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Seulgi Lee, Hakseung Shin

**(Exploitation Or Co-Production? Hospitality Consumer'S Motive
Inference Process Of Hotel Eco-Friendly Practices)**

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**Do Thi Thuy Trang, Nguyen Duong Tan Loc,
Liwei Hsu**

**(Negotiating Love And Logistics: Factors Driving Couples'
Selection Of Destination Wedding Venues At Da Lat, Vietnam)**

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Yung-Ping Tseng, You-Zih Jiang
(Validating Classic Destination Image Models Via Masem)

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Yi-Chung Yang, Bora Kim, Shi
**(Bridging Dei And Consumer Behavior: A Multilevel Framework
For Dei In Hospitality And Tourism)**

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Peng Gao, Zong-Yi Zhu

**(The Sustainable Tourism Development In China: An Analysis Of
Chinese Local Residents' Attitude Towards Oversea Tourist)**

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Yi-Xuan Ye

**(Drivers And Resistance Affecting Elderly Users' Adoption Of
Self-Service Technologies)**

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**Tapas Mondol, Ji-Hyeong Yang,
Yeong-Hyeon Hwang**

**(Segmenting MZ Tourists By Preference On Sustainable Travel
Actions: A Case Study Of Bangladesh)**

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Lei Peng, Kyu-Whan Choi
**(From Short Videos To Travel: How Viewing Motivations
Influence Tourists' Travel Decisions)**

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Kexin Yuan, Lina Xiong
**(The Employee And Employer Branding To Create A
Regenerative Workforce)**

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Gozzal Otemisova, Myungkeun Song
**(Balancing Sensory Overload And Deprivation In Ultra-Luxury
Hotels: The Moderating Role Of Personality Traits)**

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Akari Ota, Eiji Ito

**(Leveraging The Japan National Stadium For Spectator-Based
And Heritage Sport Tourism: The Case Of Women'S Football In
Japan)**

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Yehua Jin, Vera Shanshan Lin
**(Decoding Tourist Expectations: An Exploratory Qualitative
Inquiry Into The True - To - Ideal Authenticity Of Virtual
Influencers In Tourism)**

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Sifat Ul Haque, Ha An Le, Hae Jin Yoon
(Exploring The Impact Of Virtual Reality Nature Exposure On
Emotional Well-Being And Intention To Reuse: A Study On
International Students)

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Eetu-Antti Hartikainen

**(Sauna Culture Beyond The Boom: An Exploration Of Values-
Based Transformations In Japanese Sauna Tourism)**

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Rui Yang, Woojin Lee, Yunseon Choe
**(Understanding Consumer Experience With Autonomous Ride-
Hailing Services Using Text-Mining Approaches)**

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Pei-Chi Chen

(A Study On Consumers' Sustainability Awareness, Perceived Price, And Purchase Intention Of Pre-Cut Veggies - A Case Study Of 814 Supermarket In Kaohsiung And Pingtung)

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**Rongxue Xie, Junghee Lee, Heewon Yoon,
Hakseung Shin**

**(Generative Artificial Intelligence (GAI) Travel Experiences:
Conceptualization, Scale Development, And Validation)**

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Lip Shin, Chin-Hsun

**(Seeing AI At Work: The Interplay Of Perceived Competence, Ai
Visibility, And Job Performance)**

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Jinqun Wang, Young-joo Ahn

**(Tourists' Risk Perception And Behavioral Responses To Tourism
Scams: Exploring The Role Of Media, Government Trust, And
Platform Safety)**

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Eugene Benicta, Lynn U. Donesa
**(Tuloy Po Kayo: Analyzing The Drivers Of Tourist Motivation
Through Marketing, Sustainability, And Cultural Immersion In
Mindanao Homestays)**

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Hyo-Jeong Kang, Sangwon Park
(Dark Patterns And Emotional Responses In Online Travel
Agency Platforms: The Moderating Role Of Need For Cognitive
Closure)

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Yen-Chin Chen, Pei-Chun Lai

**(Using Conjoint Analysis To Understand New Graduate Of The
Hospitality Management Department- Attribute Preferences Of
Job Choices)**

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