

ICOHT 2026 PHYSICAL TENTATIVE PROGRAM | DAY 01 | MONDAY, 13TH JULY, 2026 | AMBASSADOR HOTEL, BANGKOK, THAILAND

TIME (ICT, UTC+7)	SALATHAI ZOOM ID - 821 4822 8214
07:30 – 08:30	Conference Registrations
08:30 – 08:40	Conference Opening
08:40 – 08:50	Opening Remarks by Conference Convenor Mr. Isanka Gamage (<i>Co-founder and Managing Director, The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
08:50 – 09:00	Traditional Thai Cultural Performance
09:00 – 09:10	Videos Showcasing Tourism in Thailand, Sri Lanka, and Malaysia
09:10 – 09:15	Welcome Address by Conference Chairperson Prof. Dr. Kashif Hussain (<i>Senior Head, School of Business and School of Global Hospitality and Tourism, Asia Pacific University of Technology and Innovation, Malaysia</i>)
09:15 – 09:20	Welcome Address by Conference Co-Chair Prof. Dr. D. A. C. Suranga Silva (<i>Professor in Tourism Economics, University of Colombo, Sri Lanka</i>)
09:20 – 09:25	Welcome Address by VVIP Dr. Pornchai Mongkhonvanit (<i>President of Siam University, Thailand</i>)
09:25 – 09:35	Welcome Address by VVIP Mr. Peter Semone (<i>Pata Chairman Emeritus 2022-2026, Tourism Development Expert in China, Southeast Asia and the Pacific, Bangkok, Thailand</i>)
09:35 – 09:40	ICOHT 2027 Launching
09:40 – 09:45	Partner and Country Coordinator Recognition
09:45 – 10:15	Keynote Speech Title: "Innovations and Leadership in Hospitality and Tourism" Speaker: Prof. Kaye Chon (<i>Dean and Chair Professor, Walter and Wendy Kwok Family Foundation, Professor in International Hospitality Management, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong</i>)
10:15 – 10:25	Group Photograph Session
10:25 – 11:10	Morning Coffee Break
11:10 – 11:40	Keynote Speech Title: "Strategic Regeneration in Hospitality: Leveraging Innovation and Knowledge Creation for a Resilient Future" Speaker: Prof. Dr. Fevzi Okumus (<i>William McFall "Mac" Pearce Endowed Professor, Director of Global Strategy and Strategic Engagement, College of Hospitality, Retail and Sport Management (HRSM), University of South Carolina, USA</i>)
11:45 – 12:15	Keynote Speech Title: "Smart Tourism & the Age of AI: Redefining Guest Experience Through Technology" Speaker: Prof. Dr. Dogan Gursoy (<i>Regents Professor and Taco Bell Distinguished Professor in Hospitality Business Management, Washington State University, USA</i>)
12:15 – 13:30	Lunch
13:30 – 14:00	Distinguished Speaker Session Title: "Regenerative Tourism: Moving Beyond Sustainability" Speaker: Assoc. Prof. Dr. Hera Oktadiana (<i>Trisakti Institute of Tourism, Indonesia, Adjunct Associate Professor, Griffith University and James Cook University, Australia</i>)

