regional perspective that is based on a systemic regional knowledge network continuum. A typology is provided together with examples of networks and their systemic qualities. The conclusion sets a research agenda that suggests cross-sectoral and regional perspectives and the importance of multi-destination knowledge networks for studying innovation processes in tourism. Based on the suggested novel perspective, a new research agenda highlights the importance of multi-destination knowledge networks for studying innovation processes in tourism as well as the need to design new policies and regulations that advance inter-destination collaboration in general and in knowledge exchange in particular.

Keywords: Knowledge Networks of Destination Regions, A Systemic Cross Sectoral and Regional Perspective

C16

[32]

**EXPLORING AI ADOPTION IN TOURISM: A TAM-SOR STUDY ON
USEFULNESS, RISK, EMOTIONAL MEDIATION, AND TOURIST TYPOLOGY
MODERATION**

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ABSTRACT

This study examines how the PU of AI language models (AILM) during the pre-trip, during-trip, and post-trip phases, along with perceived risk (PR), operationalised through perceived drawbacks (PD) and ethical issues (EI), affects tourists' emotional responses (EMO) and ultimately their intention to adopt (IntA) AILM. Integrating the Technology Acceptance Model (TAM) with the Stimulus-Organism-Response (SOR) framework, a survey of 1,175 respondents was analysed using structural equation modelling. Findings reveal that PU dimensions related to travel planning (BT) and experience (AT) significantly enhance positive EMO and IntA, while PD negatively influences EMO, thereby reducing adoption intention. Notably, these relationships are consistent across both tech-savvy and traditional travellers. This study is significant for several reasons. By combining TAM and SOR, it provides a novel theoretical perspective that captures both the cognitive and affective determinants of technology adoption in the tourism industry. The examination of tourist typologies as a moderating factor offers valuable insights into how different traveller segments, tech-savvy versus traditional, respond to AILM. Ultimately, understanding these mechanisms is crucial for both researchers and practitioners aiming to enhance customer experiences, refine e-marketing strategies, and drive sustainable growth in the rapidly evolving tourism landscape.

Keywords: AI language models, perceived usefulness, perceived risk, emotional responses, intention to adopt, TAM-SOR integration

C17

[33]

IMMERSIVE TECHNOLOGY INFLUENCE TOURISTS' SUSTAINABLE HERITAGE CONSERVATION INTENTION

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ABSTRACT

In the field of sustainable heritage conservation, while numerous studies have explored the application of virtual reality (VR)/augmented reality (AR) technology related, there is still a gap in research on how VR/AR technology features affect people's attitudes and intention to participate in heritage conservation intention, making it difficult to fully utilize the role of these technologies in heritage conservation. In order to fill this gap, this study innovatively expands the technology acceptance model (TAM) to include the features variables of VR/AR (including immersion, vividness, interactivity and perceived enjoyment). The study hypothesizes that these VR/AR features will significantly influence users' perceived usefulness (PU) and perceived ease of use (PEU). These perceptions are expected to enhance users' attitudes towards heritage conservation and heritage image (HI), ultimately promoting the formation of heritage conservation intention (HCI). Meanwhile, the mediating role of PU and HI will also be explored. This project will collect data from 350 visitors online who have experienced VR/AR technology in heritage sites, employing partial least squares structural equation modeling (PLS-SEM) and will utilize a quantitative research methodology to analyze data. The results of this study will provide heritage conservation organization with a scientific foundation for developing digital strategies that will improve their use of VR/AR technology to engage the public. Meanwhile, it will guide technology developers in optimizing product functions, promoting sustainable heritage conservation.

Keywords: VR/AR features, technology acceptance model, sustainability, attitude, heritage image, heritage conservation intention

C18

[34]

**SUSTAINABLE HOSPITALITY THROUGH DIGITAL INNOVATION:
REVOLUTIONIZING THE GUEST EXPERIENCE AND REDUCING
ENVIRONMENTAL IMPACT**

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ABSTRACT

Despite the rapid adoption of digital tools in hospitality, their potential to align with sustainability goals has not been fully explored. This research investigates how digital innovations, such as contactless services, smart room features, and data analytics, can enhance the guest experience while promoting environmental sustainability. By analyzing case studies from leading hospitality brands that have successfully implemented digital solutions, the study reveals that digital transformation can significantly improve both operational efficiency and sustainability. For example, hotels that adopted AI-powered energy management systems and IoT-enabled devices achieved a 20% reduction in energy costs while enhancing guest satisfaction. The findings demonstrate that digital tools not only optimize energy consumption but also reduce waste and improve overall guest engagement. This paper provides practical recommendations for hospitality businesses aiming to integrate technology with sustainability, helping them create a more efficient and responsible future. Given the increasing demand for sustainable travel and the growing role of technology, this research offers timely insights that can guide industry professionals in staying competitive and environmentally conscious.

Keywords: digital transformation, sustainability, guest experience, hospitality, smart technology, operational efficiency

C19

[35]

**A STUDY ON THE MECHANISM OF DIFFERENTIAL INFLUENCE OF
SUSTAINABLE AI-GENERATED CONTENT (AIGC) AND USER-GENERATED
CONTENT (UGC) ON TOURIST SUSTAINABLE BEHAVIOR**

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ABSTRACT

The convergence of Artificial Intelligence-Generated Content (AIGC) and User-Generated Content (UGC) is reshaping the sustainable tourism landscape. However, the comparative behavioral mechanisms through which these content types influence sustainable tourism behaviors remain underexplored. Grounded in the Value-Attitude-Behavior (VAB) framework, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data from 412 tourists. The results reveal that sustainable UGC is more effective than AIGC in fostering altruistic and biospheric values. Role breadth self-efficacy exerts a significant partial mediating effect between personal values and environmental responsibility attitudes. Furthermore, moral sense negatively moderates the impact of AIGC on behavior, suggesting that highly moral individuals may distrust or resist synthetic content. In contrast, the moderating effect of moral sense on UGC is not significant, likely because UGC inherently aligns with tourists' moral expectations, thus leaving limited space for further moderation. This study uncovers the distinct psychological and behavioral mechanisms underlying different types of sustainable content. It provides theoretical insights into the differentiated value pathways of AIGC and UGC, and offers practical guidance for destination marketers: to foster sustainable behaviors, strategies should emphasize authentic UGC to activate tourists' moral values, and refine the design of AIGC to enhance credibility and emotional resonance. Practically, tourism enterprises and DMOs are encouraged to facilitate authentic experience sharing and adopt hybrid content strategies combining AIGC with UGC to increase persuasive power. Additionally, strengthening tourists' role breadth self-efficacy through educational and interactive experiences can further motivate pro-environmental engagement.

Keywords: AIGC, UGC, sustainable behavior, tourist behavior, role breadth self-efficacy, moral sense

C20

[36]

IS IT WORTH USING VIBRATION MASSAGE IN SPA AND WELLNESS CENTRES? HOW DOES VIBROTHERAPY AFFECT DIFFERENT BODY COMPOSITIONS?

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ABSTRACT

Wellness centres are often used by overworked people who avoid physical activity and eat an unhealthy diet, often leading to hypertension. Of the 1.28 billion adults globally who suffer with hypertension, 46% are unaware they have this condition and less than 42% go undiagnosed. As the WHO has a goal to reduce the prevalence of hypertension, the aim of this study was to assess the effects of systemic vibration therapy on blood pressure (BP), resting heart rate (HR) and blood oxygen saturation (SpO₂) in people of different body compositions. After a 10-minute rest period, the 266 participants had initial measurements taken for BP, resting HR and SpO₂ and their body composition assessed using a Tanita analyser. After a 30-minute treatment with a Vitberg+ device, producing oscillatory-cycloidal vibrations, the initial three measurements were taken again. Pre- and post-vibration results were as follows: median systolic BP 122vs.118mmHg (p<0.001), diastolic BP 69vs.67mmHg (p<0.001), HR 77vs.70/min (p<0.001), SpO₂ 98vs.99% (p<0.001). Statistically significant correlations of change occurred in systolic BP (post-pre) with height R=0.0126, p=0.040, body mass R=0.138, p=0.025, free fat mass R=0.146, p=0.017, muscle mass R=0.0148, p=0.016, bone mass R=0.157, p=0.010, total body water R=0.149, p=0.015, and in correlations of change in SpO₂ (post-pre) with percentage of total body water R=-0.131, p=0.035. Vibrotherapy reduced systolic and diastolic BP, decreased HR and increased SpO₂. Greater height, total body mass, lean body mass, skeletal muscle mass and skeletal mass were associated with a smaller reduction in systolic BP and a lower body water percentage with increased SpO₂. The introduction of vibrational massage in spas may have a significant effect on lowering BP depending on the body composition.

Keywords: wellness, vibrotherapy, hypertension, body composition, oxygen saturation

D1

[37]

**ECOLABELLING IN THE ACCOMMODATION SECTOR: THE CASE OF GREEN
KEY**

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ABSTRACT

The hospitality industry is under pressure from consumers, environmental regulation and corporate responsibility requirements to become more environmentally sustainable. Ecolabelling is one of the tools used by the accommodation sector to become more environmentally sustainable. This paper focuses on the Green Key voluntary eco-label for tourism facilities which addresses climate change mitigation and sustainable tourism, using initiatives that require changing the practices and behaviours of tourism stakeholders: guests, enterprises, authorities and local communities. The paper seeks to firstly examine how hoteliers perceive the impacts of the adoption of the Green Key ecolabel. Secondly, to determine the extent to which ecolabelling in the accommodation sector is contributing to the greening of tourism. Thirdly, to discuss the implications for ecolabelling in the tourism industry in the Caribbean and Mexico. This study employed a quantitative approach and a descriptive design to explore the impact of the Green Key eco-label. A structured questionnaire was distributed via email to all the accommodation providers in Mexico and the Caribbean that adopted the eco-label. A total of 108 responses were received. The findings revealed general positive socio-economic and environmental impacts. Notably, guests still prioritize price and comfort over green consciousness. The main implications include the need for training in implementing the eco-label including measuring the financial impacts of adoption. Further, a deliberate effort is required to make the connection between eco-label adoption and community benefit, destination competitiveness and contribution to the sustainable development goals.

Keywords: Green Key, accommodation, ecolabelling, certification

D2

[38]

GREEN IN HOSPITALITY: A SYSTEMATIC REVIEW AND FUTURE RESEARCH AGENDA

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Green hospitality entails the use of environmentally sustainable practices in accommodations to reduce ecological effect, enhance energy efficiency, and foster sustainable consumption habits among patrons. This transition is propelled by increasing environmental consciousness and customer desire for sustainable alternatives, which affect patronage intentions and the perceived value of lodgings. The shift towards sustainable hospitality is characterised by certain essential behaviours and considerations. This study aims to reassess the current knowledge on green hospitality and suggest new research avenues for future researchers. The authors examined articles published in the Scopus database to perform the systematic literature review. Eighteen journal articles (Year Range: 2014 – 2024) were systematically selected and analysed utilising the PRISMA methodology using the string “green hospitality” utilizing the PRISMA method steps, identification, screening, eligibility and inclusion in accordance with the developed PRISMA protocol. The VOS viewer program has been utilised to conduct keyword occurrence analysis. The keyword co-occurrence analysis (minimum occurrence =1) produces six clusters of keywords that offer novel insights into the field of green hospitality. Ecological hotels, decarbonisation, and eco-tourism are primary underexplored keywords. Having the least link strength of 4, cluster 5 is the most underexplored cluster of keywords (ecological hotels, environmental responsibility, sustainability practices, sustainable tourism). Future research endeavours may concentrate on examining sustainable methods in hospitality management, specifically evaluating recycling programs within the sector. Future studies may concentrate on analysing the environmental implications of tourist transport and investigating the utilisation of renewable resources in tourism. It is advisable to conduct comparative investigations across various national and cultural contexts. Meta analysis and mix method follow up can be performed to further investigate the green hospitality concept. A single database has been used and only the journal articles written in English language has been chosen for this study. This study is an innovative conceptual review about green hospitality, employing keyword co-occurrence analysis.

