

Ellaine Bonita, Pearl Antoinette Nullan, Angelita Regala, Sheriebelou Alejo (The Influence Of Destination Quality Towards Satisfaction And Behavioral Intention Among Tourists In San Juan, La Union Beach Resorts)

In Recognition of Contribution to APTA 2025, the Asia Pacific Tourism Association Annual Conference July 7-9, 2025 in Busan



Kwangmin Park, Kijoo Yu

(The Impact Of Perceived Inconvenience Of Reusable Cups In Café: Using Extended Theory Of Reasoned Action)

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Xing, Juan Du

(Navigating Life Role Transitions: The Influence On Nostalgia Preferences In Tourism)

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Vera Shanshan Lin, Yuting Ren

(Examining Customer Engagement In Location-Based VR Entertainment: A Gamification Affordance Perspective)

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Jungyun Hur, Hyunchul Shin

(Reimagining Community-Based Tourism: A Case Study Of Dongbaek Village's Sustainable Practices And Resilience)

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Ekaterina Frolova, Seweryn Zielinski (Can The Impact Caused By Places Featured Outweigh The Impact Of Narrative? The Case Of Korean Historical Series)

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Shiyi Zhang, Xueying Wang, Jose Weng Chou Wong, Jiaojiao Wang (From Virtual To Reality: A Study On Game Players' Travel Drivers)

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Chuanji Tu, Tianqi Chen, Chen-Kuo Pai (Cultural Rituals Help Preserve Cultural Heritage? An Empirical

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Chi Ta, I-yin Yen, Ching-hua Ho (Drivers And Barriers To Green Practices Implementation In The Hospitality Industry In Developing Countries)

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Miyoung Jeong, Hyejo Hailey Shin, Haemoon Oh, Mi-Hea Cho

(Unlocking Loyalty: How Incentive Marketing Fuels Employee Engagement And Retention)

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Shaoqiang Song, Tianqi Chen, Sangguk Kang, Chen-Kuo Pai

(From Tools To Agents: Research On The Impact Of Competent AI Technology Agency In Tourism)

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Yiling Chi, Yuqi Li (Social Media Drive The Impact Of CSR Communication On Corporate E-Reputation And Consumer Behavior)

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Lynn Donesa, April Grace Sacueza, Edgar Allan Mendoza

(Forging Confidence: Authentic Assessment's Role In A Tourism Classroom Shaped By AI)

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

(Understanding Why People Use Food-Delivery Apps In Vietnam)

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