14:05 – 14:35	Distinguished Speaker Session Title: "The Future Traveler: Changing Behaviors, Values, and Market Dynamics" Speaker: Prof. Dr. Faizan Ali (<i>University of Galway, Ireland</i>)
14:40 – 15:40	Industry Panel: Fireside Chat Title: "From Overtourism to Regenerative Travel: Can AI and Cultural Intelligence Rebuild Trust in Destinations?" Moderator: - Assoc. Prof. Dr. Ann Suwaree Ashton (<i>Associate Dean Administration, National Institute of Development Administration, Thailand</i>) Panelists: - Ms. Anchali Muttamara (<i>Sunny Sunflower (Thailand) Co Ltd, Thailand</i>) - Ts. Dr. Muhammad Imran Sarwar (<i>Datalytica (Thailand) Pvt Ltd, Thailand</i>) - Ms. Pichaya Noranitiphadungkarn (<i>Director of International Relations and Accreditations, Dusit Thani College, Thailand</i>) - Assoc. Prof. Dr. Marco Valeri (<i>Niccolo' Cusano University, Italy</i>) - Dr. Roslizawati Che Aziz (<i>Associate Professor, Universiti Malaysia Kelantan (UMK), Malaysia</i>)
15:45 – 16:15	Keynote Speech Title: "Cultural Regeneration and Ethical Innovation: The Role of Islamic Tourism and Wellness in Sustainable Destinations" Speaker: Prof. Dr. Mohamed Battour (<i>Nahda University (NUB), Egypt, A'Sharqiyah University (ASU), Oman</i>)
16:20 – 16:50	Evening Coffee Break
16:50 – 17:50	Academia Panel: Scholarly Dialogue Title: "Rethinking Tourism: Research at the Crossroads of Culture, Wellness, and Sustainability" Moderator: - Assoc. Prof. Dr. Bongkosh Rittichainuwat (<i>Director of Hotel & Tourism Management, Siam University, Thailand</i>) Speakers: - Dr. Jong-Hyeong Kim (<i>Associate Professor, Associate Director and Director of Graduate Program in SCRD at HAIC, School of Community Resources and Development, Watts College of Public Service and Community Solutions, Arizona State University, USA</i>) - Dr. Viana Hassan (<i>ETE Academy, Malta</i>) - Ms. Ma. Christina G. Aquino (<i>Lyceum of the Philippines University, Philippines</i>) - Master Chef Nooror Somany Steppe (<i>Blue Elephant Group, Thailand</i>) - Prof. Atif Hassan (<i>Dean of the School of Professional Advancement, University of Management and Technology (UMT), Founding Director of the Institute of Hospitality Leadership (IHL), Pakistan</i>)
17:55 - 18:30	Special Awards Ceremony - Outstanding Practitioner Awards for Industry Professionals - Outstanding Literary Awards for Social Scientists - Lifetime Achievement Awards for Hospitality and Tourism Gurus

END OF DAY 01

ICOHT 2026 PHYSICAL TENTATIVE PROGRAM | DAY 02 | TUESDAY, 14TH JULY, 2026 | AMBASSADOR HOTEL, BANGKOK, THAILAND

TIME (ICT, UTC+7)	SALATHAI ZOOM ID - 821 4822 8214	ORCHID 04 ZOOM ID - 836 2627 2539 PW - 589788	GARDEN 01 ZOOM ID - 859 4988 3980 PW - 441679	GARDEN 02 ZOOM ID - 834 2639 2176 PW - 742112	GARDEN 03 ZOOM ID - 842 4498 5513 PW - 212708
	Technical Session 01 - Culture I	Technical Session 02 - Culture II	Technical Session 03 - Culture III	Technical Session 04 - Culture IV	Technical Session 05 - Policy Governance I
	Session Chair - Prof. Dr. Fevzi Okumus (<i>University of South Carolina, USA</i>)	Session Chair - Prof. Dr. Dogan Gursoy (<i>Washington State University, USA</i>)	Session Chair - Prof. Dr. Mohamed Battour, A'Sharqiyah (<i>University Oman, Nahda University, Egypt</i>)	Session Chair - Prof. Dr. D. A. C. Suranga Silva (<i>University of Colombo, Sri Lanka</i>)	Session Chair – Prof. Atif Hassan (<i>University of Management and Technology, Pakistan</i>)
08:30 – 08:45	A1 Strategies for Promoting Traditional Food as a Tourism Attraction in Dili, Timor-Leste <u>Sancha Patricia Guterres da Conceicao*</u> , Batra Adarsh (<i>Assumption University, Thailand</i>)	A7 Virtual Interaction Ritual Chains by Augmented Reality: Elevating Heritage Festival Tourism through Immersion and Sustainability Thy Thi Bao Huynh, <u>Han Nu Ngoc Ton*</u> (<i>Vietnam National University, Vietnam</i>)	A13 Female Bloggers Navigating Chinese Cultural Promotion in the Digital Age: A Cultural Authenticity Perspective Jingqi Yuan (<i>Hainan University, China</i>)	A19 Decolonising the Plate: How Integrating Indigenous Knowledge Transforms Culinary Education and Empowers Local Communities Khan R (<i>Durban University of Technology, South Africa</i>)	B1 Constructing Gender in Thai Festival Marketing: A Critical Discourse Analysis of Representation and Ideology Intason M (<i>Naresuan University, Thailand</i>)
08:45 – 09:00	A2 Impact of Entertainment Narratives on the Motivation for Bleisure Activities of Meetings, Incentives, Conventions, and Exhibitions (MICE) Travellers <u>Rittichainuwat B¹*</u> , Mair J ² , Padmasankh V ³ (<i>¹Siam University, Thailand, ²Southern Cross University, Australia, ³Chulalongkorn University, Thailand</i>)	A8 From Palace to Platform: Communicating Cultural Heritage as Tourism Experience in Digital Space <u>Mardhiyani NLM¹*</u> , Mulyono DDM ¹ , Bumi ISB ¹ , Noviani NLN ² , Wibowo AMW ² (<i>¹Diponegoro University, Indonesia, ²National Research and Innovation Agency, Indonesia</i>)	A14 Creative Tourism as a Catalyst for Behavioural Transformation toward Sustainable Development Ulluwishewa R ¹ , Weerasinghe KPWDR ² , Paranamana GK ³ , Thennakoon TMSPK ⁴ , <u>Indujeewa KP⁵*</u> , Kaushalya UH ⁴ (<i>¹Palmerston North, New Zealand, ²University of Vavuniya, Sri Lanka, ³NSBM Green University, Sri Lanka, ⁴University of Sri Jayewardenepura, Sri Lanka, ⁵Open Polytechnic of New Zealand, New Zealand</i>)	A20 Bridging the Gap Between Tradition and Precision: A Systematic Review of Gastronomic Training Models for the Development of Traditional Cuisine Training Model in Zimbabwe Mambirisi AP (<i>University of Zimbabwe, Zimbabwe</i>)	B2 Tourism Governance and Development Pathways in Northeast India: A Comparative Study of Meghalaya and Mizoram Buam HM, <u>Lalnunfeli*</u> , Bharule SP (<i>Indian Institute of Technology Kharagpur, India</i>)