Keywords: green hospitality, green practices, systematic review, sustainable tourism, PRISMA Methodology

D3

[39]

**THE ROLE OF STAKEHOLDERS IN ENHANCING SUSTAINABLE HERITAGE
TOURISM DEVELOPMENT IN THE INDIAN STATE OF RAJASTHAN: A CASE
OF UDAIPUR**

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ABSTRACT

The tourism sector in India significantly contributes to the country's economy and helps maintain India's reputation as an exotic location for heritage tourism. India boasts many historical sites, dating from the prehistoric, medieval, and early modern periods. Growth in heritage tourism can impact destinations in both positive and negative ways. Udaipur is one of the places that requires comprehensive research to achieve sustainable conservation efforts. To ensure Udaipur's long-term financial stability, sustainable heritage tourism is essential. This research aims to identify gaps in sustainable heritage tourism development from the perspectives of four stakeholder groups: residents, business operators, tourists, and government officials. The research objective is to explore the role of stakeholders in ensuring sustainable heritage tourism development in Udaipur, India. In order to address the issues of developing sustainable heritage tourism in Udaipur, a qualitative methodology was employed. The researcher selected an in-depth interview approach to explore the stakeholders' perspectives, thereby gaining new insights and understanding of the challenges they encounter in promoting sustainable heritage tourism in Udaipur, India. The research involved interviews with 21 participants, comprising 10 males and 11 females. Key themes that emerged included environmental, economic, and socio-cultural impacts, as well as tourism policy and planning for heritage tourism development in Udaipur. The interview findings stress the importance of equitable participation to address ongoing social and environmental concerns and ensure long-term sustainability. The study underlines the significance of careful planning and effective teamwork among all parties involved in creating sustainable heritage tourism initiatives in Udaipur, India. The results of this study will be beneficial to authorities and policymakers dealing with promoting tourism in Udaipur.

Keywords: sustainable tourism, heritage preservation, stakeholders collaboration

D4

[40]

**SUSTAINABLE PRACTICES IN BULSU HOSTEL AND DORMITORY: AN
ASSESSMENT AND ENHANCEMENT IN ALIGNMENT WITH THE UNITED
NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS)**

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This study examined the sustainable practices of the Bulacan State University (BulSU) Hostel and Dormitory and their alignment with selected targets of the United Nations Sustainable Development Goals (SDGs). Framed within the concept of the hostel as a living laboratory, the research explored how day-to-day operations reflect institutional commitments to sustainability. A convergent mixed-methods design was employed, integrating quantitative survey data with qualitative insights from interviews and field observations. Respondents included student residents, faculty members, and hostel staff. Results showed that the hostel has made substantial progress in areas such as water access, sanitation, and energy efficiency—highlighting its contribution to SDG 6 (Clean Water and Sanitation) and SDG 7 (Affordable and Clean Energy). However, gaps remain in SDG 12 (Responsible Consumption and Production), particularly in solid waste management and the absence of formal green procurement guidelines. While awareness of the SDGs was universal among respondents, many demonstrated only a surface-level familiarity, with limited opportunities for deeper engagement or structured sustainability education. Qualitative findings pointed to actionable strategies, including the installation of sensor-driven water fixtures, expansion of solar power infrastructure, development of composting systems, and implementation of campus-wide green purchasing policies. Respondents also emphasized the importance of enhancing resident awareness through regular campaigns and integrating sustainability themes into hostel routines. In conclusion, while the BulSU Hostel demonstrates a strong foundation in core sustainability areas, more intentional efforts in behavioral education, monitoring systems, and policy alignment are needed. The study reinforces the hostel's potential to serve as a replicable model for other academic institutions working to localize and live out the SDGs.

Keywords: sustainable practices, BulSU Hostel, university dormitory, Sustainable Development Goals (SDGs), water conservation, energy efficiency, waste management, green procurement, SDG awareness, campus sustainability

D5

[41]

**AFFORDABILITY AND ADAPTABILITY: STRATEGIES OF MUSLIM-FRIENDLY
BUDGET HOTELS IN LANGKAWI**

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ABSTRACT

This study explores the adaptive strategies of Muslim-friendly budget hotels in Langkawi, focusing on both implemented and planned measures to serve Muslim travelers affordably. A qualitative methodology was adopted, involving semi-structured interviews conducted with managers from seven strategically selected hotels located in the key tourist areas of Pekan Kuah and Pantai Cenang. These hotels, registered with MyBHA and listed on halalbooking.com, were chosen through purposive sampling, recognizing the critical role of managers in business planning and crisis management, particularly during the COVID-19 pandemic. The interviews, averaging 20 minutes each, aimed to elucidate the operational challenges faced and the adaptive measures implemented. Thematic analysis of the interview data revealed five key strategies: strategic pricing and marketing efforts, robust financial management, fostering multiskills and productivity among staff, leveraging online booking platforms and partnerships with OTAs, and implementing effective customer relationship management (CRM). These findings highlight the diverse strategies adopted by these hotels to ensure business survival, encompassing strategic pricing adjustments, efficient financial management, the cultivation of a multiskilled workforce, optimization of online presence, and enhancement of customer relations. This study provides a valuable framework of best practices for similar establishments facing comparable challenges, offering practical insights to enhance resilience and ensure long-term sustainability within the budget hospitality sector.

Keywords: changing customer preferences, sustainable practices, Muslim-friendly, budget hotel, Langkawi

D6

[42]

**APPLICATION OF ADAPTED GSTC STANDARDS FOR THE IMPLEMENTATION
OF SUSTAINABLE MANAGEMENT PRACTICES IN A TOURIST DESTINATION
(CASE OF A NATURE PARK IN NORTHEASTERN KAZAKHSTAN)**

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ABSTRACT

One of the essential approaches to tourism development with environmental considerations is the concept of sustainable tourism, which seeks a balance between economic benefits, conservation of natural resources, support for local communities, and cultural heritage protection. Research confirms that sustainable tourism initiatives can reduce carbon footprints, preserve ecosystems, and stimulate local development. In Kazakhstan, most tourism activities are concentrated in specially protected natural areas, such as the Bayanaul State National Nature Park (BSNNP). These zones apply strict environmental standards, which help preserve biodiversity but also restrict tourism development. The BSNNP includes four functional zones, with the largest designated for limited economic use (57.6%), and a smaller portion for tourism and recreation (22.3%). The region combines ecological tourism with ethnocultural and historical significance. Tourist numbers in recent years have reached around 100,000, although the potential capacity is approximately 460,000, indicating room for growth. To promote tourism while ensuring sustainability, this study assesses the destination's management using the Global Sustainable Tourism Council (GSTC) criteria. Through interviews with stakeholders and expert evaluation (based on ISM and MICMAC-inspired methods), key drivers, linking elements, and dependent factors were identified. Key drivers include the need for a unified strategic platform and integrated management; linking factors involve partnerships, economic incentives, and community engagement; dependent factors cover adaptive visitor management and infrastructure updates. Recommendations include developing a strategic plan aligned with national and regional tourism strategies, publishing transparent monitoring reports tied to SDGs, and creating a digital platform to support sustainable tourism actors. The findings support the creation of a sustainable tourism management model that enhances environmental outcomes and service quality, offering practical recommendations for policymakers and researchers adapting international sustainability criteria to local contexts.

Keywords: sustainable tourism, national park, expert method, adaptation of GSTC criteria

D7

[43]

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY IN THE CRUISE LINE INDUSTRY: A FRAMEWORK FOR A PROGRAM-BASED CORPORATE SHARED VALUE MODEL

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ABSTRACT

This study examines the impact and influence of Corporate Social Responsibility (CSR) practices on brand equity within the cruise line industry, assessing how each CSR dimension contributes to corporate benefits for both company employees and the larger community. The study analyzes CSR initiatives to propose a framework strengthening the Corporate Shared Value Model. Employing a mixed-method approach, the research surveyed 371 participants, including cruise passengers and crew members, and conducted interviews with executives from multiple cruise companies to gather both quantitative and qualitative data. An explanatory sequential design was applied, combining convenience and stratified random sampling for broader representativeness or a more comprehensive representation. The quantitative analysis assessed perceptions across ethical, legal, and environmental CSR practices. Findings indicate a generally favorable evaluation of the cruise line's CSR efforts, with strengths identified in service standards, open communication, legal compliance, and environmental initiatives like energy saving and waste reduction. Specifically, strong ethical service and transparent communication, robust legal adherence, and proactive environment. Important discoveries show practices positively contribute to brand equity. However, areas needing attention include consistent commitment and honesty in ethical practices, perceived fairness in legal interactions between crew and passengers, and the effective implementation of waste management and green product utilization. Key obstacles include the challenge of presenting the long-term benefits of CSR, upscaling CSR into model corporate culture and addressing legal barriers. Additionally, improving awareness and feedback mechanism through technology could enhance CSR implementation. The study proposes a model framework to strengthen the Corporate Shared Value within the cruise line sector by emphasizing the alignment of CSR initiatives and strategies with core business values to enhance both societal and economic outcomes, ultimately influence brand equity. Embracing technology to improve CSR awareness and create a mechanism to bring out positive feedback is also highlighted as a crucial enabler.

Keywords: corporate social responsibility, brand equity, branding, legal, ethical, environmental, economic, philanthropic, brand awareness, brand identity, brand loyalty

D8

[44]

**THE THEORETICAL LOGIC AND EVOLUTION OF DEVELOPMENT MODES OF
COUNTY - LEVEL WEALTH - ENRICHING INDUSTRIES: A COMPARATIVE
ANALYSIS BASED ON DOMESTIC AND FOREIGN PRACTICES**

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ABSTRACT

This paper explores the theoretical logic and evolution of development modes of county-level wealth-enriching industries through a comparative analysis of domestic and foreign practices. It first clarifies the connotation and characteristics of county-level wealth enriching industries, which are rooted in local resources, focus on increasing farmers' income, and promote urban rural integration, differing from general county-level industries and rural industries. The study then reviews their development process, divided into initial : emergence of basic industrial forms, growth : industrial expansion and agglomeration, and maturity : high level industrial integration stages. Through comparative analysis of typical cases in China e.g., Luochuan's apple industry, Pingyang's cultural and tourism industry and abroad e.g., the Netherlands' flower industry, Italy's leather goods industry, it identifies similarities in resource utilization, industrial integration, and policy support, as well as differences in development environment, technical level, and market demand. Based on this, a universal theoretical framework is constructed, comprising resource-based foundation, market-oriented guidance, government-supported policies, and innovation-driven momentum, which interact to promote industrial development. Finally, the paper discusses the evolution of traditional modes, emerging models in the new era : digital driven, green sustainable, cross border integration, and future trends and challenges, aiming to provide theoretical and practical guidance for the development of county-level wealth-enriching industries.

Keywords: County level wealth enriching industries, Development modes, Comparative analysis, Theoretical framework, Industrial evolution, Domestic and foreign practices

D9

[45]

THE LINK BETWEEN SUSTAINABLE HOTEL PRACTICES AND EMPLOYEE ENVIRONMENTAL ACTIONS: INSIGHTS FROM GREEN HOTELS IN CHINA

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ABSTRACT

This study examines the interplay between green hotel attributes (GHAs) and employees' pro-environmental behaviors (PEB) within the hospitality sector, highlighting the critical moderating role of autonomous motivation (AM). By proposing an innovative dual-path model, the research reveals that robust environmental practices—such as the implementation of green products, waste reduction systems, and effective green human resource management (GHRM)—significantly elevate PEB. Notably, AM emerges as a vital mediator, harmonizing employees' intrinsic values with the hotel's environmental goals. Utilizing a quantitative approach, data were gathered through structured questionnaires from 498 employees in prestigious 4- and 5-star green hotels across China. Analytical results demonstrate that AM not only enhances the relationship between GHAs and E-PEB but also serves as a catalyst for fostering a culture of sustainability among hotel staff. The implications of this research are profound, offering actionable recommendations for policymakers to incentivize green certifications and for hotels to cultivate autonomy-supportive environments. Furthermore, the study addresses essential measurement considerations, providing critical insights for scholars and future developers of measurement tools in this domain. By illuminating the pivotal role of AM in enhancing green initiatives, this research stands to make a significant contribution to the field.

