



ACADEMIC PRESENTATION SESSION (ACA) 1

21 August 2023 | 13:30 PM - 15:00 PM | Room D, IPB International Convention Center

Session Chairs: Dr. Chin Chee Hua and Dr. Frank Gong Jiankun

CODE	AUTHORS	TITLE
44	Yudhiet Fajar Dewantara*, Dewantara Facrurezza, Regina Dewi H. and Sandy Angelina	Conserving Culture, Staining Nature: A Holistic Approach to Tourism in Kampung Naga Tasikmalaya
59	Annisa Arum Larasati*, Jarwadi Budi Hernowo and Ani Mardiasuti	Bringing Birdwatching Closer to Home: Bird Community and Visitors' Perceptions for Developing Urban Birdwatching
65	Ika Suryono Djunaid* and Vishnu Vardhana	The Mediating Role of Sustainable Product Innovation in the Relationship between Green Marketing and Customer Satisfaction: An Empirical
85	Wulan Mayang Aprillyasari*, Dede Aulia Rahman and Arzyana Sunkar	Beyond Boundary: Challenging Ecotourism in Wildlife Reserves for the New Future of Orangutan Conservation
86	Khairani, Rashid Ating*, Anak Agung Gde Satia Utama, Aung Aung, Hazza Roshada Ramli and Mia Bella R. Fresnido	Agricultural & Digitalization Empower ASEAN Community: Using NVIVO Analysis
94	Fitri Rahmafitria* and Armandha Redo Pratama	Tourism Accessibility in a Conservation Area: Toward the Psycho-Social Approach



ACADEMIC PRESENTATION SESSION (ACA) 2

21 August 2023 | 13:30 PM - 15:00 PM | Room E, IPB International Convention Center

Session Chairs: Prof. Ramayah Thurasamy and Dr. Bibiana Lim Chiu Yiong

CODE	AUTHORS	TITLE
3	Mohamad-Noor Salehuddin Sharipudin*, Mawarny Md. Rejab and Nursafwah Tugiman	The Influence of Value Co-Creation on University Branding: An Understanding of Open and Distance Learning (ODL) From Stakeholders' Perspectives
32	Merle U. Ruiz*	Exploring the Ecotourism Paradox: Perspective of Local Residents in Accredited Ecotourism Sites in Laguna Province towards Ecotourism Sustainable Development Plan
33	Merle U. Ruiz*	Sustainable Tourism Pedagogy Quadrant for Transformative Education: A Student Perspective
36	Isidra B. Felismonte*, Donn Enrique L. Moreno and Merle U. Ruiz	Service-Learning Pedagogy: A Pathway Empowering Students as Catalyst for Civic Engagement and Community Development
42	Lydia Karnadi*, Matthew Farrell Dharsono, Aji Divakar and Andamar Pradipta	Exploring the Factors that Drive Visitors to Botanical Gardens: A Text Data Mining Approach
83	Siti Khodijah Dewi Utari*, Ani Mardiasuti, Dinn Wahyudin and Arzyana Sunkar	Green Curriculum in Vocational Studies for Responsible Tourism



ACADEMIC PRESENTATION SESSION (ACA) 3

21 August 2023 | 13:30 PM - 15:00 PM | Zoom ID: 967 7797 6385 - Passcode: 431736

Session Chairs: Dr. Tiong Ying Ying and Dr. Ong Yi Xuan

CODE	AUTHORS	TITLE
46	Adrian Agoes* and Apay Safari	Motivational Patterns for Engaging in Heritage Bus City Tours among Youth Tourists (Generation X and Y): An Unsupervised Machine Learning Analysis
48	I Putu Hardani*, Janianton Damanik, Subejo and John Suprihanto	Tour Guide Performance Model in Borobudur
64	Dimas Wahyu Aji Prathama* and Hertiaridajati	Identification of Place Identity Characteristics in Walking Tour of Peneleh Heritage Kampong, Surabaya City, Indonesia
69	Ivana Joy Pauline Pangaribuan*, Arzyana Sunkar and Syafitri Hidayati	Gayo Traditional Cuisine, A Potential for A Culinary-based Ecotourism
71	Joy Sheelah Baraero-Era*	An Overview of the Participation on Sustainability Assessments in Philippine Higher Education Institutions
75	Chin Sin Lim*, Sok Yee Teoh and Lok Sin Kuar	The Factors affecting Environmental Sustainability Behaviour in the Malaysian Hotel Industry