09:00 – 09:15	A3 Immersive Heritage Banquets and Cultural Belonging: Experience Economy Perspectives in East Asian Culinary Tourism Thy Thi Bao Huynh, <u>Han Nu Ngoc Ton*</u> (<i>Vietnam National University, Vietnam</i>)	A9 Sleeping on the Axis: Translating the "Sangkan Paraning Dumadi" Philosophy into Hospitality Architecture for Immersive Cultural Experiences in Yogyakarta <u>Ardiansyah Rahmat Hidayatullah*</u> , Hana Setyaningsih, Pramada Lian Palevi (<i>Universitas 'Aisyiyah Yogyakarta, Indonesia</i>)	A15 Regenerating Cultural and Wellness Tourism through Gastronomic Heritage: Insights from the Lancang-Mekong Spice Route <u>Boonpaisarnsatit Nithat*</u> , Sommit Kanjana (<i>Maejo University, Thailand</i>)	A21 The Integration of Heritage Based Gastronomy Education in Polytechnic Colleges in Zimbabwe. A Scoping Review <u>Shonhiwa N*</u> , Chiweshe M, Tendani E (<i>University of Zimbabwe Harare, Zimbabwe</i>)	B3 Challenges Faced by Employees with Disabilities in the Hospitality Sector <u>W Ab Rahman NAF*</u> , Set K, Marzuki SHN (<i>Universiti Malaysia Terengganu, Malaysia</i>)
09:15 – 09:30	A4 Cooking between Heritage and Modernity: Malaysian Chefs' Creative Practices <u>Abidin MRZ*</u> , Karim S Ab, Aziz A (<i>Universiti Putra Malaysia, Malaysia</i>)	A10 Assessing the Impact of UNESCO World Heritage Inscription on Tourism Development and Destination Choice: A Study of Calle Crisologo, Vigan Pierre Angelie C Fajardo (<i>University of the Philippines Diliman, Philippines</i>)	A16 Marketing the Lancang-Mekong Spice Route and its Impact on Tourist Engagement in Cultural Heritage <u>Sommit Kanjana*</u> , Boonpaisarnatit Nithat (<i>Maejo University, Thailand</i>)	A22 Fan Pilgrimage Practices and the Making of Idol City: Implications for Behavioral Intentions <u>Yueyao Yang*</u> , Ting (Tina) Li (<i>Hainan University, China</i>)	B4 Benchmarking Muslim Friendly Tourism Destinations among OIC and Non OIC Members: A Comparative Analysis <u>Cheung C¹*</u> , Xu YC ¹ , Kim SS ¹ , Nisha F ¹ , Oktadiana H ² (<i>¹The Hong Kong Polytechnic University, China, ²James Cook University, Australia</i>)
09:30 – 09:45	A5 From Reel Narratives to Real Destinations: Examining Self Congruity and Psychological Resilience in Red Tourism Using PLS-SEM Thy Thi Bao Huynh, <u>Han Nu Ngoc Ton*</u> (<i>Vietnam National University, Vietnam</i>)	A11 Impact of the International Bamboo Organ Festival on Sustainable Tourism and Community Quality of Life <u>Eser EM¹*</u> , Matias RBB ² (<i>¹Far Eastern University, Philippines, ²Polytechnic University of the Philippines, Philippines</i>)	A17 The Process of Place Branding Formation through Historical Narratives: Constructing the "Civilization City" Identity in Teluk Wondama, Indonesia <u>Charlos Johanes Auri*</u> , Tri Mulyani Sunarharum (<i>Gadjah Mada University, Indonesia</i>)	A23 Paz Refreshment: Three Decades of Culinary Business in Dasmariñas City, Cavite <u>Del Callar RRS*</u> , Acibar DRM, Quicay RGF, Quismundo KRA, Sesbreño SMR (<i>Lyceum of the Philippines University, Philippines</i>)	B5 Digital Transformation as Structural Tension: Rethinking Tourism Governance in Emerging Destinations under Global Digital Pressure <u>De Carvalho DML¹*</u> , Sitanggang RSH ² (<i>¹Gadjah Mada University, Indonesia, ²Nusa Cendana University, Indonesia</i>)