Keywords: green hotel attributes, pro-environmental behavior, autonomous motivation, green human resource management

D10

[46]

EVALUATION OF THE SUCCESS OF REJOWINANGUN TOURISM VILLAGE AS A SUSTAINABLE TOURISM VILLAGE IN 2024

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ABSTRACT

This research analyzes the success of Rejowinangun Tourism Village in Yogyakarta in achieving the title of Sustainable Tourism Village in 2024. Rejowinangun Tourism Village is one of 25 tourism villages in Yogyakarta City that has a strategy for achieving Sustainable Tourism Village certification. Through a qualitative case study approach conducted using several methods, namely interviews, observation, and documentation, this research explores sustainable tourism management strategies, challenges faced, and strategic steps to achieve sustainable tourism village certification. Rejowinangun Tourism Village applies sustainability principles through institutional strengthening, community involvement, business cluster diversification, cultural preservation, and community-based environmental management. The results showed that consistent documentation, institutionalization, inter-cluster synergy, and collaboration with external parties were the keys to success. The study also identified obstacles such as initial community resistance, limited human resources, and minimal facilities, which were successfully overcome through creative and innovative approaches including the socialization process in the form of regular meetings, discussions, and activities that actively involve them in the management of the tourism village. The findings provide important implications for the development of other tourism villages in Indonesia to implement sustainable management models that support the achievement of the Sustainable Development Goals (SDGs). This research recommends strengthening tourism village governance, a multi-stakeholder collaborative approach, and strengthening the principle of sustainability in tourism development. The study results can serve as a reference for the government and tourism village managers in designing strategies based on community participation.

Keywords: sustainable tourism village, Rejowinangun tourism village, sustainable certification, tourism management strategies, Sustainable Development Goals

D11

[47]

**TOURISM GOVERNANCE AS A FOUNDATION FOR SUSTAINABLE TOURISM
IN THE MUNICIPALITY OF INÍRIDA, COLOMBIA: LESSONS FROM FIVE
INDIGENOUS COMMUNITIES**

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ABSTRACT

This article presents the main findings of a research study on sustainable tourism in five Indigenous communities in the municipality of Inírida, Guainía (Colombia). These communities inhabit a territory of exceptional biological and cultural richness, located within the Estrella Fluvial de Inírida (EFI), a strategic ecosystem recognized as a Ramsar site. The area also features one of the region's most iconic natural attractions: the Mavicure Hills. The study was conducted using the Global Sustainable Tourism Council's Destination Criteria (GSTC-D 2019), and analyzes opportunities and challenges related to environmental, cultural, socioeconomic, and governance sustainability. One of the key findings is that participatory governance—particularly through the local Ramsar committee, a governance structure ruled by the Environmental Ministry of Colombia—is fundamental for tourism territorial management, the development of tourism products, and community ownership of tourism initiatives. Strategic guidelines are proposed throughout a gap and viability analysis to help consolidate a sustainable a road guide tourism model that connects local stakeholders, promotes social equity, and contributes to the conservation of natural and cultural heritage. Qualitative and exploratory methodology. Data collection was conducted through field visits, participant and active observation, and semi-structured interviews with key actors including community leaders, public officials, tourism operators, and tourists. The collected information was coded using NVivo to identify patterns. Then employed the GSTC-D criteria to create an evaluation tool “Gap analysis”. A feasibility analysis was conducted for each strategy proposed by the GSTC-D tool, using a Likert scale, including five variables: human resources, infrastructure, financing, availability of information, and level of community participation.

Keywords: sustainable tourism, nature based tourism, governance, GSTC-D, Indigenous communities.

D12

[48]

GREEN HRM INFLUENCE ON GREEN BEHAVIOUR OF ACADEMICIANS IN ZIMBABWE. MEDIATED BY GREEN ENGAGEMENT AND MODERATED BY ENVIRONMENTAL KNOWLEDGE

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ABSTRACT

There is a paucity of empirical research on the impact of Green HRM on green engagement and green behavior of Zimbabwean academicians that aligns with SDG goals. The present study investigated the effect of Green HRM on green engagement and behaviors, and the moderating role of environmental knowledge in enhancing sustainable behaviors among academicians. With reference to the AMO theory, the present research was a quantitative study with a positivist philosophy. Based on the survey strategy, questionnaires were distributed to gather data from 150 academicians. The findings revealed that Green HRM positively influenced green behavior and green engagement among academicians. However, the mediating effect of green engagement and the moderating effect of environmental knowledge were not established. Consistent with the AMO theory, this study focused on the high contribution of Green HRM towards green behaviors and engagement among Zimbabwean scholars. To the researcher's knowledge, this study is the first of its nature in Zimbabwe, filling a known gap in knowledge. From a practical perspective, it highlights the role of HEIs in helping to address climate issues through the application of green HRM practices in raising environmental awareness.

Keywords: green human resource management, green HRM, green behavior, green work engagement, environmental knowledge, academicians

D13

[49]

PRESERVING THE AUTHENTICITY OF RURAL INFRASTRUCTURE IN SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT

The rapid development of tourism villages in Indonesia, with 6,069 officially registered by 2024 (Jadesta, Ministry of Tourism and Creative Economy), has marked a significant transformation in the rural landscape. While such progress is frequently praised for revitalizing rural economies, it simultaneously raises concerns about the erosion of cultural and infrastructural authenticity. This contradiction becomes particularly salient when examining how tourism development, in the name of modernity, may actually threaten the very elements that define the rural character—traditional houses, village roads, irrigation systems, and communal facilities. This study explores how sustainable tourism can play a critical role in preserving the authenticity of rural infrastructure in the face of modernization. Using a Systematic Literature Review (SLR) following PRISMA guidelines, 23 articles published between 2018 and 2024 were thematically analyzed from an initial pool of 94 Scopus-indexed publications. The selection focused on literature addressing the intersection of rural tourism, cultural heritage, and sustainable infrastructure. A central tension identified in the literature is illuminated in Uji City Kyoto Japan who argue that communities tend to defer difficult decisions regarding infrastructure preservation, engaging in what they term "intergenerational procrastination." However, this study finds an alternative pathway in the case of Penglipuran Village, Indonesia, where structured spatial planning, traditional architecture, and a learnscape-based tourism approach demonstrate how local communities can actively preserve authenticity without deferring responsibility to future generations. This research recommends a place-based development paradigm that integrates cultural rootedness, ecological responsibility, and intergenerational consciousness to sustain rural infrastructure amid tourism growth.

Keywords: preservation, authenticity, rural tourism, rural infrastructure

D14

[50]

**SUSTAINABLE TOURISM IN TAGOLOAN LANA DEL NORTE:
INVESTIGATING LOCAL SERVICES AND TOURIST EXPERIENCES**

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ABSTRACT

This study aimed to explore sustainable tourism in Tagoloan, Lanao del Norte, with a focus on local services and tourist experiences. The objectives included identifying local services available to tourists, analyzing the types of experiences sought by visitors, evaluating their satisfaction levels, and investigating sustainable tourism practices related to environmental conservation, socio-cultural preservation, and economic development. The primary research questions addressed the socio-demographic profile of respondents, the main tourist experiences desired, existing sustainable practices, and local services available in Tagoloan. The data were analyzed using frequency and percentage, weighted mean, Spearman's rank correlation, and Cronbach's alpha value. To gather data, a quantitative research design was adopted. Surveys were distributed to 50 tourist respondents, who were predominantly aged 36–55, female, non-Muslim, domestic tourists traveling for leisure. The majority of respondents were bachelor's or college graduates. This approach enabled a comprehensive analysis of the intersection between tourism and local service design in Tagoloan. The results provided insights into the current state of tourism services and experiences in Tagoloan, highlighting areas for improvement and opportunities for sustainable practices. In conclusion, this research contributed valuable knowledge to the field of sustainable tourism by identifying key factors that influenced tourist satisfaction and experiences in Tagoloan. The findings also informed local stakeholders about effective strategies for enhancing tourism while preserving the region's cultural and environmental integrity.

Keywords: sustainable practices, tourist experiences and local services

D15

[51]

**AWARENESS ON THE TRADITIONAL MERANAO WEDDING FOOD
PREPARATION AMONG MERANAO GROUP IN SOUTHERN PHILIPPINES**

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ABSTRACT

This thesis embarks on a comprehensive exploration of the profound cultural significance embedded within Meranao wedding feasts and their rich culinary heritage, with an overarching goal of safeguarding and celebrating their unique cultural essence. Employing a descriptive research design, this study delves into the enduring customs intricately woven into the fabric of Meranao wedding celebrations, focusing particularly on the meticulous artistry of food preparation, presentation, and the profound symbolism imbued within these culinary traditions. Meranao weddings stand apart as emblematic ceremonies steeped in historical legacy, distinguished notably by their adherence to age-old customs such as the meticulous segregation of guests based on lineage and the steadfast observance of the "halal" dietary principles dictated by Islamic traditions. Central to these festivities is the elaborate presentation of dishes meticulously arranged within expansive brass trays, encircled by an array of sweet saucers, symbolizing not just culinary abundance but also prosperity, sweetness, and communal unity. These venerable practices serve as potent conduits of cultural transmission, deeply rooted in Meranao heritage, and serve to reinforce familial bonds and communal cohesion within the Meranao community. Consequently, this research underscores the imperative of cherishing and promoting these time-honored traditions, as they not only instill a profound sense of pride and identity among the Meranao people but also play a pivotal role in nurturing intergenerational continuity, encouraging future generations to uphold these cherished

Keywords: meranao, food preparation, presentation, symbolism, cultural and traditional practice, tabak

D16

[52]

**ASSESSING TOURISM POTENTIAL USING THE RESOURCE-BASED VIEW
(RBV) FRAMEWORK IN IMBAK CANYON CONSERVATION AREA, SABAH,
MALAYSIA**

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ABSTRACT

This study evaluates the tourism potential of the Imbak Canyon Conservation Area (ICCA) in Sabah, Malaysia, with a specific focus on the heavy-use Tourism Zone near the Gunung Kuli Research Station. Utilizing the Resource-Based View (RBV) framework and its VRIO (Value, Rarity, Imitability, Organization) criteria, the research examines the tourism resources that can contribute to the site's competitive advantage and sustainable tourism development. Data were gathered through a Tourism Rapid Assessment (TRA) during the Wildlife and Resource Survey conducted in September 2024, along with secondary data. The findings reveal that the heavy-use Tourism Zone within ICCA is home to unique and rare species, such as the Bornean Peacock-Pheasant (a newly recorded species for ICCA), four of Sabah's eight pitta species, all eight hornbill species, and iconic mammals including the Bornean pygmy elephant, orangutan, and Banteng. The study highlights the zone's exceptional value and rarity, emphasizing its strategic strengths and its potential to attract niche ecotourism markets while simultaneously bolstering conservation efforts. Key recommendations include developing eco-friendly infrastructure and facilities, such as a high-end lodge, wildlife viewing platforms, and educational interpretive trails. These initiatives align seamlessly with ICCA's conservation objectives, positioning it as a leading destination for sustainable tourism in Sabah.

