

CERTIFICATE OF PRESENTATION



This is to certify that the extended abstract titled

Cultural Festival's Spatial Setting in Pampang Cultural Village Samarinda – East Borneo

Rusfina Widayati, Astrid kusumowidagdo, Cicilia Larasati Rembulan, and Muhammad Ramzi Aushafranaa

was accepted and presented at the

INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY (ICRTH) 2022

from 01-03 September 2022 held at UCSI Hotel Kuching

Dr. Hiram Ting

Conference Chair, ICRTH2022
Chairman, Sarawak Research Society

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Conference Chair, ICRTH2022
Deputy Director, Akademi Pariwisata Indonesia

Dr. Jessica Ho

Conference Chair, ICRTH2022
Associate Professor, Heriot-Watt University Malaysia

ORGANISER & HOSTS



Ministry of Tourism,
Creative Industry and
Performing Arts Sarawak



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RESPONSIBLE BORNEO

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PATA
Pacific Asia Travel Association

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**PERTUBUHAN PENYELIDIKAN SARAWAK
(SARAWAK RESEARCH SOCIETY) (SRS)
(PPM-030-13-18022015)**

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Dear Ms. Rusfina Widayati

**ACCEPTANCE OF EXTENDED ABSTRACT AND INVITATION AS AN ACADEMIC SESSION
SPEAKER OF INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND
HOSPITALITY (ICRTH) 2022**

It is our delight to inform you that your extended abstract titled *Cultural Festival's Spatial Setting in Pampang Cultural Village Samarinda - East Borneo* has been accepted for presentation at the **International Conference on Responsible Tourism and Hospitality (ICRTH) 2022** which will be held on 1-3 September 2022 at UCSI Hotel Kuching and broadcasted via Zoom. Therefore, you are invited to present your work as an Academic Session Speaker of ICRTH2022. Please find reviewers' comments and guidelines for presentation and details about publication in the attached documents.

When preparing for your presentation, please take note of the following matters:

1. Your presentation must be pre-recorded with the duration of 10 minutes or less. Only 5 slides are allowed during presentation.
2. The author, or one of the authors, who presents must register as a presenting delegate.
3. Presentation schedule and your time slot will be made known on the conference website.
4. Best Presenter and Best Paper Awards will be announced during the Closing Ceremony.

Please be reminded that your registration is only complete when the registration fee is paid and the payment slip is received by the Secretariat via icrth2022@responsibleborneo.com. Your payment must be made via bank transfer with the details as follows:

Account Name: Pertubuhan Penyelidikan Sarawak

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Branch Address: 3 Jalan Central 96000 Sibul, Sarawak, Malaysia (Tel: +6084335677)

Alternatively, PayPal is available for international transactions. If you wish to use PayPal, please let us know and we shall provide further instructions.

ICRTH2022 is organised by Sarawak Research Society and co-hosted with the Ministry of Tourism, Creative Industry and Performing Arts Sarawak and Business Events Sarawak. It is also in partnership with national and international institutions, such as UCSI University and Emerald Publishing in East Asia. For more information and updates about the conference, please visit the website at www.responsibleborneo.com/icrth2022. Please contact the Secretariat at icrth2022@responsibleborneo.com if you have further queries.

Thank you for joining ICRTH2022. We look forward to seeing you at the conference.

Yours sincerely,

Conference Chairs, ICRTH2022
Assoc. Prof. Dr. Hiram Ting
Asst. Prof. Lenny Yusrini
Assoc. Prof. Dr. Jessica Ho Sze Yin





INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY ICRTH 2022

Mobilising Responsible Tourism into Actions:

Towards Economic Prosperity, Socio-Cultural Inclusivity and Environmental Sustainability

1-3

SEPTEMBER

2022

UCSI HOTEL KUCHING

ORGANISED & CO-HOSTED BY

WITH THE PARTICIPATION OF



TABLE OF CONTENTS

1. Forewords
2. Welcoming Message
3. About ICRTH 2022
4. Agenda
5. Kuching Immersive Tour
6. Floor Plan
7. Keynote Speeches
8. Expert Dialogues
9. Industrial Sessions
10. Physical Workshops
11. Academic Sessions
12. Publication and Awards
13. Important Contacts



FOREWORD




YB Dato Sri Abdul Karim Rahman Hamzah

Minister for Tourism, Creative Industry and Performing Arts
Sarawak

Warm greetings to the Distinguished Guests and Delegates of ICRTH2022.

It gives me immense pleasure to officiate the Second Edition of ICRTH, which stands for International Conference on Responsible Tourism and Hospitality on 1-3 September 2022. With the theme “Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-cultural Inclusivity and Environmental Sustainability”, the conference aims to advance the knowledge and practice of responsible tourism for sustainable development. It is an event that brings tourism and hospitality stakeholders together to share our ideas and resources, as well as to network and collaborate.