09:45 – 10:00	A6 Leveraging Culture-Based Tourism to Enrich Tourists' Experiences: A Case of Timor-Leste Emidia Maria Freitas Pereira*, Adarsh Batra (<i>Assumption University, Thailand</i>)	A12 Risk Perceptions and Affective Responses of Solo Travelers to the Middle East: Psychographic Profiling Rezaei N (<i>Hong Kong Metropolitan University, China</i>)	A18 From Ritual to Brand: The CHARM Model for Strategic Creative Heritage Tourism Cornellia AH ^{1*} , Mahiswara AL ¹ , Wicaksono AK ² (¹ AMPTA <i>Tourism Institute, Indonesia</i> , ² Kampung Wisata Tamansari, <i>Indonesia</i>)	A24 Gen Z Shaping Kenyan Culinary Heritage: The Rise of Kenyan Street Food Culture Orido CO (<i>Kenya Utalii College, Kenya</i>)	B6 Tourism Activities Planning and Local Economic Development: A Case Study of Fleixa, Ainaro Municipality, Timor-Leste Ofelia AM*, Adarsh B (<i>Assumption University of Thailand, Thailand</i>)
10:00 – 10:15	Technical Dialogue	Technical Dialogue	Technical Dialogue	Technical Dialogue	Technical Dialogue
10:15 – 10:45	Morning Coffee Break with Poster Session P1 The Interplay between Restorative Perception, Place Attachment, and Well-Being in Taiwan's Metropolitan Parks Chang-Jen Kuo, Yi-Hsuan Hsu, Liang-Yen Chen* (<i>National Formosa University, Taiwan</i>)				

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	Technical Session 06 - Sustainability I Session Chair - Dr. Roslizawati Che Aziz (<i>Universiti Malaysia Kelantan, Malaysia</i>)	Technical Session 07 - Sustainability II Session Chair - Assoc. Prof. Dr. Hera Oktadiana (<i>Trisakti Institute of Tourism, Indonesia, Adjunct Associate Professor, Griffith University and James Cook University, Australia</i>)	Technical Session 08 - Sustainability III Session Chair - Dr. Viana Hassan (<i>ETE Academy, Malta</i>)	Technical Session 09 - Innovation I Session Chair - Prof. Atif Hassan (<i>University of Management and Technology, Pakistan</i>)	Technical Session 10 - Innovation II Session Chair - Dr. Jong-Hyeong Kim (<i>Arizona State University, USA</i>)
10:45 – 11:00	C1 From Commodity to Experience: Strategic Roadmap for Regenerative Mycotourism -Bridging Heritage in General Mariano Alvarez Al Dhabyani Y ^{1, 2*} , Pasquini L ³ (¹ <i>Hotelschool the Hague, Netherlands</i> , ² <i>Vrije Universiteit Amsterdam, Netherlands</i> , ³ <i>Erasmus University Rotterdam, Netherlands</i>)	C8 From Commodity to Experience: Strategic Roadmap for Regenerative Mycotourism -Bridging Heritage in General Mariano Alvarez Clave RC*, Ortiz ED (<i>LPU-Cavite, Philippines</i>)	C15 Retrenchment without Exit: How Hospitality Firms Adapt Under Structural Pressure Siu R (<i>Saint Francis University, Hong Kong</i>)	D1 Regenx Hospitality Bin: Promoting Sustainable and Cost-Effective Food Waste to -Energy Solutions for the Global Hospitality Industry Sibayan AD*, Lago E, Cabatic G, Cordova I (<i>Our Lady of Fatima University, Philippines</i>)	D8 Explainable AI in Culinary Analysis: Trends, Challenges, and Future Directions Handono FW ^{1*} , Wachyuni SS ² , Priyambodo TK ³ , Anwar S ¹ , Siahaan FB ¹ (¹ <i>Universitas Bina Sarana Informatika, Indonesia</i> , ² <i>Sahid Polytechnic, Indonesia</i> , ³ <i>Universitas Gadjah Mada, Indonesia</i>)