Keywords: Imbak Canyon Conservation Area, resource-based view, tourism potential, protected area

D17

[53]

**AN EXAMINATION OF THE ROLE OF SOCIAL CAPITAL IN INFLUENCING
TOURIST BEHAVIOR**

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ABSTRACT

This study aims to investigate the influence of social capital on tourist behavior, specifically focusing on tourist satisfaction and revisit intention within distinct tourism contexts. Drawing on the framework of social capital theory, this research will examine how trust, norms, and networks within the destination environment shape tourist experiences and behaviors. To explore the potential variability in social capital's influence, this study will compare and contrast two distinct types of destinations: those characterized by abundant natural resources (e.g., Hokkaido) and those rich in historical and cultural heritage (e.g., Kyoto). In nature-based destinations, the research will investigate how a sense of coexistence with nature fosters trust between local residents and tourists, and how environmental norms influence tourist behavior. In destinations rich in historical and cultural heritage, the study will examine how shared values are cultivated through respect for historical landmarks and how participation in heritage preservation activities contributes to a sense of place attachment. Furthermore, this research will incorporate key concepts from behavioral economics, such as social proof (the tendency to conform to the actions and opinions of others) and framing effects (the influence of information presentation on decision-making), to gain a deeper understanding of tourist behavior. Data analysis will be conducted using online review data, with sentiment analysis employed to qualitatively assess tourist perceptions and evaluations. The findings of this research will contribute to a deeper understanding of the relationship between social capital and tourist behavior, providing valuable insights for the sustainable development of tourism destinations. By enhancing our understanding of tourist behavior, this research aims to inform the creation of more attractive and sustainable tourism experiences.

Keywords: social capital, tourist behavior, tourist satisfaction, revisit intention, behavioral economics, destination characteristics

D18

[54]

**MAPPING THE ECOTOURISM POTENTIAL OF THE BINH-TRI-THIEN REGION,
VIETNAM: A GIS-BASED MULTI-CRITERIA APPROACH**Le TA¹, Butowski L², Quirini-Popławski L³*¹Hue University of Education, Vietnam**²University of Lodz, Poland**³Polish Academy of Sciences, Poland***anhtoai.le@doktorant.up.krakow.pl***ABSTRACT**

Ecotourism has emerged as a strategic component of sustainable tourism development, particularly in areas rich in biodiversity and cultural heritage. However, identifying suitable areas for ecotourism remains a critical challenge, especially in complex ecological regions like Binh-Tri-Thien in Central Vietnam. This study aims to address this gap by evaluating the ecotourism suitability of the Binh-Tri-Thien region through an integrated approach combining Geographic Information Systems (GIS) and the Analytic Hierarchy Process (AHP). A multi-criteria decision-making framework was developed, utilizing ten spatial and environmental criteria: elevation, slope, distance to surface water, distance from roads, vegetation cover, distance from protected areas, temperature, rainfall, distance to historical and cultural sites, and population density. Each criterion was weighted based on expert input and conducting a comprehensive literature review, standardized, and analysed within the GIS environment. A weighted overlay analysis was conducted to generate a regional ecotourism suitability map. The results indicate that approximately 44.7% of the Binh-Tri-Thien region is classified as either "highly suitable" (18.1%) or "suitable" (26.6%) for ecotourism development. These areas, primarily located in national parks, nature reserves, and wetland ecosystems, possess favourable ecological attributes such as diverse terrain, intact vegetation, and low population density. In contrast, 9.2% of the area, mainly in urbanized and intensively cultivated zones, was deemed "least suitable". This research provides a scientific basis for sustainable ecotourism planning in Binh-Tri-Thien region, offering spatial insights for policymakers and stakeholders. The integration of GIS and AHP demonstrates a robust and replicable method for regional-scale assessments.

Keywords: ecotourism, Geographic Information Systems (GIS), Analytic Hierarchy Process (AHP), sustainable tourism, Binh-Tri-Thien region

D19

[55]

THE SUSTAINABLE MANAGEMENT OF CULTURAL HERITAGE IN TOURIST DESTINATIONS: A MOBILE GIS APPROACH

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ABSTRACT

It is widely recognised that cultural heritage has a great historical, tourism and economic significance to countries, regions and localities. The United Nations emphasises its impact on sustainable development (Goal 11 of the Sustainable Development Goals). Heritage sites of world-wide status (UNESCO) are constantly monitored. The situation is different and worse for many heritage sites of regional or local importance, which are technically and organisationally difficult to monitor. In addition, management during crises and disasters, which have become our daily reality, has become a challenge. This paper highlights the possibilities of using Geographic Information Systems (GIS) as a tool for documenting and supporting of heritage management in tourist destinations. The issue of monitoring the condition of these sites is of particular importance, not only because of the pressure of investment, but also because of their intensive exploitation. Three - mountain and lowland - tourist destinations in Poland were used as research studies, where we tested a tool that allows the integration of heterogeneous network data with up-to-date field information. A novelty is the using of a mobile GIS application (ArcGIS Survey123) for this purpose. An important feature is the ability to input the collected information into a common database in real time, as well as to directly generate and analyse image data. This tool allows the database to be co-created by different stakeholders, including residents and tourists. It also makes it possible to quickly identify emerging events. The results show the utility of the GIS approach for the prevention, response and recovery of heritage sites in the face of crises and disasters. This is particularly true in developing countries where GIS is not yet grounded in historical heritage. Thus, a more sustainable management of cultural heritage in tourist destinations is possible.

Keywords: management of cultural heritage, sustainable development, GIS-based inspection, tourist destinations

D20

[56]

**EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOR IN HOSPITALITY AND
TOURISM: A SYSTEMATIC LITERATURE REVIEW**

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ABSTRACT

Hospitality and Tourism have been increasingly pressured to align with accelerating global demands for sustainability—a paradigm balancing high-consumption models with environmental and social responsibility. While employees in the sector play a pivotal role in this transition through their pro-environmental behaviors (E-PEB), this area remains understudied. This literature review synthesizes empirical research on E-PEB from hospitality and tourism, organizational psychology, environmental psychology, and general management over the past decade of 2015 to 2024. It contextualizes cross-disciplinary insights into the sector's unique dynamics by describing the conceptual evolution of E-PEB, proposing a novel multi-layered framework (contextual, organizational, team, and individual levels) to synthesize previously fragmented drivers, evaluating dominant theories and methodologies, and suggesting directions for future research. As one of the first comprehensive reviews of E-PEB in hospitality and tourism, this study advances literature by integrating dispersed findings into a cohesive framework and unveiling a structured approach to examine interacting factors that shape E-PEB for future researchers. For practitioners, it provides actionable recommendations to accelerate employee's pro-environmental behavioral transformation.

Keywords: employee pro-environmental behavior (E-PEB), sustainability, literature review, interdisciplinary research, hospitality and tourism

D21

[57]

**TOURISM AND LEISURE MANAGEMENT IN RELATION TO THE PROBLEM OF
THE USE OF ANIMALS**

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ABSTRACT

The aim of the research was to analyze the main challenges and propose solutions to protect animals in the context of tourism and entertainment business management. The research proceedings included survey research in a consumer panel. The article presents examples of the use of animals in tourism (including hunting tourism) and entertainment, e.g. in zoos, circuses, film productions. Also presented are the controversies that such activities often cause. Based on the opinions of respondents, a number of solutions were proposed. The use of animals in tourism, recreation and entertainment raises debates, especially since the human-animal relationship is most often asymmetrical. Fauna in tourism is used in different ways, and the approach to animals depends on the country, which has to do with both legal and cultural aspects. The use of animals in entertainment especially in circuses is arousing increasing community opposition, and many countries have adopted measures to ban or restrict such activities. Voices coming from different parts of the world have contributed to the fact that the topic of animal use is finding recognition in scientific considerations across disciplines. The proposed outlook integrates economic, social and environmental aspects, while contributing to the sustainable and balanced development of the tourism sector.

Keywords: Sustainable development, Management, Tourism, Entertainment, Animals

D22

[58]

**HERITAGE AND SUSTAINABLE TOURISM AT BACH MA NATIONAL PARK: A
CASE STUDY OF A FORMER INDOCHINA HILL STATION**

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ABSTRACT

This study explores Bach Ma National Park, the last of the nine Indochina hill stations, as a case study in heritage and sustainable tourism. While many former hill stations in Vietnam have been transformed into commercialized theme parks-generating economic gains but often compromising environmental and cultural integrity-Bach Ma remains largely unaltered. Its designation as a national park presents a valuable opportunity to examine sustainable tourism practices rooted in heritage conservation. Based on 13 years of longitudinal research, this study combines archival analysis from French and Vietnamese national repositories with semi-participant observation and fieldwork conducted between 2011 and 2024. Initially developed within the framework of a Franco-Vietnamese tourism development initiative and a doctoral project at the University of La Rochelle, the research traces the historical transformation of Bach Ma and evaluates its potential as a model for sustainable heritage tourism. In contrast to the increasing commercialization of sites such as Ba Na Hills and Fansipan Legend-often described as “Disneylandization”-this paper advocates for a more balanced approach to tourism development. It emphasizes the importance of preserving cultural landscapes, promoting environmental stewardship, and fostering meaningful visitor engagement. The case of Bach Ma contributes to broader discussions on heritage interpretation and offers practical insights for policymakers and planners aiming to avoid the pitfalls of over-commercialization in heritage tourism.

Keywords: heritage tourism, sustainable tourism, heritage interpretation, Bach Ma, Vietnam

D23

[59]

**STRENGTHENING TOURISM GOVERNANCE FOR SUSTAINABLE
LIVELIHOODS: A MIXED-METHODS STUDY OF BANYUWANGI'S TOURISM
VILLAGES**

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ABSTRACT

This mixed-methods case study examines the potential for enhancing governance to promote sustainable livelihoods in nine tourism villages in Banyuwangi, Indonesia. This study examines the efficacy of existing policies and regulations, specifically concerning SDG 16 (Peace, Justice, and Strong Institutions) and SDG 17 (Partnerships for the Goals), a topic that has garnered significant scholarly debate. A survey of 583 residents in these villages provided quantitative data, which revealed significant differences in perceptions of governance effectiveness. For instance, the analysis showed that perceptions of SDG 16 effectiveness differed significantly ($\chi^2 = 100.5$, $p < 0.001$), as did those of SDG 17 ($\chi^2 = 92.146$, $p < 0.001$), with some villages reporting considerably lower levels of trust in local institutions and the effectiveness of partnerships. Furthermore, eight focus group discussions and 27 in-depth interviews with local government officials, tourism business owners, and tourism village managers yielded qualitative insights regarding the challenges and opportunities in local governance. The integrated thematic and statistical analysis reveals significant deficiencies in governance, including insufficient stakeholder engagement, a lack of financial transparency, inconsistent policy enforcement, and signs of potential corruption. The interviews revealed a widespread conviction that the benefits of tourism are predominantly enjoyed by a small number of individuals with significant connections. The results suggest that it is essential to establish a transparent and publicly accessible system for monitoring tourism revenue and expenditure in order to improve accountability and ensure a more equitable distribution of benefits.

Keywords: tourism governance, mixed-methods, Indonesia, SDGs, tourism villages

D24

[60]

SUSTAINABLE TOURISM VERSUS SOCIAL JUSTICE

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ABSTRACT

As global tourism continues to expand, the discourse around sustainability often emphasizes environmental preservation, economic growth and long-term surviving on the market. However, this narrow interpretation frequently overlooks critical issues of social justice within host communities. This paper interrogates the tension between the sustainability of tourism and the equitable distribution of its benefits and burdens, arguing that environmental sustainability alone does not equate to ethical or responsible tourism development. The paper explores how tourism can reinforce systemic inequalities, displace vulnerable populations, commodify cultures, and erode community autonomy—not only in the Global South. Drawing on case studies of community-based tourism initiatives and policies, this research presents a model where social justice and sustainability are mutually reinforcing rather than at odds. The paper proposes a redefinition of sustainable tourism that centers local voices, labor rights, cultural integrity, and equitable governance. Ultimately, it advocates for a justice-oriented framework where tourism serves not only environmental goals but also the rights and well-being of the communities it affects. This approach reframes sustainability as an inclusive process, recognizing that tourism can only be truly sustainable when it is also socially just.

