



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

**Yung-Chuan Huang, Jeou-Shyan Horng,
Chih-Hsing Liu, Wei-Long Lee, Jun-You Lin
(Discovering Customer Behavior Or Enhance Travel Intentions
With An Integrated Differences Viewpoint For TPB Model
Extension)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Yuxin Li

(An Analysis Of The Factors Influencing Tourists' Intentions To Engage In Health Tourism Based On The Theory Of Planned Behavior (TPB))

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Hsuan Hsuan Chang, Olivia Toh
**(Understanding Gen Z Tourism Experience: Values And Meaning
Of Travel)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Wen-Hwa Ko, Min-Yen Lu

**(A Preliminary Exploration Of The Competency Scale For
Kitchen Workers In Kitchen Information And Communication
Technology (ICT))**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Xialing Chen, Xiaoyan Luo, Lisa Wan
(Too Nascent To Pass On Heritage: Tourists' Reluctance To AI-Designed Cultural And Creative Products)

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Chih-Hung Wang
(Consequences Of Tour Guide Occupational Stigma)

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

**Chung-Jen Wang, Wei-Ting Chao,
Chi-Hsun Tsai, Pin-Yu Liu**
**(Exploring Emotional Responses To Agricultural Souvenirs
Through The Stimulus-Organism-Response (SOR) Model)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Chih-Ching Teng, Ching-Ju Chuang
**(Toward A Healthier Hospitality Workforce:
Developing A Framework For Employee Wellness Programs)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Genia E. Balaguer, Shirley V. Guevarra
(The Effects Of Training Gaps On The Motivation Of Tesda
Baking Scholars During The Pandemic)

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

**Tomomi Hanai, Zui Kaku, Minjung Ku,
Jinman Kim**
**(Changes In Health Consciousness And Stress Reduction In
Walking Programs)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Chen-Tsang Tsai

(Antecedents Of Turnover Intention And Mindfulness In Chain Restaurants)

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Kyong Sik Sung, Seoki Lee

**(AI Chatbots Vs. Human Interaction In Hotel Service: Examining
Brand Sincerity, Competence, And Online Endorsement With The
Moderating Role Of Contingency-Based CRM Communication)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Chi-Chien Wu, Pei-Chun Lai

**(A Study On The Factors To Motivate Generation Z Employees In
The Food And Beverage Industry)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Yi-Fang Liu

**(Exploring The Relationship Between Participation Motivation
And Behavioral Intention In New Year's Eve Concerts-With
Experiential Value As The Mediating Variable)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Yung-Ping Tseng, Po-Chia Su
**(The Exploration Of Resource Allocation In Rural Revitalization
Communities Of Nantou County)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Rossane Nicollette M. Eleazar

**(Cooking Up A Culinary Curriculum For State Universities And
Colleges In Manila, Philippines)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2025
BUSAN

Certificate of Presentation

Fang Shi

**(Exploring Visitors' Museum Interpretation Preferences And
Experiences In Japan: Perspectives Of Domestic And
International Visitors)**

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

Dr. Yeong Hyeon Hwang
Chairman of Board