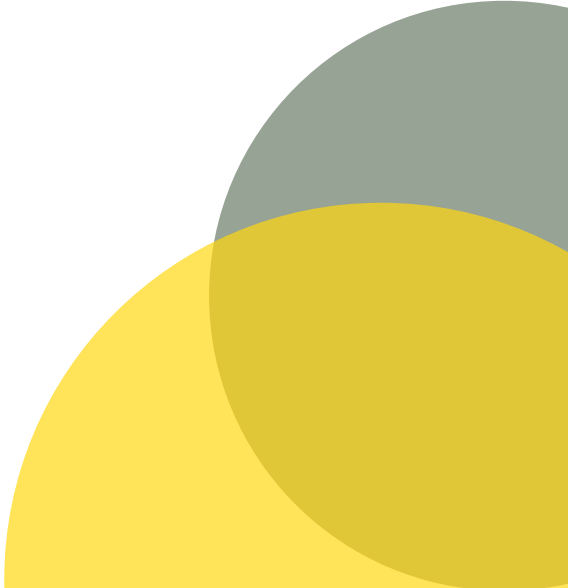
It is high time that we work together today, and use platforms like the present conference, to drive our tourism industry onwards and upwards for a sustainable tomorrow. This is in line with what was said by the UNWTO Secretary-General recently, and I quote, “The potential of tourism is enormous, and we have a shared responsibility to make sure it is fully realized. UNWTO calls on everyone from tourism workers to tourists themselves, as well as small businesses, large corporations and governments to reflect and rethink what we do and how we do it.”



ICRTH was first organized in May 2021 (last year) when we were still in the midst of the pandemic. Although the conference was held virtually, it was quite a success. Not only did more than 3,000 delegates from over 30 countries join the conference, it also culminated in the declaration of the Sarawak Commitment to Responsible Tourism. As such, ICRTH is not a one-off event for excitement and achievement. Instead, it is our affirmative response towards sustaining and regenerating tourism through responsible tourism initiatives. This is why ICRTH is held again this year and will continue to be an annual event.

I wish to thank and congratulate the Organizers, Sarawak Research Society (under the initiative of Responsible Borneo) and the Faculty of Hospitality and Tourism Management, UCSI University Sarawak Campus for putting up tremendous efforts in organizing ICRTH. My Ministry, together with Business Events Sarawak, is privileged to co-host this conference. I am also delighted to see Mr. Harry Hwang (UNWTO), Ms. Liz Ortiguera (PATA) and many other Distinguished Guests attending the conference in person. This goes to show that our endeavors in developing tourism in Sarawak, including our recovery efforts to weather through the pandemic and our development strategy in the post-COVID19 era, are heading towards the right direction.

I hope you would gain some valuable insights about responsible tourism and make new friends through ICRTH2022. I wish the conference every success.



WELCOMING MESSAGE



Assoc. Prof. Dr. Hiram Ting

Chairman, Sarawak Research Society
Director, Centre for Responsible Borneo (REBORN)
Conference Chair, ICRT2022

Responsible tourism is neither another tourism product nor another tourism label. Instead, it is a call to action in the era of responsibility. From the micro perspective, it concerns individual's ethical behaviour and mindful decisions, and from the macro perspective, it is about collective actions with a holistic approach. With the theme "Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-cultural Inclusivity and Environmental Sustainability", ICRT2022 aims to bring different minds together to realize responsible tourism in a way that can transform plans into practice, and mobilize knowledge into actions. It is an avenue that advocates strategic partnership among tourism stakeholders to address global challenges on the local level with trust and a strong will to cooperate for a more sustainable future.

I am grateful for the support from the Ministry of Tourism, Creative Industry and Performing Arts Sarawak, and the contribution from more than 30 national and international institutions, including Faculty of Hospitality and Tourism Management of UCSI University, Business Events Sarawak, and Southeast Asia Research Academy to ICRT2022. I wish to make special mention of the participation of World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), The International Ecotourism Society (TIES), and Emerald Publishing (UK and East Asia) in the conference. In particular, the attendance of Mr. Harry Hwang, Director of Regional Department for Asia & the Pacific, UNWTO, and Ms, Liz Ortiguera, Chief Executive Officer of PATA in person is a testament of what ICRT2022 is in relation to responsible tourism for sustainable development.

Apart from listening to keynote speeches as well as joining industry and academic sessions, I encourage delegates to take every opportunity to build more networks, learn about different cultures through excursion, and support local vendors by purchasing their products. You will also hear children singing and young people performing some musical instruments during the conference. I hope you will find this conference enriching and rewarding.

ABOUT ICRTH 2022

International Conference on Responsible Tourism and Hospitality (ICRTH) 2022 is an academic and professional (industry) event that advances the discourse on responsible tourism for sustainable development. This event is a continuation of ICRTH2021 held on 27-28 May last year which attracted approximately 3,500 virtual delegates from 96 countries.

With the participation of World Tourism Organisation (UNWTO) and Pacific Asia Travel Association (PATA), ICRTH2022 adopts the theme “Mobilising Responsible Tourism into Actions: Towards Economic Prosperity, Socio-Cultural Inclusivity and Environmental Sustainability”. The conference will be conducted using a hybrid format and thus attended by speakers and delegates from all around the world.

ICRTH2022 is organised by Sarawak Research Society (SRS) and co-hosted with the Ministry of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak and Business Events Sarawak. It is also in partnership with national and international institutions, such as UCSI University Sarawak Campus and Emerald Publishing in East Asia.