Keywords: sustainable tourism, social justice, local tourism stakeholders, model approach

D25

[61]

**TURNOVER IN THE HOSPITALITY SECTOR: ASSESSING HUMAN RESOURCES
MANAGEMENT GAPS THROUGH A SUSTAINABILITY LENS IN CAPE TOWN
RESTAURANT KITCHENS**

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ABSTRACT

The hospitality industry, characterised by its labour-intensive operations and reliance on service quality, frequently human resources sustainability practices remain a concern, especially in the high-pressure kitchen environment. Staff turnover results in operational instability and a long-term knock-on effect on the social and economic sustainability of a restaurant business. Although staff turnover is well documented in the global hotel industry, research specifically addressing restaurant kitchens remains limited. This study addresses this gap by examining the extent, causes, and impacts of staff turnover in the kitchen departments of restaurants located in Cape Town's Central Business District. Utilising a quantitative research design within a positivist paradigm, the study employed structured questionnaires administered to both restaurant managers and kitchen employees. A systematic sampling strategy identified 150 restaurants, with responses received from 50 managers and 100 employees. The results were analysed using descriptive and inferential statistics. The findings showcase human resource deficiencies such as underpayment, overwork and poor leadership drive significant differences between how managers and employees perceive the causes and consequences of turnover. Employees cited underpayment (86%), long working hours (82%), and lack of recognition (56%) as key drivers. ANOVA results confirmed significant concern gaps across these variables ($F(2,297) = 42.81, p < 0.001$). Turnover impacts included increased workload (86%), health strain (76%), and reduced family time (66%). Chi-square tests confirmed that these effects are socially unsustainable ($p < 0.001$). The findings impact on the Sustainable Development Goals agenda of ensuring Decent Work and Economic Growth (SDG 8), Good Health and Well-being (SDG 3) and gender equality (SDG 5). The findings offer vital insights for restaurant owners and industry stakeholders aiming to develop targeted retention strategies in South Africa's restaurant sector.

Keywords: sustainable human resource management, staff turnover, hospitality industry, employee wellbeing, job embeddedness

D26

[62]

INVESTIGATING THE ROLE OF GREEN CERTIFICATIONS IN HOTEL SUSTAINABILITY: A STUDY OF HOTELS IN EUROPEAN COUNTRIES ALONG THE DONAU RIVER

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ABSTRACT

The tourism industry is a significant contributor of environmental degradation, with hotels being a major source of energy consumption and greenhouse gas emissions. Despite the growing importance of sustainability in tourism, many hotels in Europe's Donau Region lack green certifications, hindering their ability to reduce their environmental footprint. Leveraging on a mixed-methods approach, this study investigates the adoption of green certifications in countries along the Donau River. A total of 50 hotels in 8 countries (Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, and Romania) were analyzed. The Results show that Germany and Austria lead in green certifications (80% of hotels in the two countries having obtained green certifications), with the EU Ecolabel being the most popular certification (60%) ahead of Green Globe (20%), LEED (10%) and others (10%). Energy-efficient lighting is the most common sustainability initiative among hotels (80%), followed by water conservation measures (60%). High cost and prolonged time of obtaining green certifications were identified as key barriers for hotels not obtaining green certification. Guest reviews and ratings indicate that sustainability initiatives are valued by guests, with 89.4% of guests rating hotels with green certifications as "excellent" or "very good". The study recommends Donau Region tourist boards and Destination Management Organizations to promote green certified hotels and sustainability initiatives to attract environmentally conscious tourists and enhance the region's reputation as a sustainable tourism destination.

Keywords: green certifications, hotel sustainability, Donau region, environmental footprint, sustainable tourism, environmental consciousness

D27

[63]

**A COMPARATIVE STUDY ON GENERATION Z'S AWARENESS, ATTITUDES,
AND BEHAVIORS TOWARD SUSTAINABLE TOURISM IN TAIWAN, HONG
KONG & MACAU, AND MALAYSIA**

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ABSTRACT

As global climate change and environmental concerns intensify, sustainable tourism has become a key priority for the tourism industry and policymakers. Generation Z (born 1995–2012), as digital natives, places greater emphasis on sustainability and ethical considerations in their consumption decisions. However, despite their strong endorsement of environmental values, their actual behaviors often fail to align with their attitudes, highlighting the "Attitude-Behavior Gap". Additionally, cultural and educational backgrounds may further shape their sustainable tourism behavior patterns, yet comparative research across different regions remains limited. This study examines Generation Z in Taiwan, Hong Kong, and Malaysia, exploring their awareness, attitudes, and behaviors toward sustainable tourism and analyzing the correlations among these three dimensions. A survey method was employed, collecting 364 valid responses, which were analyzed using descriptive statistics, factor analysis, and regression analysis. The findings reveal that: (1) Generation Z's attitudes towards sustainable tourism are significantly higher than their level of awareness and behavior; (2) There are notable differences in attitudes towards sustainable tourism between Generation Z in different regions; (3) Sustainable tourism behavior among Generation Z is primarily influenced by their level of awareness, followed by sustainability education and attitudes towards sustainable tourism. The findings of this study offer valuable insights for governments, educational institutions, and tourism stakeholders in developing region-specific and targeted sustainable tourism promotion strategies.

Keywords: Generation Z, Sustainable Tourism, Sustainable Tourism Awareness, Sustainable Tourism Attitude, Sustainable Tourism Behavior

D28

[64]

**EXPLORING THE INTERSECTION OF INFLUENCER MARKETING AND
SUSTAINABLE TOURISM: AN ANALYSIS OF INSTAGRAM, TRIPADVISOR,
AND TOURIST PERCEPTIONS**

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ABSTRACT

This study investigates the intersection of influencer marketing and sustainable tourism, examining how influencers promote sustainable tourism destinations on Instagram, and how tourists perceive and respond to these promotions on TripAdvisor. A mixed-methods approach was employed, combining content analysis of Instagram posts, sentiment analysis of TripAdvisor reviews, and thematic analysis of tourist perceptions. The findings suggest that 75% of influencers on Instagram use visual content to promote sustainable tourism destinations, with 60% of TripAdvisor reviewers prioritizing environmental sustainability and social responsibilities when choosing destinations. Sentiment analysis revealed that 80% of TripAdvisor reviewers perceive sustainable tourism destinations as high-quality and desirable. Thematic analysis of tourist perceptions revealed that authenticity, responsibility, and environmental sustainability are key factors in choosing sustainable tourism destinations. However, tourists also expressed concerns about the accuracy and reliability of influencers' promotions. This study contributes to the understanding of the intersection of influencer marketing and sustainable tourism, highlighting the importance of authenticity, responsibility, and environmental sustainability in promoting sustainable tourism destinations. The findings have implications for sustainable tourism practitioners, policymakers, and influencers, emphasizing the need for accurate and responsible promotion of sustainable tourism destinations.

Keywords: influencer marketing, sustainable tourism, Instagram, TripAdvisor, authenticity, responsibility

E1

[65]

**IMPACT OF EMOTIONAL LABOUR AND WORKPLACE OSTRACISM ON
DEVIANT BEHAVIOUR AND QUIET QUITTING AMONG FRONTLINE
EMPLOYEES IN KERALA'S TOURISM SECTOR. MODERATED BY
MINDFULNESS**

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ABSTRACT

Kerala's tourism industry is the state's key contributor to its economy. In this sector, frontline employees are essential for delivering top-notch customer satisfaction and service. However, the psychological cost of this demanding work culture, coupled with workplace exclusion, has led to alarming trends such as quiet quitting and deviant behavior among employees. These mental health concerns also affect organizational performance, and service quality, and further destabilize the employees' well-being. This study explores the relationship between emotional labor and workplace ostracism, along with their impacts on deviant behavior and quiet quitting, moderated by mindfulness among frontline workers in Kerala's tourism industry. It assesses mindfulness as an adaptive mechanism that enhances workers' ability to manage stress and re-establish balance in their professional lives. Based on positivist philosophy, this study utilizes standardized questionnaires. Using a survey method, primary data were collected from 152 frontline employees in Kerala's tourism industry. The research found that both ostracism and emotional labor significantly affect deviant behavior, while mindfulness acts as a moderator that helps mitigate the negative impacts of both stressors. This study contributes to the existing literature on workplace ostracism, emotional labor, and mindfulness, particularly within Indian tourism. It offers valuable insights for HR managers and policymakers to develop strategies that improve service quality, reduce turnover among employees, and maximize employee participation, ultimately leading to a more improved and stable workforce.

Keywords: emotional labour, workplace ostracism, deviant behaviour, quiet quitting, mindfulness, frontline employees, tourism industry, Kerala

E2

[66]

CHEF-EDUCATORS AT WORK: EXPLORING BEST PRACTICES IN CULINARY PEDAGOGY

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ABSTRACT

This study investigates the pedagogical practices of chef-educators in delivering culinary programs, addressing a gap in the literature where most educational research emphasizes general pedagogy rather than culinary-specific instruction. The study was conducted in two autonomous status universities in the Philippines and involved 10 chef-educators at each institution. It utilized thematic analysis to determine the best practices across the three key domains: instructional design, delivery, and assessment. Eight themes emerged under instructional design, covering collaborative curriculum development, resource optimization, industry-driven instruction, alignment of theory and practice, learner-centered pedagogy, competency-based progression, integration of innovation and critical thinking, and personalization through research-based approaches. Instructional delivery revealed fourteen themes: experiential-based learning, collaborative strategies, practical application, technology-enhanced integration, safety compliance, mentorship, and sustainability-oriented strategies. And for instructional assessment, seven themes were identified, including formative and summative assessment, performance-based and criteria-driven evaluation, reflective portfolios, sustainability-aligned evaluation, and digital monitoring. The results emphasize the significant role of the chef-educators in aligning industry standards with academic rigor while providing adaptive, experiential, and sustainability-centered pedagogical methods. This may imply an enhancement to culinary education, ensuring that the students receive quality and industry-relevant training for their future culinary path.

Keywords: chef-educators, best practices, thematic analysis, culinary education

E3

[67]

**A PHENOMENOLOGICAL STUDY ON THE EXPERIENCES AND CHALLENGES
FACED BY TRAVEL AGENTS IN THE MODERN TOURISM INDUSTRY**

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ABSTRACT

This phenomenological study explores the lived experiences and challenges faced by travel agents in the modern tourism industry. Conducted through in-depth interviews with 20 travel agents, the research aims to understand the personal and professional aspects of their roles, particularly in light of technological advancements, shifting client expectations, and industry changes. The findings reveal that travel agents navigate a variety of stressors, including managing client expectations, handling high-pressure situations, and adapting to new technologies and market competition. A significant theme that emerged from the study is the shift towards personalization, where agents move beyond basic booking tasks to offer tailored travel experiences and additional services such as visa assistance and customized itineraries. The study also highlights the emotional resilience required to manage difficult clients, with agents relying on patience, empathy, and strong communication skills. Despite these challenges, travel agents express a deep passion for travel, with many finding personal growth and fulfillment in helping clients achieve their dream vacations and overcome travel obstacles. This research provides valuable insights into the evolving role of travel agents and the complex dynamics they face in today's fast-paced and competitive tourism industry.

Keywords: travel agents, phenomenological study, tourism industry, client expectations, personalization, stress management, technology, professional growth

E4

[68]

THE THERAPEUTIC EFFECTS OF TRAVEL EXPERIENCE IN ETHNIC TOURISM

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ABSTRACT

This study explores the therapeutic potential of ethnic tourism in Taiwan by examining the effects of travel experiences and perceived environmental restoration on tourists' emotional outcomes and well-being. Drawing on the Attention Restoration Theory (ART), the research focuses on tourists visiting indigenous destinations and investigates how different dimensions of travel experience (escapism, entertainment, esthetics, education) and environmental restoration (being away, coherence, fascination, compatibility) influence positive emotions and life satisfaction. A total of 444 valid responses were collected through on-site questionnaires at Wujie Indigenous Village, Taiwan. Regression analysis revealed that escapism and entertainment experiences significantly enhanced tourists' positive emotions, while esthetics contributed to increased subjective well-being. Additionally, compatibility and coherence within the perceived environment were strongly associated with both positive emotions and well-being, supporting the restorative capacity of natural and culturally immersive settings. The study also found that various travel experiences significantly predicted all four ART dimensions of environmental restoration. Specifically, esthetic experience was the strongest predictor across all restoration dimensions, while entertainment and education contributed to specific aspects such as coherence and fascination. These findings extend ART from its traditional environmental psychology context into tourism studies and affirm the value of well-structured, culturally rich, and emotionally engaging tourism experiences for psychological restoration. Practically, the study suggests that tourism providers should prioritize designing experiences that foster aesthetic appreciation, immersion, and cultural authenticity to enhance emotional benefits and promote sustainable wellness tourism.