ACADEMIC PRESENTATION SESSION (ACA) 4

21 August 2023 | 15:30 PM - 17:00 PM | Room D, IPB International Convention Center

Session Chairs: Dr. Chin Chee Hua and Dr. Frank Gong Jianku

CODE	AUTHORS	TITLE
1	Anand Jhavar*	Subduing Effects of Moral Norms on Tourists' Materialistic Behaviour: Extended Norm Activation Model
23	Gabriel Wee Wei En*, Lim Tze Yin and Irving Ting Shou Hui	Post-Pandemic Travel Intentions and Cultural Heritage Conservation: A Study on Malaysian Travelers' Behavior
37	Rielle Christian D. Alcantara*	Making Tourism Livelihoods Sustainable: An Assessment of Community Livelihood Assets as Impacted by the COVID-19 Pandemic
51	Endah Wahyu Sulistianti* and Sambas Basuni	The Challenges in Establishing a Conservation-based Ecotourism in the Human-Wildlife Conflict Outside Protected Area
72	Yen Phin Ng*, Oscar Dousin and Balvinder Kaur Kler	Work Orientation of Tourist Guides: How does It Affect their Career Satisfaction and Intention to Stay
78	Ulfi Maranisya*	Sustainable Tourism Concept: Potential of Natural Tourism in Bogor Botanic Garden



ACADEMIC PRESENTATION SESSION (ACA) 5

21 August 2023 | 15:30 PM - 17:00 PM | Room E, IPB International Convention Center

Session Chairs: Assoc. Prof. Dr. Cham Tat Huei and Dr. Bibiana Lim Chiu Yiong

CODE	AUTHORS	TITLE
7	Yuen-Onn Choong*, Thiam-Yong Kuek, Bobby Boon-Hui Chai, Saw-Chin Khor, Mei-Peng Low and Timothy Tzen-Vun Yap	Perceived Impact of Music Tourism and Support for Music Tourism among Local Community: The Moderating Effect of Psychological Egoism
10	Ahmad Faisal Mahdi*, Siti Farah Lajim, Agnes Kanyan and Noor Emma Shamsuddin	Readiness of Ecotourism among Mukah Community
17	Aaron Tham* and Shirley Chin	Responsible Tourism and Hospitality Micropreneurs in Brunei
74	Tiansheng Li*, Kreangkrai Kirdsiri and Antonello Alici	Water as a Medium: The Harmonious Symbiosis of Multi-ethnic Water Heritage and Responsible Tourism in Upper Pearl River Basin - Take Nanning as an Example
90	April Kim Lalisan, Karisma Sri Rahayu, Rashid Ating*, Aefre Gesmundo, Meta Samrach, Sereirath Ork and Rommel Gersalia	Regenerative Tourism through the Lens of Millennial Tourists in the Philippines



ACADEMIC PRESENTATION SESSION (ACA) 6

21 August 2023 | 15:30 PM - 17:00 PM | Zoom ID: 922 2138 3293 - Passcode: 209554

Session Chairs: Assoc. Prof. Dr. Yeni Aryati Mulyani and Ms. Nurul Ruwaidah Ahamad

CODE	AUTHORS	TITLE
57	Gina Mapalad*, Olga Eledia, Janine Faminialan and Khrisna Vicente	Tourism Carrying Capacity Analysis of Selected Ecotourism Sites in Tablas Island, Romblon, Philippines
77	Sanhakot Vithayaporn*	The Perception of International Tourists towards Green Logistics Performance in Urban Tourism to Achieving Sustainable Development in The Eastern Economic Corridor, Thailand
87	Setiya Tiara Anggraini, Meti Ekayani*, Zaenal Abidin and Hadi Suryana	Bogor towards Zero Waste: Implementation of Waste Management Retribution
95	Kaswanto, Fitri Rahmafitria*, Amarizni Mosyaftiani and Harityas Wiyoga	The Effect of Environmental Knowledge and Perceived Value on Visitor Experience in Forest Recreation
98	Sitti Ramlah*, Yanto Santosa, Moh. Ihsan and Reinaldi	Prospect of The High Conservation Value Areas as Tourism Destination in the Oil Palm Plantation, Pasangkayu Regency, West Sulawesi, Indonesia
99	Rozza Tri Kwatrina* and Yanto Santosa	The Potential of HCV Areas as Ecotourism Destinations: Preliminary Identification in Sumatra Oil Palm Plantation
101	Erniwati* and Yanto Santosa	Prospect of Bird Diversity for supporting Ecotourism Destination in High Conservation Value (HCV) area in Oil Palm Landscape