AGENDA (Day 1)

TIME (GMT+8)	PROGRAM	DAY 1 (September 1, 2022)									
7:30 - 8:30		Registration Arrival of Delegates									
8:30 - 9:00		Arrival of GOH and Distinguished Guests									
9:00 - 10:00	Opening Ceremony	National and State Anthems, Prayer Recitation Welcoming Remarks by Assoc. Prof. Dr. Hiram Ting (SRS) Opening Speech 1 by Mr. Harry Hwang (UNWTO) Opening Speech 2 by Ms. Liz Ortiguera (PATA) Officiating Speech by YB Dato Sri Haji Abdul Karim Rahman Hamzah (MTCP)									
10:00 - 10:30	Keynote Speech 1	Prof. Dr. Joseph M. Cheer (JPN)									
10:30 - 11:30	Expert Dialogue 1	Dr. Sara Currie (AUS), Mr. Jon Bruno (USA), Tan Sri Dr. Salleh Mohd. Nor (MAS), Prof. Dr. Jennifer Chan (MAS)									
11:30 - 13:30		Networking Lunch									
13:30 - 14:30	Session 1	IND1	IND2	IND3	IND4	ACA1	ACA2	ACA3*	WOR1*	WOR2*	WOR3*
14:30 - 15:30	Session 2	IND5	IND6	IND7	IND8	ACA4	ACA5	ACA6*			
15:30 - 16:30	Session 3	IND9	IND10	IND11	IND12	ACA7	ACA8	ACA9*			

Notes: IND: Industrial Panel Session WOR: Physical Workshop
 ACA: Academic Presentation Session (*) means the session is conducted fully physical

KEY1 *Sustainable, Responsible, Regenerative: Bridging Theory, Practice, Policy and Advocacy in Tourism and Hospitality*

DIA1 *Partnership for Common Good: Who is Responsible for What?*

IND 1 *Community-based Tourism*

IND 2 *Sport Tourism*

IND 3 *Destination Marketing*

IND 4 *Smart Tourism*

IND 5 *Cultural and Heritage Tourism*

IND 6 *Youth Empowerment*

IND 7 *Tour Guide*

IND 8 *Ecotourism*

IND 9 *Events Tourism*

IND 10 *Inclusive Tourism*

IND 11 *Gastronomy and Culinary Tourism*

IND 12 *Sounds in Experiential Travel*

WOR 1 *Tasting the Local Flavour of Coffee: Samples from Taiwan and Malaysia*

WOR 2 *Song, Stories & Legends of Sarawak: A Music Therapy Experience*

WOR 3 *A Dialogue with Emerald Publishing and Journal Editors*

AGENDA (Day 2)

TIME (GMT+8)	PROGRAM	DAY 2 (September 2, 2022)									
7:00 - 8:00	Morning Exercise	WOR4* at UCSI Hotel Poolside (<i>Venue will change to Grand Ballroom 3 if raining</i>)									
8:30 - 9:30	Session 4	IND13	IND14	IND15	IND16	ACA10*	ACA11	ACA12*	WOR5*	WOR6*	WOR7*
9:30 - 10:30	Session 5	IND17	IND18	IND19		ACA13	ACA14	ACA15*			
10:30 - 11:00	Keynote Speech 2	Ms. Audra Morrice (SIN)									
11:00 - 12:00	Expert Dialogue 2	Mr. Fergus Maclaren (CAN), Prof. Dr. Zhang Chaozhi (CHI), Ms. Hiroko Tsuboi-Friedman (JPN)									
12:00 - 14:00	Networking Lunch										
14:00 - 16:00	Experiential Excursion	Borneo Cultures Museum									
16:00 - 18:00		Kuching City Tour (<i>subject to weather condition</i>)									
18:00 - 20:00	Networking Dinner										

Notes: IND: Industrial Panel Session WOR: Physical Workshop
 ACA: Academic Presentation Session (*) means the session is conducted fully physical

KEY2 *Sustainable and Gastronomic Tourism*

DIA2 Culture and Heritage Planning: Tourism Pressure and Impact

IND 13 *Coffee and Tea Tourism*

IND 14 *Hospitality Service*

IND 15 *Medical Tourism*

IND 16 *Tourism Education*

IND 17 *Tourism and SDGs*

IND 18 *UNESCO Creative Cities Network - City of Gastronomy*

IND 19 *Agritourism*

WOR 4 *Health and Wellness Tourism: Morning Exercise*

WOR 5 *Creation and Sharing of Digital Media Tourism Content: Demonstration and Guidance*

WOR 6 *Wildlife Tourism Interpretation*

WOR 7 *Responsible Food Innovations*

AGENDA (Day 3)

TIME (GMT+8)	PROGRAM	DAY 3 (September 3, 2022)										
8:30 - 9:30	Session 6	IND20	IND21	IND22	IND23	ACA16*	ACA17					
9:30 - 10:30	Session 7	IND24	IND25	IND26		ACA18*	ACA19			WOR8*	WOR9*	WOR10*
10:30 - 11:00	Closing Ceremony	Commentaries by Prof. Ulrike Gretzel (USA), Ms. Nakamoto Kazue (JPN), Prof. Dr. Cheng Ming Yu (MAS), Ms. Sharon Parkinson (UK), Mr. Jon Bruno (USA), Dr. Biplab Biswal (IND), Mr. Heriyadi (IDN) Award-giving Ceremony by Assoc. Prof. Dr. Jessica Ho Sze Yin (MAS) Closing Speech by YB Dato' Sri Hajah Nancy Binti Shukri (MOTAC) ICRTN Handing-over to IPB University and Invite by Prof. Dr. Ir. Yanto Santosa (IDN) Closing Remarks by Asst. Prof. Lenny Yusrini (IDN) & Mdm. Mukvinder Sandhu (MAS)										
12:00 - 13:00	Refreshment											
Conference ends.												