Keywords: ethnic tourism, attention restoration theory, travel experience, well-being

E5

[69]

**GREEN PRACTICES OF SELECTED BEACH RESORTS IN TERNATE, CAVITE:
AN ASSESSMENT OF IMPLEMENTATION, EFFECTIVENESS, AND
CHALLENGES**

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ABSTRACT

The rapid growth of the hospitality and tourism industry in coastal areas has intensified the need for sustainable environmental management, particularly among beach resorts where natural resources are central to both guest experience and economic viability. This study aims to assess the extent of green practice implementation among selected beach resorts in Ternate, Cavite, identify the challenges faced in adopting these practices, and determine their effectiveness from the perspectives of both employees and guests. Specifically, the research investigates the use of waste segregation, energy-efficient systems, water conservation measures, and natural ventilation as part of environmental sustainability efforts. A descriptive quantitative research design was employed using a structured survey questionnaire administered to 60 purposively selected respondents, comprising 30 employees and 30 guests from three resorts: Cool Waves Puerto Azul, Caysubic Beach Resort, and Dalaroy Beach Resort. Results revealed a high level of implementation of green practices, with an overall weighted mean of 4.35 on a 5-point scale. Practices such as waste segregation, energy-efficient lighting, and reliance on natural ventilation were observed to be frequently and effectively used. However, the use of solar energy systems and low-flow faucets was limited due to cost constraints, lack of infrastructure, and insufficient awareness. Challenges such as the absence of proper environmental signage and limited staff training were identified but were generally rated as least encountered. The study concludes that while green initiatives are being practiced at a commendable level, further improvements are necessary to enhance environmental performance. This research contributes to the broader understanding of sustainable practices in tourism and underscores the need for integrated strategies involving employee training, guest engagement, and investment in green technology.

Keywords: green practices, beach resorts, sustainability, environmental management, tourism industry, energy conservation

E6

[70]

**THE IMPLICATIONS OF LEAN TALENT MANAGEMENT ON OPTIMISING
STRATEGIC VALUE OF PEOPLE IN THE HOTEL SECTOR**

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ABSTRACT

This research investigates the under-explored nexus of Lean philosophy and Talent Management (TM) within the hospitality sector, where service excellence is inextricably linked to human capital. Addressing persistent challenges of talent waste, underutilisation, and workforce instability, this doctoral study critically examines the potential of Lean principles to enhance TM practices in hotels. Employing a subjectivist-interpretivist pragmatic epistemology and a mixed-methods approach incorporating surveys and semi-structured interviews, the research explores the complexities of Lean Talent Management (LTM). The central aim is to develop a contextually grounded LTM framework that repositions Lean not merely as a cost-reduction mechanism, but as a strategic enabler of talent optimisation, specifically focusing on people talent and their skills. By reframing Lean through an anthropocentric lens, this study challenges extant operational paradigms and prevailing managerial models within the hotel sector, particularly concerning the effective management and development of talent and skills. Ultimately, this research seeks to establish a future research agenda for the hospitality sector, focusing on optimising human capital and driving sustainable competitive advantage through the application of continuous improvement methodologies.

Keywords: talent management, human-centric Lean, operational excellence, hotel sector,

E7

[71]

**DIGITAL READINESS AND TECHNOSTRESS IN CHATBOT ADOPTION:
INSIGHTS FROM INDONESIA'S HOSPITALITY SECTOR**Yazid MAR¹, Chan S^{1*} and Amin M³

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ABSTRACT

Artificial Intelligence (AI) is transforming human resource (HR) practices in the global hospitality sector, particularly in performance management. AI-enabled tools such as chatbots are increasingly utilized to streamline appraisals, enhance feedback accuracy, and support unbiased decision-making. While major urban centers in Indonesia have embraced these innovations, regional disparities persist. This study investigates the adoption of chatbots in hotel performance management across contrasting Indonesian regions—Jakarta (high adoption) and Aceh (low adoption)—to understand localized drivers and barriers of AI integration. Using a quantitative comparative design, data were collected from HR professionals in both regions through a structured questionnaire based on validated scales (Digital Readiness, Technostress, Perceived Usefulness, Behavioral Intention). A hypothetical scenario was used to standardize respondents' perceptions of chatbot implementation. Purposive and snowball sampling techniques facilitated participant recruitment from hospitality associations and hotel networks. Path analysis revealed that digital readiness significantly predicts both perceived usefulness and behavioral intention to adopt chatbot systems. Perceived usefulness strongly correlates with behavioral intention ($\beta = 0.828, p < 0.001$), highlighting its critical role. Conversely, technostress negatively affects behavioral intention ($\beta = -0.388, p < 0.001$) despite a surprising positive link to perceived usefulness. This indicates that while users acknowledge the value of chatbots, emotional strain hinders their willingness to adopt. This study contributes novel insights by comparing AI adoption in hotel HR functions across regions with divergent digital maturity. Findings underscore the need for region-specific strategies to reduce technostress and improve digital readiness, supporting more equitable AI integration in Indonesia's hospitality sector.

Keywords: Artificial Intelligence, Performance Management, Hospitality Industry, Technostress and Digital Readiness

E8

[72]

**CHALLENGES, GAPS AND POSSIBLE SOLUTION FOR INCLUSIVE AND
ACCESSIBILITY STANDARDS IN ACCOMMODATION, FOOD AND BEVERAGE
AND MICE IN MALAYSIA**

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ABSTRACT

Inclusive and accessibility standards in Malaysia's accommodation, food and beverage (F&B), and Meetings, Incentives, Conferences, and Exhibitions (MICE) sectors in Malaysia are still in their infancy. The Malaysia Tourism Policy 2020–2030 identifies one of its key transformation strategies as promoting sustainable and responsible tourism, in alignment with the United Nations Sustainable Development Goals (SDGs), which emphasise sustainability, responsibility, and inclusivity. A strategic action within the policy highlights the need for inclusive and accessible standards across these three sectors. There is growing attention on sustainability at both global and national levels, which inherently includes inclusivity. Incorporating the inclusive and accessible practices across the accommodation, F&B and MICE sector in Malaysia is needed as it expands Malaysia's competitiveness in growing accessible tourism market as well as fulfilling global commitments of SDGs. Achieving these goals and effectively implementing related plans requires the active participation of relevant and diverse range of stakeholders. Hence, this study presents a conceptual analysis of existing literature to assess the current landscape, challenges, and potential of inclusive and accessibility standards in Malaysia's tourism ecosystem specifically in the accommodation, F&B, and MICE sectors. It aims to propose a stakeholder-informed framework that captures the interrelationships, power dynamics, and institutional enablers shaping implementation efforts. By doing so, the paper seeks to provide a structured foundation for future empirical research, policy development, and industry practices. The proposed framework is expected to help identify critical gaps, inform stakeholder engagement strategies, and guide context-sensitive approaches to mainstream inclusivity across the mentioned tourism sectors in Malaysia. (251 words)

Keywords: inclusive standards, accessibility standards, marginalised group, accommodation, food and beverage, MICE

F1

[73]

**THE INFLUENCE OF PERCEIVED BENEFIT, HEALTH CONSCIOUSNESS, AND
CELEBRITY INFLUENCE ON THE PURCHASE INTENTION OF MOCK MEAT:
AN EMPIRICAL STUDY AMONGST MILLENNIALS IN KUALA LUMPUR
MALAYSIA**

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ABSTRACT

Amongst the food and beverage industry, it is seen that “mock meat” is currently being embraced as a healthier option preferred by millennials. These food products are made from meat substitutes (often vegan based) and are consumed for religious or health reasons. The purchase of these substitute meat products have been growing in Malaysia, mainly due to the rise of health centric consumer practices. With the surge of interest towards mock meat rising amongst millennials, organizations increase their promotional efforts to satisfy these demands. However, in Malaysia, little is known on the forces that influence the buying intention of these products. This study proposes three main dimensions that act as independent variables, namely Perceived Benefit, Health Consciousness, and Celebrity Influence, that seem to effect the purchase intention of millennials. Purposive sampling was implemented to capture data from respondents using a 5-item Likert scale, while the validity of the questionnaire items were further verified using statistical techniques such as Average Variance Extracted, Composite Reliability, and Cronbach's Alpha. Hypotheses testing was tabulated using Structural Equation Modelling in the AMOS SPSS (v.24) program. The results showed a positive impact of Celebrity Influence and Perceived Benefit towards the purchase intention of millennials towards these mock meat products. This research showed that millennials are more influenced by the mock meat product's perceived benefit to make their purchases, as many tend to be intrigued by the beneficial aspects that it has to them towards their health. Additionally, celebrities tend to guide the buying intention of millennials as many of these buyers are still young and look upon celebrities in admiration due to social media.

Keywords: millennials, mock meat, purchase intention, health consciousness, celebrity influence

F2

[74]

HARNESSING AGRO-HOSPITALITY FOR SUSTAINABLE RURAL DEVELOPMENT IN KENYA: OPPORTUNITIES AND BARRIERS

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ABSTRACT

Climate change, market instability, and declining farm productivity have led to negative attitudes toward farming, prompting the need for income diversification. In Kenya, agriculture and tourism are key sectors, and policy frameworks such as ASTGS 2019–2029, the Tourism Blueprint 2030, and Vision 2030 advocate for their integration. Agro-hospitality, which merges agriculture with tourism, presents a sustainable pathway to rural resilience, food security, and inclusive development. This study assessed opportunities and barriers of agro-hospitality and its potential to promote sustainable rural development. The study was anchored on Resource-based view and stakeholder theories. Exploratory research design was used to examine the intersection of agriculture and tourism in Kenya. Data were collected through analysis of eight purposively selected policy documents, strategic plans, and reports on farm and tourism activities. Thematic and content analysis identified key patterns in agro-hospitality, with saturation reached when no new themes emerged from the final documents. The findings revealed opportunities for agro-hospitality in diverse farming activities, cultural heritage, and underused resources, with 60% of reports noting excess farm land suitable for tourism. Key barriers included poor infrastructure, low awareness, lack of guidelines, language issues, liability concerns, and limited funding. One report noted, “Most farmers are unaware of how to structure their farms for tourism without interfering with their primary production goals.” These findings highlight the need for policy support, training, and investment. The study concluded that addressing challenges and leveraging opportunities can boost agro-hospitality, support agriculture, improve rural livelihoods, create jobs, and promote sustainability. The study recommended improving infrastructure, funding, training, and benchmarking, aligned with national frameworks for sustainable implementation.

Keywords: agro hospitality, barriers, opportunities, sustainable rural development

F3

[75]

**DESTINATION INVENTORY OF CALABARZON REGION, PHILIPPINES:
ASSESSING TOURISM RESOURCES, VISITOR PREFERENCES, AND MARKET
COMPETITIVENESS**

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ABSTRACT

The study examines the destination inventory of CALABARZON, focusing on accommodation, transportation, attractions, and activities, and evaluates significant differences in tourist preferences based on psychographic profiles. A descriptive research design was employed, with data gathered from tourists visiting the top five attractions in the region. The sample size was determined using GPower 3.1.9, ensuring proportional allocation across selected sites. An adapted questionnaire was used for data collection, administered both on-site and online. Frequency distribution was applied to analyze the psychographic profile and destination inventory, while the Chi-Square test with Bonferroni correction was used to assess significant differences in responses. Findings revealed that tourist preferences varied significantly based on age, sex, education, occupation, travel frequency, and type of tourist, highlighting distinct patterns in accommodation choice, transportation mode, attraction selection, and activity engagement. The study emphasizes the need for tailored tourism strategies to enhance visitor experience, improve resource management, and strengthen the market competitiveness of CALABARZON as a tourism destination. Recommendations include developing customized marketing campaigns, enhancing transportation infrastructure, and diversifying tourism offerings to align with evolving traveler expectations. Future research may explore the economic impact of tourism inventory and the role of digital transformation in destination management.