11:00 – 11:15	C2 Ethical Hospitality Practices in India's Tea Tourism Perspective: A Qualitative Study of Plantation-Based Hosting Services <u>Shuvasree Banerjee</u>^{1*}, Bivek Datta¹, Tahir Sufi², Tathagata Banerjee³ (¹Amity University, India, ²Universidad de las Américas Puebla (UDLAP) Mexico, ³International Institute of Hotel Management, India)	C9 Sustainable Shopping Behaviours Supporting Regenerative Tourism: Green Bag Adoption in Lahore, Pakistan Rao M (<i>Asia Pacific University of Technology & Innovation (APU), Malaysia</i>)	C16 Integrating Visitor Perceptions and Strategic Priorities for Sustainable Ecotourism Development: Evidence from Eco Park Lubuk Yu, Pahang, Malaysia <u>Rahman NHA</u>^{1*}, Md IHH¹, Jamaluddin Z², Grippin AA², Harry Y², Mustafa MR², Johari MFZ², Nik ONMF² (¹Universiti Sains Islam Malaysia, Malaysia, ²Bandar Indera Mahkota, Malaysia)	D2 Understanding User Adoption of Online Booking Platforms: The Moderating Role of Marketing Strategy Yu-Cheng You, <u>Jie-Heng Lin</u>[*] (<i>National Kaohsiung University of Science and Technology, Taiwan</i>)	D9 Smart Tourism Innovation for Digital Cultural Heritage Interpretation through a Batik-Themed Educational Game <u>Amini A</u>^{1*}, Permana, TS^{2*} (¹Gadjah Mada University, Indonesia, ²Independent Researcher, Indonesia)
11:15 – 11:30	C3 Navigating the Green Archipelago: Lived Experiences of Eco-Entrepreneurs in the Calabarzon Ecotourism Industry <u>Geronimo Abigail</u>[*], Rivera John Paolo (<i>Polytechnic University of the Philippines, Philippines</i>)	C10 Strategy for Developing Regenerative Cultural Tourism in Vietnamese Craft Villages: Reviving the "Red Kingdom" Mang Thit, Vinh Long Province <u>Duong Giang Nguyen</u>^{1*}, Quang Sinh HO² (¹Nguyen Tat Thanh University, Vietnam, ²Kim Do Hotel, Saigontourist Group, Vietnam)	C17 Sustainable Community-Based Ecotourism (CBET) at Tampik, Janda Baik: Balancing Conservation and Livelihoods Ibrahim Maisara¹, <u>Azmi Hanie Izzaty</u>^{2*}, Rahman Nur Hidayah Abd², Abas Siti Aisah³, A. Rahman Muhammad Ali¹ (¹International Islamic University Malaysia, Malaysia, ²Universiti Sains Islam Malaysia, ³Universiti Teknologi MARA Sabah, Malaysia)	D3 Rethinking Gastronomy Education in The Context of Smart Tourism Transformation: A Multilayered Digital Competency Model Boz N (<i>Alanya Alaaddin Keykubat University, Türkiye</i>)	D10 Human Capital and Artificial Intelligence Adoption in a Community-Based Smart Tourism Destination: The Case of Kampoeng Cyber Yogyakarta <u>Wicaksono AK</u>[*], Suryantoro HR (<i>Universitas Gadjah Mada, Indonesia</i>)
11:30 – 11:45	C4 Crafting Ecotourism According to Ecotourist Stereotypes: A Vignette of Belum-Temengor, Malaysia <u>Trupp A</u>^{1*}, Gan JE², Nur HM² (¹University of Innsbruck, Austria, ²Sunway University, Malaysia)	C11 Determinants of Successful Community-Based Tourism in Indigenous Regions: A Case of Meghalaya, Northeast India <u>Buam HM</u>[*], Bharule SP (<i>Indian Institute of Technology Kharagpur, India</i>)	C18 Investigating the Impact of Tourism on the Economic Performance of Liliw's Footwear Industry Huang MN, Ferranco H, Clado A, Marasigan J, <u>Nolasco J</u>[*] (<i>Lyceum of the Philippines University-Laguna, Philippines</i>)	D4 Explaining Brand Value Co-Creation in AI-Tourist Interactions: A Trust-Commitment Approach Yu H (<i>Luther College, USA</i>)	D11 Exploring the Perspectives of Tourism Stakeholders on the Development of Smart Tourism to Enhance Destination Competitiveness: A Case Study of Durban, South Africa William S (<i>University of Pretoria, South Africa</i>)