Notes: IND: Industrial Panel Session WOR: Physical Workshop
 ACA: Academic Presentation Session (*) means the session is conducted fully physical

IND 20 *Entrepreneurship in Tourism*
 IND 21 *Women in Tourism*
 IND 22 *Leisure and Recreation Tourism*
 IND 23 *Business Events*

IND 24 *Domestic Tourism*
 IND 25 *Talent Development in Tourism & Hospitality Industry*
 IND 26 *Hospitality Industry Resilience*

WOR 8 *Thesis Management and Preparation for Viva Voce*
 WOR 9 *Methodology in Social Science Research with Current Literature and Practices*
 WOR 10 *Responsible Tourism and Hospitality Methodologies: Minding Our Ps and Qs*

ICRTH2022 KEYNOTE SPEECH

KEY1 | 1 Sept 2022 | 10:00 AM - 10:30 AM (GMT+8) | UCSI Hotel Kuching & Zoom

SUSTAINABLE, RESPONSIBLE, REGENERATIVE: BRIDGING THEORY, PRACTICE, POLICY & ADVOCACY IN TOURISM & HOSPITALITY



Keynote Speaker:

Dr. Joseph M. Cheer

- Professor, Center for Tourism Research, Wakayama University, Japan
- Co Editor-in-Chief, Tourism Geographies
- Board Member, Pacific Asia Travel Association (PATA)



Moderator:

Mdm. Mukvinder Sandhu

- Pro Vice-Chancellor, UCSI University Kuching Campus, Malaysia
- Chairperson, Regional Centre of Expertise (RCE) Kuching, Malaysia



KEY1 | 1 September 2022 | 10:00 AM - 10:30 AM (GMT+8)

Grand Ballroom 1-2, Level 4, UCSI Hotel Kuching

Zoom ID: 957 4014 5008 | Passcode: 313894

ICRTH2022 KEYNOTE SPEECH

KEY2 | 2 Sept 2022 | 10:30 AM - 11:00 AM (GMT+8) | UCSI Hotel Kuching & Zoom

SUSTAINABLE & GASTRONOMIC TOURISM



Keynote Speaker:

Ms. Audra Morrice

- Chef and Judge of MasterChef (Singapore and Asia)
- Ambassador for Sustainable, Gastronomic Tourism, Pacific Asia Travel Association (PATA)



Moderator:

Dr. Tan Kim-Lim

- Assistant Professor, BNU-HKBU United International College, China



KEY2 | 2 September 2022 | 10:30 AM - 11:00 AM (GMT+8)

Grand Ballroom 1-2, Level 4, UCSI Hotel Kuching

Zoom ID: 940 9333 0843 | Passcode: 086112

ACADEMIC SESSIONS

DAY 1 (September 1, 2022)

1:30 PM – 2:30 PM (GMT+8)

ACA1

Room Sydney, Level 1

Zoom ID: 949 6013 4111 | Passcode: 515283

- 3. The Making of A Successful Chef in the Eyes of Culinary Practitioners and Culinary Educators in Quezon City**
Benrea Barcelona, Kimberly Betache, Joyce Anne David, Aaron Fetalvo, Steven John Soria, and Ma. Cristina DEM Trinidad
- 10. Environmental Awareness and Green Practices: The Mediating Role of Environmental Commitment among Hotel's Managers**
Ng Lee Peng, Choong Yuen Onn, Tee Chee Wee, Kuar Lor Sin, Teoh Sok Yee, and Chen I-Chi
- 13. A Pilot Study on Malaysians' Intentions to Travel Virtually**
Sweeting Cheah, Yijie Chen, and Azreen Rozainee Abdullah
- 18. Sensory Experiences of Sarawak Laksa as Alternative Destination Images**
Norfazirah, Syed Muhammad Rafy, and Muhammad Abdul Haq

Judges: *Asst. Prof. Dr. Eugene Cheng-Xi Aw and Dr. Tan Kim-Lim*

1:30 PM - 2:30 PM (GMT+8)

ACA2

Room Bangkok, Level 1

Zoom ID: 937 7648 0366 | Passcode: 706514

- 16. Evaluation of the Comprehensive Thematic Teaching Effectiveness in Culinary Vocational Education**
Chia-Yen Ma, Kuo-Ching Wang, De-Yen Liu, and Ting-Ching Lai
- 28. Muslim-friendly Tourism: Guidelines of the Customized GPT for Muslim Tourists from Malaysia and Indonesia**
Wen-Hwa Lee, Kuo-Ching Wang, Ben Wu, Wan Yang, Chih-Chien Tsai, and Li-Ting Chu
- 47. Green Open Space (GOS) in the Form of a City Park as a Population's Recreation Place and their References on the Thematic Park in Bandung City**
Enok Maryani, Apay Safari, Anti Riyanti, and Hadi Mulyana

Judges: *Assoc. Prof. Dr. jessica Ho Sze Yin and Dr. Bibiana Lim Chiu Yiong*

1:30 PM - 2:30 PM (GMT+8)