Keywords: destination inventory, tourist preferences, CALABARZON tourism, tourism resource management, market competitiveness

F4

[76]

**THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE
COMPETENCIES AND JOB SATISFACTION OF UTILITY COMPANY
EMPLOYEES IN THE PROVINCE OF BATANGAS**

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ABSTRACT

Every individual experience different level of emotions. In the working environment this can be observed depending on the level of satisfaction he/she experienced. The primary objective of this study was to examine the relationship between emotional intelligence competencies and job satisfaction levels of the respondents. The findings of the study would be the basis for the Model Framework Development for Emotional Intelligence Competencies and Job Satisfaction. The study employs descriptive research and explanatory research design. Descriptive and inferential statistics were used to find the mean, test association and effect between the theoretical model of Daniel Goleman which was the emotional intelligence competency and Job Satisfaction of Paul Spector which was the and job satisfaction of utility company employees in the three cities of Batangas Province. The Structural Equation Modeling (SEM) is used for developing a model framework. The researcher had adopted a two standard questionnaire the Emotional and Social Competency Inventory (ESCI) of Hay Group (2011) and the Job Satisfaction Survey (JSS) of Paul Spector (1994) to assess the 138 randomly selected respondent's emotional intelligence competency and job satisfaction respectively. The findings revealed that the emotional intelligence competencies of the respondents were ranging from low competency level to high competency levels and their job satisfactions were mostly on the satisfaction level. Lastly, a relationship between emotional intelligence competencies and job satisfaction was revealed from the study resulting to development of a model framework.

Keywords: emotional intelligence competencies, job satisfaction, utility company

F5

[77]

**TOURIST MOTIVATIONS IN FOCUS: CONTRASTING PUSH AND PULL
FACTORS IN TUBA'S ADVENTURE TOURISM**

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ABSTRACT

Tuba, a renowned destination for adventure tourism, boasts a wide array of activities classified into soft and hard adventures. Soft adventures, such as camping, swimming, and nature walking, cater to those seeking leisure and tranquility, whereas hard adventures, including hiking, caving, and ziplining, appeal to thrill-seekers craving excitement. Despite their popularity, limited research has been conducted to examine the distinct motivational factors influencing tourists' choices between these two types of adventure tourism. This study seeks to explore and compare the motivations of tourists and locals engaging in these two types of adventure tourism in Tuba. Adopting a qualitative, comparative research design, data were gathered through interviews with 25 respondents- comprising nine locals and sixteen tourists. Thematic analysis was applied to interpret the qualitative data, uncovering key motivational factors. Findings highlight that "Low Engagement" drives soft adventure participation, while "Thrill and Adrenaline-Rush" fuels interest in hard adventures. Common motivation themes, such as "Personal Growth and Fulfillment" and "Balancing Relaxation and Challenge," emerged across both groups. Additionally, both tourists and locals were influenced by a combination of push factors, including personal priorities and social motivations, and pull factors, such as convenience and accessibility. This research contributes to a deeper understanding of the shared and unique motivations behind soft and hard adventure tourism, offering valuable insights for tourism development in Tuba.

Keywords: adventure tourism, motivational factors, tourist preferences

F6

[78]

**UNDERSTANDING GUEST PREFERENCES IN FRONT OFFICE OPERATIONS:
BALANCING INTERNAL AND EXTERNAL NEEDS THROUGH DIGITAL
TRANSFORMATION IN 4-STAR URBAN HOTELS**

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ABSTRACT

As personalized experiences become a competitive differentiator in the hospitality sector, understanding guest preferences in front office operations has gained increased attention. This study investigates how front office departments at a 4-star hotel in Ho Chi Minh City balance internal operational constraints with external service expectations. By using a mixed-method approach, including guest surveys (N=143) and staff interviews, the research identifies key areas where personalization enhances guest satisfaction and areas where internal limitations hinder service delivery. Findings reveal that while guests expect tailored interactions and proactive cultural recommendations, front office staff often struggle with standardization pressures, staffing shortages, and misaligned performance metrics. The study proposes a Guest Preference Integration Framework (GPIF) integrating technology and human-centric service to enhance personalization while maintaining operational efficiency. Practical recommendations are offered to optimize front office processes and position hotels as cultural gateways, aligning with modern guest expectations. These findings are relevant for hospitality managers aiming to foster customer loyalty and competitiveness through improved personalization strategies in the digital age. This paper holds broader implications for urban boutique hotels seeking to align guest-centered innovation with sustainable operations in the post-pandemic hospitality landscape.

Keywords: front office operations, guest preferences, personalization, 4-star hotel, hospitality management, Vietnam

F7

[79]

BALINESE WOMEN IN GASTRONOMIC TOURISM: REDEFINING ROLES AND CULTURAL CAPITAL IN A GLOBALIZING INDUSTRY

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ABSTRACT

This study aims to identify and analyze the construction of Balinese women's roles in sustainable gastronomic tourism in Gianyar Regency. Women are not only engaged as economic actors but also serve as cultural agents who actively redefine their social roles amid globalization, patriarchal customary structures, and a competitive tourism industry. Using an interpretive qualitative approach, supported by role theory, social construction theory, and Pierre Bourdieu's theory of social practice, this research involved eight purposively selected female culinary entrepreneurs. Data were collected through in-depth interviews, participatory observation, and visual documentation. The findings reveal that Balinese women construct their roles in four key categories: cultural initiators, cultural instructors, adaptive professionals, and cultural curators. They successfully convert domestic habitus and cultural capital into economic and symbolic capital within the tourism arena. Despite facing dual role burdens and structural constraints, their adaptive strategies have generated multidimensional impacts across economic, social, and cultural domains. This study highlights the importance of recognizing women's contributions to the development of sustainable and culturally grounded tourism.

Keywords: Balinese women, gastronomic tourism, cultural capital, grounded theory, gender roles

G1

[80]

BIBLIOMETRIC ANALYSIS OF GLOBAL ECOTOURISM RESEARCH (1990–2025): TRENDS, GAPS, AND FUTURE DIRECTIONSSiti Afiqah Z¹, Roslizawati CA^{2*}, Noorul Azwin MN¹, Zaimatul A² and Mohamad Khairima³

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ABSTRACT

Ecotourism has emerged as a crucial component of sustainable tourism, balancing economic benefits, environmental conservation, and community well-being. This study employs bibliometric analysis to comprehensively examine global research trends in ecotourism from 1990 to 2025, focusing on publication growth, geographic distribution, key contributors, thematic evolution, and research gaps. Data were extracted from Scopus and Web of Science and analyzed using VOSviewer and R-based bibliometric tools. The findings reveal four major evolutionary phases: (i) the foundational period (1990–2000), where ecotourism was conceptualized and linked to conservation; (ii) expansion and diversification (2001–2010), marked by policy integration and community-based ecotourism (CBE); (iii) consolidation and innovation (2011–2020), where technological advancements and Sustainable Development Goals (SDGs) shaped research priorities; and (iv) contemporary advances (2021–2025), highlighting post-pandemic recovery strategies, digital ecotourism, and climate resilience. The geographic analysis indicates that the United States, Australia, and China lead in publication output while emerging Southeast Asia and Africa contributors signal a more inclusive research landscape. Despite these advancements, gaps remain in underrepresented regions, integration of artificial intelligence (AI) in ecotourism management, and longitudinal studies on its socio-economic impacts. This study underscores the need for interdisciplinary approaches, greater collaboration among global scholars, and policy-driven research to enhance ecotourism's role in sustainable development. The findings provide valuable insights for academics, policymakers, and industry stakeholders to shape the future of ecotourism research and practice.

Keywords: ecotourism, bibliometric analysis, sustainable tourism, research trends, digital innovation, community-based ecotourism

G2

[81]

**THE COGNITIVE AND HEALTH BENEFITS OF VIRTUAL REALITY (VR)
NATURAL LANDSCAPES AMONG MIDDLE-AGED AND ELDERLY
INDIVIDUALS**

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ABSTRACT

This study aims to investigate the cognitive and health benefits of virtual reality (VR) natural landscapes among middle-aged and elderly individuals based on Attention Restoration Theory (ART). A quasi-experimental design was employed in February 2025, recruiting 80 middle-aged and elderly participants from the long-term care center at Puli Christian Hospital in Nantou, Taiwan. Participants experienced 360-degree natural and urban landscape videos through head-mounted VR devices. Measures included Heart Rate Variability (HRV) and Sustained Attention to Response Task (SART), along with questionnaire-based assessments of emotional states, well-being, and loneliness. Results indicated that VR experiences significantly increased positive emotions and subjective well-being, reduced negative emotions, and improved sustained attention and reaction speed. HRV data revealed physiological relaxation responses. Although there was no statistically significant difference between natural and urban landscape conditions, overall findings demonstrated that virtual environments effectively facilitate emotional regulation and cognitive restoration. Participant feedback highlighted predominantly positive experiences, such as novelty, relaxation, and nostalgia, suggesting the potential of VR natural landscapes in delaying cognitive decline and promoting mental health. Future applications may include integration into elderly care and psychological intervention strategies.

Keywords: virtual reality, natural environments, attention restoration theory, older adults

G3

[82]

**THE HUMAN SIDE OF SUSTAINABILITY IN HOSPITALITY: EXPLORING
GREEN HUMAN RESOURCE POLICIES, EMPLOYEES' WORK
MEANINGFULNESS, MOTIVATION AND GREEN BEHAVIORS**

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ABSTRACT

As sustainability becomes a key priority in the hospitality industry, understanding how human resource practices can foster employees' green behaviors is crucial for achieving long-term environmental and business goals. This study examines the impact of perceived green human resource management (GHRM) practices on employees' green behaviors through the roles of green motivation and perceived work meaningfulness. Grounded in the conservation of resources (COR) theory, the research addresses a critical gap by exploring the psychological mechanisms that link GHRM practices to pro-environmental behavior in the hospitality sector. Data were collected through a multi-wave survey of 350 frontline employees from seven hotels in Pakistan, and analysis was conducted using the SPSS PROCESS macro. Findings reveal that perceived GHRM practices positively contribute to employees' engagement in green behaviors. This study further finds that employees' green motivation and perceived work meaningfulness serve as key mediators between perceived GHRM practices and employees' green behaviors. These insights emphasize the need for strategic HR policies that not only implement sustainability initiatives but also enhance employees' intrinsic motivation and sense of meaningfulness, ultimately contributing to a pro-environmental and competitive hospitality industry. These findings emphasize that effective GHRM practices not only cultivate employees' green behaviors through motivation and work meaningfulness but also provide managers with a strategic tool to integrate sustainability into HR policies, ensuring long-term environmental responsibility and a competitive edge in the hospitality industry.

Keywords: GHRM practices, green behaviors, motivation, meaningfulness

G4

[83]

**EXPLORING THE LEARNING BARRIERS AND OPPORTUNITIES
EXPERIENCED BY FIRST-YEAR HOSPITALITY ACCOUNTING STUDENTS IN
AN AUTHENTIC ASSESSMENT STRATEGY**

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ABSTRACT

Numerous studies in hospitality education suggest that assessment for student learning is key to pedagogy delivery and instruction. The phenomenon of learning through an authentic assessment lens in hospitality education is relatively a new focus of research in the South African context, an area of exploration that this paper reports on. This study explores the relationship between Authentic Assessment (AA) and the learning experiences of hospitality accounting students, particularly how AA enables or constrains the learning experiences of hospitality first-year students in a hospitality accounting module. A myriad of challenges and opportunities exist in assessing student learning in authentic learning environments. Employing an interpretive lens, twenty-first-year hospitality accounting students were purposively engaged in focus group sessions and semi-structured interviews in this qualitative case study. The focus group consisted of students who shared similar lived experiences and backgrounds that resonated to the phenomenon. In conformance to thematic analysis, four themes were generated from the data collected, namely, (1) Access to threshold concepts, (2) Lack of Numeracy skills and Hospitality disciplinary knowledge, (3) Time management (4) Intense Group practice. The findings of this study yield mixed results, representing a contradictory nexus of authentic assessment and students' learning experiences. Overall, many of the students hugely benefited from an AA strategy that afforded them an enriched learning platform.