11:45 – 12:00	C5 From Urban Congestion to Rural Resilience: Strategic Frameworks for Regenerating Italy's Historic Borghi Fathima Rana Kunnathiyil ¹ , <u>Ahmad Albattat</u> ^{1*} , Marco Valeri ² (¹ <i>Asia Pacific University of Technology and Innovation, Malaysia</i> , ² <i>Niccolò Cusano University, Italy</i>)	C12 Determinants of Islamic Homestay Brand Equity: The Role of Brand Image and the Moderating Effect of Islamic Recognition in Malaysia Ahmad A ^{1*} , Supian K ² , Abdul Rauf RK ¹ , Muhammad Yunus IF ¹ , Ishak B ¹ , Saad M ³ Ismail N ¹ (¹ <i>Universiti Selangor, Malaysia</i> , ² <i>Universiti Poly-Tech Malaysia, Malaysia</i> , ³ <i>International Islamic University Malaysia, Malaysia</i>)	C19 Research on the Optimization Path of Chengdu Tianfu Greenway Natural Education--Based on Fuzzy Set Qualitative Comparative Analysis Liu Tingxi (<i>Ginkgo College of Hospitality Management, China</i>)	D5 Assessing the Impact of Multidimensional Experience on Perceptions and Future Preference for Humanoid Service Robots: A Field Survey <u>Tse SWT*</u> , Xie ZH, Cui YX (<i>Hong Kong Metropolitan University, China</i>)	D12 Reimagining Event Tourism SMMEs through Digital Innovation: Evidence from South Africa Welthagen LC*, Naude-Potgieter RA, Sifolo PS, Hermann UP (<i>Tshwane University of Technology, South Africa</i>)
12:00 – 12:15	C6 Beyond Growth: Operationalizing Steady-State Principles for Sustainable Destination Management <u>Krešić Damir</u> ^{1*} , Bratić Vjekoslav ² , Mikulić Josip ^{1,3} (¹ <i>Institute for Tourism, Croatia</i> , ² <i>Institute of Public Finance, Croatia</i> , ³ <i>University of Zagreb, Croatia</i>)	C13 Deep Immersion and Biophilia: How Nature-Based Experiential Value Shapes Generation Z's Pro-Sustainable Tourism Behavior Sihan Li (<i>Hainan University, China</i>)	C20 Responsible Brand Leadership and Environmental Well-being in Tourism: The Mediating Role of Consumer Wisdom Muhammad Junaid (<i>Asian Institute of Technology, Thailand</i>)	D6 From Rate Setting to Revenue Optimization: A Study of Pricing Strategy Evolution in Malaysia Hotels <u>Lo R*</u> , Abhari S, Quyet R (<i>Sunway University, Malaysia</i>)	D13 Tourism 4.0 in the African Wilderness: The Feasibility of Smart Infrastructure for Wildlife Conservation and Rural Tourism Development in Zimbabwe <u>Tsokota T*</u> , Matinhure PT, Mutongi C (<i>Midlands State University, Zimbabwe</i>)
12:15 – 12:30	C7 A Web Application that Enhances the Sustainability of Profits for Tourist Destinations Kasahara T, <u>Takayama T*</u> (<i>Onomichi City University, Japan</i>)	C14 Young People's Intention to Visit Green Hotels: Integrating the Theory of Planned Behavior and the Theory of Moral Disengagement <u>Wong PPW</u> ^{1*} , Wang Lei ² (¹ <i>Sunway University, Malaysia</i> , ² <i>Xuzhou University of Technology, China</i>)	C21 A Critical Review of Domestic Tourists' Well-Being and Evolving Preferences for Nature-Based Destinations in a Post-Covid Tourism Landscape <u>Soyikwa S*</u> , Maniram R (<i>Durban University of Technology, South Africa</i>)	D7 Automation, Human Hospitality and Labour Dynamics in Hotels in Kenya: Robot Waiters and Implications for Humanity in the Digital Age Mukolwe EO, <u>Ogucha EB*</u> (<i>Kisii University, Kenya</i>)	D14 Exploring Content Creators' Revenue Streams from Entrepreneurial Ventures: A Way Forward for Tourism Content Creators Khalid Hussain ^{1*} , Wondwesen Tafesse ² , Davoud Nikibin ¹ , Muhammad Junaid ³ (¹ <i>Sultan Qaboos University, Oman</i> , ² <i>United Arab Emirates University, UAE</i> , ³ <i>Asian Institute of Technology (AIT), Thailand</i>)
12:30 – 12:45	Technical Dialogue	Technical Dialogue	Technical Dialogue	Technical Dialogue	Technical Dialogue
12:45 – 14:00	Lunch				