ACA3

Room Learning Haus, Level 1

(Physical presentations - No broadcasting via Zoom)

- 20. Tourism Village Assistance in Purwakarta Regency: Case Study of Wanayasa Village**
Apay Safari, Lia Afriza, and Anti Riyanti
- 82. The Moderating Effect of Millenials and Non-Millenials on Brand Loyalty with Affective Commitment as Mediation**
Wenny Pebrianti
- 83. The Role of Transformational Leadership On Organizational Citizenship Behavior (OCB) With Emotional Intelligence As Mediation**
Adhitya Krisnawan
- 84. Collaborative Synergy of the Kadariah Palace and The Ammantubilah Palace in Alternative to Increase Tourism**
Agus Eko Sutriyono
- 85. Potential of Local Income Generating: Impacts of Jagoi Babang Border Development, Bengkayang Regency**
Amirullah
- 86. A Conceptual Framework of Transformational Services to Support The Sustainability of Cultural Heritage Tourism in West Kalimantan**
Brigitta Romanda Kaliska
- 87. Sustainable Tourism Development Model in West Kalimantan Northern Coastal Area**
Dwi Nova Wijaya

Judges: *Prof. Ramayah Thurasamy and Assoc. Prof. Dr. Jayson Cham Tat Huei*

ACADEMIC SESSIONS

DAY 1 (September 1, 2022)

2:30 PM – 3:30 PM (GMT+8)

ACA4

Room Sydney, Level 1

Zoom ID: 949 6013 4111 | Passcode: 515283

19. Experiential Marketing in Tourism (Concepts and Research Issues: A Review)

Titing Kartika, Vanessa Gaffar, Ratih Hurriyati, and Lili Adi Wibowo

22. Antecedents of Pro-Environmental Behavioral Intention towards Eco-tourism of Chinese Domestic Tourists:

Integration of Theory of Planned Behaviour and Theory of Interpersonal Behaviour

Zhang Jieyao, Jeetesh Kumar, and Seyyed Mostafa Rasoolimanesh

24. Investigating the Size and Economic Value of National Parks in Guizhou, China

Huzeli, Jeetesh Kumar, and Suresh Kannan

27. The Enriched Meaning of Work for Tourist Guides in Sabah

Yen Phin Ng, Balvinder Kaur Kler, and Oscar Dousin

Judges: *Asst. Prof. Dr. Eugene Cheng-Xi Aw and Dr. Tan Kim-Lim*

2:30 PM - 3:30 PM (GMT+8)

ACA5

Room Bangkok, Level 1

Zoom ID: 937 7648 0366 | Passcode: 706514

31. Indicators to Measure Local Communities' Environmental Conservation Behavior in A Rural Tourism Destination

Supina Supina, Jeetesh Kumar, and Seyyed Mostafa Rasoolimanesh

33. The Mediating Roles of Experience and Education in between the Relationship of Environment and Revisit Intention to 'Kongsis' in George Town, Penang

Irhanida Abdul Kadir, and Nicholas Law Hou Min

35. Readiness of Student Entrepreneurs and Their Challenges during the COVID-19 Pandemic

Jonalyn S. Awi, Jeffrey B. Bonita, and Hazel Maree B. Juanillas

36. Antecedents of Hospital Brand Trust and Its Relationships with Medical Tourists' Behavioral Intention

Tham Noi Fook, Low Mei Peng, and Yeong Mun Wai

Judges: *Dr. Aqilah Yaacob and Dr. Bibiana Lim Chiu Yiong*

2:30 PM - 3:30 PM (GMT+8)

ACA6

Room Learning Haus, Level 1

(Physical presentations - No broadcasting via Zoom)

88. Potential Human Resources Performance Improvement the Framework of Increasing Tourism in the City of Pontianak the West Kalimantan Region

Eva Suryani

89. Insurance Marketing Performance Model in Supporting the Tourism Industry

Golda Marganda Purba

90. Ecotourism Potential of the Border Town of Lanjak in Kapuas Hulu Regency West Kalimantan

Waskur

91. Bidayuh's Culture Needs Hospitality Industries Tourism

Laurentius Prasetyo

92. Tourist Police Organizational Performance Determinant in West Kalimantan Tourism Area

Muhamad Geobra

93. Marketing Innovation In Enhancing SMEs' Marketing Performance

Sugianto

Judges: *Prof. Ramayah Thurasamy and Assoc. Prof. Dr. Jayson Cham Tat Huei*

ACADEMIC SESSIONS

DAY 1 (September 1, 2022)

3:30 PM – 4:30 PM (GMT+8)

ACA7

Room Sydney, Level 1

Zoom ID: 949 6013 4111 | Passcode: 515283

40. Relationships between Perceived Service Quality, Perceived Value, Satisfaction, and Behavioral Intentions of Medical Tourists visiting Private Hospitals in India

Vasundhara, and Usha Arora

41. A Dynamic Perspective from Malaysian Government Agencies on the Safety and Security of Music Festivals

Khairiah Ismail, Nawal Hanim Abdullah, Norol Hamiza Zamzuri, Abdul Rashid Abdullah, and Anuar Shah Bali Mahomed

42. Food Tourism – Malaysian Perspective Towards Thai Food

Lit-Cheng Tai, Jing-Yen Tee, Thiam-Yong Kuek, Abdul-Rahim Fitriya, and Poh-Jin Goh