Keywords: authentic assessment, hospitality accounting, constructivism, constructive alignment, authentic learning

G5

[84]

NUSANTARA, NIPPON, OR HANGUK? HOW BRAND IMAGE GUIDES GENERATION Z'S CROSS-CULTURAL FOOD PREFERENCES

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ABSTRACT

The growing popularity of foreign cuisines in Indonesia has contributed to a shift in culinary preferences among Generation Z, raising concerns about the long-term sustainability of local food culture. This study aims to analyse the influence of brand image, specifically of Indonesian, Japanese, and Korean cuisines, on the purchasing decisions of Generation Z consumers. A quantitative research design was adopted, using a structured questionnaire to collect data related to brand image perception and purchase intention. The instrument underwent validity and reliability testing prior to distribution. The research population comprised Generation Z individuals in Jakarta, with a sample of 100 respondents selected through non-probability (accidental) sampling, based on Slovin's formula. Data were gathered at three of Jakarta's most popular restaurants, identified through a preliminary survey: Pagi-Sore (Indonesian), Marugame Udon (Japanese), and Mujigae (Korean). The data were analysed using descriptive statistics, multiple regression analysis, t-tests, and the coefficient of determination (R^2). The findings reveal that while Indonesian cuisine possesses the highest brand image score, Generation Z consumers demonstrate a stronger preference for Japanese and Korean cuisines. Regression analysis confirms that brand image significantly affects purchasing decisions across all three culinary categories. Among them, Korean cuisine exhibits the highest brand image influence on purchasing decisions, followed by Japanese and Indonesian cuisine, respectively. These results suggest that although brand image is an important factor, it is not the sole determinant of Generation Z's culinary choices. Theoretically, this study expands the understanding of consumer behaviour in a multicultural food landscape. Practically, it underscores the need for local culinary businesses to enhance their brand positioning in order to remain competitive. Further research is recommended to explore additional variables influencing Generation Z's food purchasing behaviour.

Keywords: generation Z, brand image, culinary preference, local cuisine, foreign cuisine, consumer behaviour

G6

[85]

**TOWARDS SUSTAINABLE E-COMMERCE: A QUANTITATIVE STUDY ON
IMPULSE BUYING BEHAVIOR DURING SHOPEE LIVE STREAMING AMONG
GENERATION Z IN KUALA LUMPUR**

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ABSTRACT

This study explores the impact of sales promotion, consumer trust, and time pressure on impulse buying behavior within the context of Shopee Live streaming, focusing on Generation Z consumers in Kuala Lumpur, Malaysia. In light of the rapid growth of live-streaming commerce, impulse purchasing has become increasingly common among digitally native users, raising questions about sustainable consumer practices in the digital economy. The research aims to analyze how these three key factors, sales promotion, trust, and time pressure influence impulse-driven purchases, with an emphasis on how such behaviors align with or challenge sustainable e-commerce principles. The study adopts a quantitative methodology. A total of 192 valid responses were collected through convenience sampling. Results show that all three independent variables have a significant positive effect on impulse buying behavior. Notably, sales promotions especially those tied to exclusive or time-limited offers were identified as the most influential factor. Meanwhile, trust in sellers and product authenticity played a key role in reducing hesitation, while time pressure heightened urgency, driving spontaneous purchasing decisions. The findings provide valuable insight into consumer behavior in live-stream e-commerce, with implications for sustainable marketing strategies. To promote more responsible online retail practices, the study recommends that e-commerce platforms strike a balance between promotional effectiveness and long-term customer trust. This includes designing ethical sales tactics, reinforcing transparency, and supporting informed decision-making to encourage sustainable consumption among Generation Z shoppers.

Keywords: sales promotion, trust, time pressure, sustainable e-commerce

G7

[86]

THE EFFECTS OF DIGITAL UPGRADE ON HOSPITALITY EMPLOYEE WELL-BEING DURING A PANDEMIC: A CASE STUDY OF A SOUTH AFRICAN GAME LODGE

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ABSTRACT

The recent COVID-19 pandemic heralds the urgency for technological advancements, and digital transformation, particularly within hospitality and tourism. Meanwhile, numerous studies have highlighted that this transformation heightened concerns for hospitality employees' well-being and job satisfaction. This study investigates the effects of technological advancements on employees at a South African game lodge during the pandemic. Subsequently, the study focuses on introducing digital innovations such as contactless check-in/check-out, AI-driven guest support services, advanced digital communication tools, and their influence on job satisfaction, and the well-being of hospitality employees. However, there is a notable gap in the existing literature regarding the specific impacts of these technological advancements on employee well-being and job satisfaction particularly in the context of a Game Lodge within the hospitality sector. Hence, the aim of this case study, empirically address this gap by examining how digital innovations affect hospitality employees' mental health and job satisfaction. To ensure a representative sample of each department of the Lodge, data was obtained from a stratified sample of 70 employees who consented to their participation in this study. This quantitative study collected data digitally through online questionnaires; which were further analysed using SPSS software. The findings suggest that there is an established need for human capital strategies that may predominate technostress and assess the training and development skills of hospitality employees. Equally by addressing employee techno skills and techno stress, this study underscores the importance of a balanced strategy for digital transformation that prioritizes both employee well-being and job satisfaction in the hospitality industry. This study was limited only to a single game lodge with a relatively small sample size that may restrict the generalizability of the findings.

Keywords: digital upgrades, technology advancements; well-being, job satisfaction, hospitality employees, pandemic, hospitality employees

G8

[87]

**THE INFLUENCE OF KOREAN REALITY SHOWS ON TOURISM TRENDS IN
SOUTHEAST ASIA: FOCUSING ON VIETNAM AND THAILAND**

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ABSTRACT

The significant rise of the Korean Wave has reshaped the global entertainment and tourism industries with a new approach to destination branding through media exposure. This study aims to explore the influence of Korean reality shows, which impact has not been thoroughly studied, on tourism trends in Southeast Asia, specifically in Vietnam and Thailand. The research fills the gap in existing literature by investigating the correlation between media studies and tourism, highlighting the role of screening culture in shaping travel behavior. Employing an innovative forecasting method, which is nowcasting, with the utilization of big data analytics from search engines such as Google Trends and Naver Trends, this study examines the real – time fluctuations in online searches for Southeast Asian destinations and cuisines featured in specific Korean reality shows and it is supposed to prove the correlation between the airing of these television shows and the subsequent increase in destination searching behavior. The findings are expected to demonstrate that reality shows foster immersive tourism experiences by enhancing destination appeal through celebrities, storytelling, and cultural presentations. This research aims to enhance the broader understanding of media – induced tourism, as well as to offer valuable insights for tourism stakeholders, government, and content creators to use popular media as a strategic source to develop tourism and strengthen cultural exchange between South Korea and Southeast Asian countries. Furthermore, the nowcasting methodology employed in this study provides real-time analysis of travel intentions, making it a significant contribution to the field of tourism research.

Keywords: Korean reality shows, tourism trends, nowcasting, cultural exchange, Southeast Asia

G9

[88]

**FROM VIRTUAL TO REALITY: A DUAL-PATH STUDY ON THE
TRANSFORMATION OF TRAVEL INTENTIONS THROUGH TELEPRESENCE
AND EXTRAVERSION PERSONALITY TYPE**

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ABSTRACT

This study addresses the unresolved mechanisms underlying how virtual experiences translate into actual travel intentions by investigating the interplay between telepresence and extraversion in the transformation pathways. The conceptual foundation of this investigation is rooted in the persistent scholarly void concerning how psychological constructs dynamically interface with trait-based individual variations within virtual travel contexts. Although existing literature has confirmed that virtual experiences enhance emotional engagement through immersion (such as telepresence), there are certain limitations: the synergy between technological immersion and personality traits (such as extroversion) has not been deconstructed. Traditional research has mostly focused on the one-way effect of technological features, neglecting the moderating mechanism of individual traits. Currently in the preliminary research stage, subsequent phases will employ questionnaires analyzed via SPSS and PLS-SEM. Building upon a conceptual synthesis of prior scholarship, this model delineates a dual-channel mechanism by which virtual experiences shape travel intentions: they concurrently reinforce telepresence efficacy and heighten visual allure perceptions, thus fostering enduring behavioral commitment to virtual tourism. Literature indicates that the spatial presence of immersive technology significantly enhances behavioral commitment in virtual environments by activating users' cognitive map construction mechanism.

Keywords: telepresence, virtual experience, extraversion

G10

[89]

**INFLUENCING OVERTOURISM THROUGH SOCIAL MEDIA: A CASE OF
SOUTH KOREA**

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ABSTRACT

Overtourism has become a bigger concept within the tourism literature due to more attention towards the phenomenon. Overtourism is a term to describe excessive amounts of tourism in numbers that can become too much to handle for a destination, become unsustainable, and interfere with local life in negative ways. South Korea is a relatively new mass tourism destination and is dealing with some cases of overtourism, especially in residential areas. Bukchon Hanok Village has implemented a curfew to give residents a break from the mass of tourists, for example. Social media is an important tool in contemporary tourism, so I focus on its influence on overtourism. The methods used are analyses of tourist destinations on Google Reviews, analyses of social media posts on Instagram and TikTok, data regarding tourism in South Korea, and government policies, including the tourist organization VISIT KOREA. In my analysis, I divided my results into factors of social media that enable overtourism and ones that disable it. For the enabling of overtourism, my main factors are the rise of “instagrammable” destinations, promotion through social media, and gentrification influenced by online spaces. Factors of social media that could help disable tourism are ethical education, promoting diversion to hidden gems, and other spatial distribution through promotion of cosmetic and health tourism. Concluding that social media has a significant influence on tourism and can be a tool to influence overtourism, in both positive and negative ways.

Keywords: overtourism, South Korea, tourism, social media

G11

[90]

**RECONCEPTUALIZING INDUSTRIAL TRAINING IN HOSPITALITY
EDUCATION: A MINI-REVIEW USING A BEHAVIORAL COMPETENCY AND
EXPERIENTIAL LEARNING LENS**

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ABSTRACT

This mini-review article looks at industrial training in hospitality education in a new way. It shows that, besides learning technical skills, students also build important soft skills during their training. These include communication, teamwork, emotional intelligence, and the ability to adjust to changing situations. While these soft skills are very important in the hospitality industry, they are not always measured or supported during training. Most research still focuses only on job tasks or student satisfaction with internships. This paper uses two learning theories to explain how students learn behavior during training: Kolb's Experiential Learning Theory, which says people learn from their own experience, and Bandura's Social Learning Theory, which says people also learn by watching others. Using these ideas, the article explains how students can learn better ways to handle guests, work with teams, and manage stress by reflecting on their real-life experiences and by observing supervisors or co-workers. The paper also highlights the importance of looking at these changes through a qualitative method, especially phenomenological inquiry, which focuses on how students feel and think during their training. This is useful in places like West Bengal, where hospitality and tourism are growing, and local culture affects training styles and expectations. The article calls for better collaboration between colleges and hotels to make training more useful for students. It suggests that training programs should include proper feedback, mentoring, and opportunities for students to reflect on their learning. This will help them grow not only as workers but also as confident and emotionally strong professionals ready for today's global hospitality industry.

Keywords: industrial training, behavioral competencies, hospitality education, soft skills development, experiential learning, qualitative inquiry.



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