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	Technical Session 11 - Wellness I Session Chair - Prof. Dr. Faizan Ali (<i>University of Galway, Ireland</i>)	Technical Session 12 - Wellness II Session Chair - Assoc. Prof. Dr. Bongkosh Rittichainuwat (<i>Siam University, Thailand</i>)	Technical Session 13 - Innovation III Session Chair - Dr. Viana Hassan (<i>ETE Academy, Malta</i>)	Technical Session 14 - Innovation IV Session Chair - Assoc. Prof. Dr. Ann Suwaree Ashton (<i>National Institute of Development Administration, Thailand</i>)	Technical Session 15 - Innovation V Session Chair -
14:00 – 14:15	E1 A System Supporting Active Aging Tourism Okumura H, Takayama T* (<i>Onomichi City University, Japan</i>)	E7 Towards a Coopetition-Based Ecosystem Strategy for Health and Wellness Tourism Ordóñez-Castano IA ^{1,3} , <u>Chim-Miki AF^{2*}</u> , Padilla-Delgado LM ^{1,3} , Velasco-Tafur XF ^{1,3} , Burbano Vallejo EL ^{1,3} (¹ <i>Universidad de San Buenaventura, Colombia</i> , ² <i>University of the Azores, Portugal</i> , ³ <i>Center for Tourism Studies – CETUR, Spain</i>)	D15 Technostress Impact on Work Exhaustion and Contextual Performance in India's Remote Work Environment: The Moderating Role of Technophobia Chahat Harish Rajusth, <u>Jugindar Singh Kartar Singh*</u> , Nor Nazeranah Omar Din, Noraini Binti Ahmad (<i>Asia Pacific University of Technology and Innovation, Malaysia</i>)	D21 More than a Match: Sporting Events and Sport Tourism Competitiveness in Malaysia Jamilah Kamis ¹ , <u>Kamisah Supian^{2*}</u> , Nadya Abdullah ¹ , Siti Nurhazirah Abu Ashari ² , Adlin Zahida Daut ¹ , Nuur Izzati Alyaa ¹ (¹ <i>Universiti Selangor, Malaysia</i> , ² <i>Universiti Poly-tech Malaysia, Malaysia</i>)	D27 Making Sustainability Performable: Workplace Feasibility, Perceived Control and Sustainable Practice Enactment in Foodservice Nhan Thi Thanh Nguyen ^{1, 2} , <u>Han Nu Ngoc Ton^{1*}</u> , Tho Alang ¹ (¹ <i>Vietnam National University, Vietnam</i> , ² <i>Ho Chi Minh City University of Technology and Engineering, Vietnam</i>)
14:15 – 14:30	E2 Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: Examples of Health Tourism Destinations in Croatia <u>Birkić D*</u> , Varičak I, Cegur Radović T (<i>Karlovac University of Applied Sciences, Croatia</i>)	E8 From Ancient Manuscripts to Holistic Healing: A Community-Based Wellness Tourism in Sidorejo, Yogyakarta <u>Hidiyahwati E*</u> , Damayanti P, Krisnhawati JI (<i>Universitas Gadjah Mada, Indonesia</i>)	D16 Impact of Service Quality on Guest Satisfaction: A Case Study of Three-Star Hotels in Dili, Timor-Leste <u>Sara de Jesus Dias*</u> , Adarsh Batra (<i>Assumption University, Thailand</i>)	D22 Futurizing Marine Tourism Workforce: A Conceptual Framework for Youth Career Development in the Scuba Diving Industry <u>Kalsitinoor Set*</u> , N Alia Fahada W Ab Rahman, Nurul Najwa Napatah (<i>Universiti Malaysia Terengganu, Malaysia</i>)	