44. Social Media for Museum Heritage Promotion: Riding the Waves of 'TikTok'

Pei Mey Lau, Jessica Sze Yin Ho, and Padma Pillai

29. What Actually Counts? Prioritizing Renovation Elements in Business Hotels

Yi Gao, Chia-Lin Hsiao, Kuo-Ching Wang, and Po-Chuan Tang

Judges: *Asst. Prof. Dr. Eugene Cheng-Xi Aw and Dr. Tan Kim-Lim*

3:30 PM - 4:30 PM (GMT+8)

ACA8

Room Bangkok, Level 1

Zoom ID: 937 7648 0366 | Passcode: 706514

46. Tourist Acceptance of Community-based Edutourism in Ciburial Village, Bandung Regency

Septy Indrianty, and Enok Maryani

48. Exploring Youth's Behavioral Response to COVID-19: The Case of Selected College Students in Manila, Philippines

Luzviminda O. Tugade, and Regina B. Zuniga

49. Willingness to Pay and Willingness to Contribute for Komodo Dragon Conservation Fund

Arief Mahmud, Elisa Iswandono, Marlina Chrismiawati, and Alvanixon Lamba Awang

51. Memorable Slum Tourism Experiences in BASECO, Tondo, Philippines: A Content Analysis of TripAdvisor Reviews

Luzviminda O. Tugade

12. Imitate? Or be Imitated? The Sustainable and Unique Competencies and Structure of Theme-based Hotels

Chia-Yen Ma, Ben Wu, Kuo-Ching Wang, Wen-Yin Lee, Wen-Hwa Lee, and Keng-Ping Liao

Judges: *Dr. Gan Jen Ling and Dr. Bibiana Lim Chiu Yiong*

3:30 PM - 4:30 PM (GMT+8)

ACA9

Room Learning Haus, Level 1

(Physical presentations - No broadcasting via Zoom)

94. Development of Marketing Strategy on Customer Value in the Tourism Industry

Taryati Sukmawati

95. The Influence of the Attraction of Temajuk Beach Tourism and the Service Provided on the Revisit Intention moderated by Cultural Similarity

Udin Saryono

96. Transformational Leadership in the Development of Local Tourism: A Study in Pontianak, West Borneo, Indonesia

Wui San Taslim

97. Leadership Model in New Normal Era

Yulyanti Fahrana

98. IC on Business Performance: An Empirical Study on Hotels and Restaurants in Indonesia

Yuniarti

99. Post Covid-19 Pandemic, Digital Financial Services is a Pathway to Reviving Tourism

Yusron Toto

Judges: *Prof. Ramayah Thurasamy and Assoc. Prof. Dr. Jayson Cham Tat Huei*

ACADEMIC SESSIONS

DAY 2 (September 2, 2022)

8:30 AM – 9:30 AM (GMT+8)

ACA10

Room Sydney, Level 1

(Physical presentations - No broadcasting via Zoom)

1. Improvement of Digital-based Halal Tourism Governance in the Post Pandemic Era in Riau- Indonesia

Halim Dwi Putra, Tengku Kespondiar, A. Malik Politeknik, and Fanalisa Elfa

2. Divers' Willingness to Pay for Conservation Efforts in Malaysia

Samshul Amry Abdul Latif, and Luqman Imzan Huzey Imzan

14. Promotion of Sustainability Through a Virtual Marine Tour

Hui-Hsin Lee, and Tsz-Wai Lui

15. Keeping Up with TikTok: Examining the Entertainment Values and Its Effects on Urban Youth Lifestyle and Well Being in Klang Valley

Suffian Hadi Ayub, Wardatul Hayat Adnan, Ireena Nasihah Ibnu, Mohd Fadly Khamis, Siti Mardhiyyah Mohd Fauzi, and Nurul Hija Mazlan

Judges: Dr. Aqilah Yaacob and Dr. Gan Jen Ling

8:30 AM - 9:30 AM (GMT+8)

ACA11

Room Bangkok, Level 1

Zoom ID: 968 9447 4925 | Passcode: 352754

9. Gain the Support for Sports Tourism Development through the perspective of Residents

Yuen-Onn Choong, Thiam-Yong Kuek, Bobby Boon-Hui Chai, Saw-Chin Khor, Mei-Peng Low, and Timothy Tzen-Vun Yap

50. Impact of Tourism Development on Habitat of Komodo Dragon in Labuan Bajo

Arief Mahmud, Mirza D. Kusri, Ani Mardiasuti, and Lilik Budi Prasetyo

55. Exploring the Attendees' Purpose of Visit to Pets Shows in Taiwan

I-Chun Chen

57. To Travel or Not To Travel? Understanding the Relationship between COVID Stress and Travel Avoidance

Khoo Kim Leng, Aqilah Yaacob, and Gan Jen Ling

60. Ethos of Ramayana in the Culture and Performance tradition of South East Asian Countries

Kishore Keertesh, and Soni Sharma

Judges: Asst. Prof. Dr. Ivy Hii Siaw Hung and Dr. Ong Yi Xuan

8:30 AM - 9:30 AM (GMT+8)

ACA12

Room Learning Haus, Level 1

(Physical presentations - No broadcasting via Zoom)

25. Regaining the Competitiveness of the Rural Community-based Ecotourism in the Era of Post-COVID: A Case Study of Marakau Village in the North of Borneo

Shamezah Shamsul, Jakaria Dasan, Fatimah Ahmedy, Tini Maizura Mohtar, and Sidah Idris

38. The Effect of Leisure Constraints on Female Solo Travelling Participation

Pei-Lin Sim, Hui-Bun Ting, Sunita Shamsul, Choi-Meng Leong, Lee-Sa Kho, Choon-Kin Lee, and Qee Jong

74. The Influence of electronic word-of-mouth (eWOM) on Hotel loyalty among Young Brazilian Consumers

Mohamad-Noor Salehuddin Sharipudin, Mauro Jose De Oliveira, Man Lai Cheung, and Tak Jie Chan

Judges: Asst. Prof. Dr. Eugene Cheng-Xi Aw and Dr. Ivon Lim Tze Yin

ACADEMIC SESSIONS

DAY 2 (September 2, 2022)

9:30 AM – 10:30 AM (GMT+8)

ACA13

Room Sydney, Level 1

Zoom ID: 969 1904 5403 | Passcode: 490192

62. Gayo Lut Traditional Cuisines - A Key Element of Cultural Revitalization through Responsible Tourism in Central Aceh

Ivana Joy Pauline Pangaribuan, Arzyana Sunkar, and Syafitri Hidayati

64. A Gendered Analysis of Urban Park Usage among Selected College Students in Manila, Philippines during COVID-19
Luzviminda O. Tugade, Yolanda T. Montances, Karissa Acosta

65. Community Perceptions in the Social and Cultural Impact from Tourism Activities in Cidahu Village, District of Sukabumi

Sekar Faadiya, Eva Rachmawati, and Syafitri Hidayati

66. Communicating Industrial Tourism as Identity Asset of Territories – A Regional Perspective on Center of Portugal
Ana Matias, Luís Cardoso, and Ana Marcelo

Judges: Dr. Aqilah Yaacob and Dr. Gan Jen Ling

9:30 AM - 10:30 AM (GMT+8)

ACA14

Room Bangkok, Level 1

Zoom ID: 968 9447 4925 | Passcode: 352754

68. A Stakeholder-driven Destination Branding of a Province in the Philippines: Pre-pandemic and Post-Pandemic Analysis
Marie Jel D. Bautista

69. The Effects of Lodging Infrastructure in the Environmental Quality and Natural Resource Management in the Cordillera Administrative Region

Carmelita W. Amistad, and Daryl Ace Cornell

71. Tourism Development Strategy using A'wot: Case Study in Ngada Regency, East Nusa Tenggara

Marliana Chrismiawati, Ernan Rustiadi, and Bambang Sulistyantara

75. Sustainable Tourism as Branding of Situ Gunung Ecotourism in Sukabumi Regency: Challenge and Opportunity

Enok Maryani, and Nova Riana

Judges: Asst. Prof. Dr. Ivy Hii Siaw Hung and Dr. Ong Yi Xuan

9:30 AM - 10:30 AM (GMT+8)

ACA15

Room Learning Haus, Level 1

(Physical presentations - No broadcasting via Zoom)

32. The Island of Hope: Discovering the Potential of Bidong Island as a Historical Tourism in Malaysia

Wardatul Hayat Adnan, Ahmad Md Redzuan, Mohd Fadly Khamis, Mohd Yusof Zulkefli, and Dazmin Daud

37. Extending UTAUT2 Theory in Heritage Tourism: Factors Influencing Malaysian Consumers' Intention to Adopt VTs and Intention to Visit the Actual Heritage Site

Phang Ing @ Grace, and Kong Yuting Zylvia

73. Motivation to Participate in Domestic Tourism: The Perspective of Heritage Destination

Sara Weena George, Ida Ingko, Joseph Martin Pudun, Sherrymina Kichin, Francesca Enchang, Adlin Baizura Ariffin, and Ting Hui Bun

79. Digitalisation of Heritage Mosque Tourism for Sustainable Commercialisation: Issues and Potential

Nazatul Aqilah Sutrisno, Siti Sara Ibrahim, Masrul Hayati Kamarulzaman, Alia Nadira Rosle, and Mohd Hafiz Mohd Hanafiah

21. Heritage Tourism through the Lens of Tourism Students amid COVID-19 Pandemic

Keeshia L. Collado, John Gil M. Concepcion, Patricia C. Morales, Narth Adrene R. Ramil, Grandeur Dennis S. Taer, Daryl Ace V. Cornell, and Lenis Aislinn C. Separa

Judges: Asst. Prof. Dr. Eugene Cheng-Xi Aw and Dr. Ivon Lim Tze Yin

ACADEMIC SESSIONS

DAY 3 (September 3, 2022)

8:30 AM – 9:30 AM (GMT+8)

ACA16

Room Sydney, Level 1

(Physical presentations - No broadcasting via Zoom)

8. Intention to visit community-based homestay among young adults in Malaysia: What matters?

Tze-Yin Lim, Choi-Meng Leong, Bibiana Chiu-Yiong Lim, Rodney Thiam Hock Lim, and Kiat Sing Heng

17. Indigenous Community and Involvement Mechanism in Tourism

Eva Rachmawati, and Naufal Faiz

43. Tourist Arrivals and Unemployment Rate in Sabah, Malaysia concerning Sustainable Development Goals (SDG) 8 (Decent Work and Economic Growth)