14:30 – 14:45	E3 Positive Mental Health and Tourist Mindfulness as Drivers of Subjective Happiness among Generation Z: The Mediating Role of Socially Responsible Tourist Consumption <u>Kesar O*</u>, Roginić E (University of Zagreb, Croatia)	E9 Green Public Policies and Tourists' Sustainable Engagement in the Hospitality Sector Okumus F¹, <u>Chim-Miki AF</u>^{2*}, Borges-Tiago T², Borges-Tiago F² (¹University of South Carolina, USA, ²University of the Azores, Portugal)	D17 Effect of Ethical Leadership and Transformational Leadership on Leader Trust and Contextual Performance in Project in Dhaka, Bangladesh Hossain SN (Asia Pacific University of Technology & Innovation (APU), Malaysia)	D23 Co-Creating Sustainable Food Futures: Academia–Industry Collaboration in Hospitality Minelli Angelo¹, <u>Nayak Naresh</u>^{1*}, Piramanayagam Senthilkumaran², George Jarjoura¹, Evan Michelson¹ (¹Le Cordon Bleu, New Zealand, ²Manipal Academy of Higher Education, Manipal, India)
14:45 – 15:00	E4 Fostering Social Wellness in Kenya's Tourism: Experiences and Community Engagement Korir JC (Moi University, Kenya)	E10 Yoga Tourism: A New Way for Mindfulness Balakrishnan Nair B (Higher Colleges of Technology, UAE)	D18 Understanding the Role of Internship Satisfaction in Shaping Career Intentions: A Theory of Planned Behavior Perspective from Hong Kong Luxury Hotel Interns <u>Wong KP*</u>, Li X, Chi YD, Bu XT (Technological and Higher Education Institute of Hong Kong, China)	D24 From Bin to Soil: An Analysis of Composting Pedagogy and Sustainability Practices in Culinary and Hospitality Education Gangiah S (Durban University of Technology, South Africa)
15:00 – 15:15	E5 Solo Tourism as a Coping Mechanism for Loneliness or Social Exhaustion Leith C (Robert Gordon University, UK)	E11 Rethinking Wellness Travel in the Digital Age: A Preliminary Inquiry into Digital Detox Tourism Services <u>Boonrat P*</u>, Jarumaneerat T (Prince of Songkla University, Thailand)	D19 Tourism Students' Perceptions of Artificial Intelligence and its Implications for Future Ready Tourism Education Baluyut P (Isabela State University–Echague Campus, Philippines)	D25 Beyond the Tourism School: The Untapped Role of Graduate Business Schools in Cultivating Tourism Entrepreneurship in Sub-Saharan Africa <u>Nkala D</u>^{1*}, Machingura TF², Madzikanda G³, Mashiri BG¹ (¹Midlands State University, Zimbabwe, ²Tem Foundation, Zimbabwe, ³Africa Research University, Zimbabwe)

15:15 – 15:30	E6 From Ritual to Commodity: A Multi-Stakeholder Analysis of the Preservation-Commercialization Nexus in the Sinulog Festival of Cebu, Philippines <u>Poloyapoy JB*</u> , Uncad CC <i>(Centro Escolar University, Manila, Philippines)</i>	E12 The Role of Tourism in Socioeconomic Rehabilitation of Islamic City of Marawi Capal III, Aguinaldo (Malik Sharief) M <i>(Mindanao State University, Philippines)</i>	D20 Social Media Analytics and Sentiment Analysis in Tourism and Sport Events: A Systematic Review Balqish HN ¹ , <u>Jay JJ</u> ^{2*} , Ying WQ ¹ ⁽¹⁾ <i>Universiti Teknologi Malaysia</i> , ⁽²⁾ <i>University of Melbourne, Australia</i>	D26 Enhancing Disability Inclusion in the Hospitality Sector: A Soft Skills and Personality Development Framework for PWD Foodservice Employees Agon J, Arenas F, Esteban M, Palma S, <u>Bautista G*</u> <i>(Lyceum of the Philippines University-Cavite, Philippines)</i>
15:30 – 15:45	Technical Dialogue	Technical Dialogue	Technical Dialogue	Technical Dialogue

TIME (ICT, UTC+7)	SALATHAI ZOOM ID - 821 4822 8214
15:45 – 16:15	Evening Coffee Break
16:15 – 17:15	Smart PLS Workshop
	Facilitator: Prof. Dr. Faizan Ali <i>(University of Galway, Ireland)</i>
17:15 – 17:30	Closing Remarks by Conference Co-Chairs • Assoc. Prof. Dr. Bongkosh Rittichainuwat <i>(Director of Hotel & Tourism Management, Siam University, Thailand)</i> • Assoc. Prof. Dr. Ann Suwaree Ashton <i>(Associate Dean Administration, National Institute of Development Administration, Thailand)</i> Appreciation Note by Programme Chairs • Assoc. Prof. Dr. Jugindar Singh <i>(Associate Professor, The School of Global Hospitality and Tourism, Asia Pacific University of Technology and Innovation, Malaysia)</i> • Assoc. Prof. Dr. Ahmad Rasmi Suleiman Albattat <i>(Associate Professor and Program Leader, The School of Global Hospitality and Tourism, Asia Pacific University of Technology and Innovation, Malaysia)</i>
17:30 – 18:00	Awards Ceremony and Conference Closure