Rashid Ating, Chong Kim Mee, and Tan Tze Horng

52. Staycation Post-pandemic: The Experiential Tourism in Malaysia

Chong Kim Mee, Tan Tze Horng, and Rashid Ating

Judges: *Assoc. Prof. Dr. Jessica Ho Sze Yin and Dr. Aqilah Yaacob*

8:30 AM - 9:30 AM (GMT+8)

ACA17

Room Bangkok, Level 1

Zoom ID: 937 8908 2237 | Passcode: 595080

53. Development of Cultural Tourism Based on Kerinci Indigenous People in Jambi Province, Indonesia

Yoni Elviandri, Arzyana Sunkar, and Eva Rachmawati

56. The Influence of Korean Wave and Experiential Marketing on Purchase Decisions at Korean House Bandung

Titing Kartika, Emron Edison, and Gazel Fatta Aurora

76. Wellness Tourism and the effects of Psychological Perspective Development: Mountaineering Tourists Behavior Case Study

Nanpassakorn Ritpanitchajchaval, Pichsinee Soonsap, and Ann Suwaree Ashton

78. Responsible Tourism in Southeast Asia Post COVID-19 Pandemic using NVIVO

Anak Agung Gde Satia Utama, Aung Aung, Hazza Roshada Ramli, Khairani, Mia Bella R. Fresnido, and Rashid Ating

Judges: *Dr. Bibiana Lim Chiu Yiong and Dr. Gan Jen Ling*

ACADEMIC SESSIONS

DAY 3 (September 3, 2022)

9:30 AM – 10:30 AM (GMT+8)

ACA18

Room Sydney, Level 1

(Physical presentations - No broadcasting via Zoom)

63. A Journey to The Past: Geoeducation for Sangkulirang-Mangkalihat Karst Sustainability

Arzyana Sunkar, Resti Meilani, Eko Haryono, Mohsen Brahmi, Pindi Setiawan, and Siti Hasanah

70. Is it Safe to Travel? COVID-19 and Medical Tourism Intentions for Malaysia

Tat-Huei Cham, Eugene Cheng-Xi Aw, Garry Wei-Han Tan, and Keng-Boon Ooi

26. Unravelling the Fluidity of Work and Leisure during the COVID-19 Pandemic – An Autoethnography

Yi Xuan Ong

30. The Impact of Tik Tok Social Media on Domestic Tourism in Indonesia

Hafiza Rizki Nurbaiti

Judges: *Assoc. Prof. Dr. Jessica Ho Sze Yin and Dr. Bibiana Lim Chiu Yiong*

9:30 AM - 10:30 AM (GMT+8)

ACA19

Room Bangkok, Level 1

Zoom ID: 937 8908 2237 | Passcode: 595080

80. The Role of Sustainable Competitiveness Indicator in Malaysian Tourism and Economic Growth

Ann-Ni Soh, Chin-Hong Puah, and Mohammad Affendy Arip

81. Destination Image Perception mediated by Experience Quality: The Case of Qingzhou as an Emerging Destination in China

Li-Ping Guan, Norazirah Ayob, Chin-Hong Puah, Mohammad Affendy Arip, and Meng-Chang Jong

59. Cultural Festival's Spatial Setting in Pampang Cultural Village Samarinda - East Borneo

Rusfina Widayati, Astrid kusumowidagdo, Cicilia Larasati Rembulan, and Muhammad Ramzi Aushafranaa

77. Innovative Human Resource Practices and Employees' Service Innovative Behavior in the Hospitality Sector: The Mediating Role of Harmonious Passion

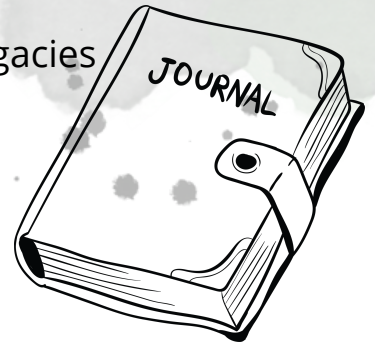
Talat Azam Khan, Mumtaz Ali Memon, Naukhez Sarwar, Asfia Obaid, and Muhammad Zeeshan Mirza

Judges: *Dr. Aqilah Yaacob and Dr. Gan Jen Ling*

PUBLICATION & AWARDS

SUPPORTING JOURNALS

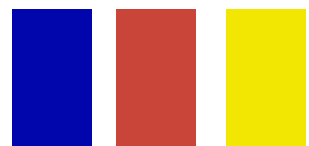
- Journal of Responsible Tourism Management
- International Journal of Business Events and Legacies
- Young Consumers (SCOPUS Q1)
- Tourism Geographies (SCOPUS Q1)
- Journal of Heritage Tourism (SCOPUS Q1)
- Tourism & Hospitality Research (SCOPUS Q1)
- Journal of East Asia Study (SCOPUS Q2)
- International Journal of Hospitality & Tourism Administration (SCOPUS Q2)
- Asian Journal of Business Research (SCOPUS Q3)
- Asian Academy of Management Journal (SCOPUS Q3)



AWARDS

- Editor's Pick Award
- Best Paper Awards
- Best Presenter Awards

Winners will receive an e-certificate each after the conference and be given fee waiver to join ICRT2023 in Indonesia.



IMPORTANT CONTACTS

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