ACADEMIC PRESENTATION SESSION (ACA) 7

22 August 2023 | 09:00 AM - 10:30 AM | Room D, IPB International Convention Center

Session Chairs: Prof. Ramayah Thurasamy and Dr. Chin Chee Hua

CODE	AUTHORS	TITLE
12	Rajshekhar Philkhana* and Arshad Alim Khan	Overtourism in Goa: Analysing the Resident's Perception using Social Exchange Theory
31	Ani Mardiasuti* and Yeni A. Mulyani	Responsible Tourism in Birdwatching and Wild Bird Photography
53	Sriwinarsih Maria Kirana Sajid* and Kreangkrai Kirdsiri	Tourism Concept for Authentic Cimahi Military City
55	Andriani Kusumawati, Edriana Pangestuti and Karisma Sri Rahayu*	Virtual Reality Experience Quality Replacing Offline Visit Decision? Study on Tourist Behavior on Instagram Social Media
63	Chuhan Wang, Ding Xu and Chaozhi Zhang*	Examining Host Pro-Environmental Attitudes in P2P Accommodation: A Big Data Analysis of Host Descriptions
79	Yu Jie*, Rosita Binti Mohd Tajuddin and Shaliza Binti Mohd Shariff	An Exploratory Study of Sun Protective Garment for Travelers



ACADEMIC PRESENTATION SESSION (ACA) 8

22 August 2023 | 09:00 AM - 10:30 AM | Room E, IPB International Convention Center

Session Chairs: Assoc. Prof. Dr. Choong Yuen Onn and Mr. Kuek Thiam Yong

CODE	AUTHORS	TITLE
16	Nussara Intaraboonsom*	Branding Architecture and Cultural Heritage to Improve Sustainable Tourism: Building the Thai Brand Image through the World Expositions
22	Titing Kartika*, Emron Edison and Enok Maryani	Tourism Village Development for Sustainable Tourism in West Java-Indonesia: Hexa Helix Tourism Collaboration Perspective
39	Stephanie Rosanto*, Sofiani and Gerald Adinugroho	Analysis of Tourism Destination Management Strategies of Angke Kapuk Mangrove Natural Tourism Park as an Ecotourism Destination in North Jakarta to Increase Interest in Returns
40	Ryan Yung*	Techno-Utopia or Techno-Dystopia: XR and AI Developments in Destinations
54	Zeng Xiaoyin and Zhang Chaozhi*	A Multi-Spatial-Scale Relocalization of Tourism-Utilized Urban Heritages: A Case Study of Yongqing Historic Street in China
76	Devi Roza Kausar*, Janianto Damanik and Daud Tanudirjo	Borobudur as Priority Tourism Destination: How Political Economy Affects World Cultural Heritage Site Management and Heritage Preservation



ACADEMIC PRESENTATION SESSION (ACA) 9

22 August 2023 | 09:00 AM - 10:30 AM | Zoom ID: 962 348 0035 - Passcode: 123456789

Session Chairs: Asst. Prof. Dr. Leong Choi Meng and Dr. Tiong Ying Ying

CODE	AUTHORS	TITLE
6	Shuvasree Banerjee*, Prof. Dr. Pankaj Kumar Tyagi	Tea Tourism Dependency Upon Sustainability in Developing the Local Community and Maintaining Green Environment in India.
43	Enok Maryani, Septy Indrianty*	The Role of Community in the Development of Tourism Village Based on Local Wisdom
56	Hertiari Idajati*, Janianton Damanik, Hendrie Adji Kusworo and Erda Rindrasih	The Role of Social Capital and Individual Competency in The Tourism Industry Community Resilience to Climate Change
60	Nova Riana* and Khoirul Fajri	Community Empowerment In Developing Integrated Tourism Potencies At Cimincrang Sub-District, Bandung, West Java, Indonesia
88	Hazel Rivera, Andrea Juztine Cura, Francis Bautista, Romar Mabalay, Victor Reyes* and Rocel Angelie Navarro	Bulacan's Potential Tourism Growth in the Development of North- South Commuter Railway
92	Parlagutan Silitonga*, Tri Darawanti and Pamudji Rahardjo Gesang	Increasing Hotel Industry Employer Branding: The Mediating Role of Development Value



ACADEMIC PRESENTATION SESSION (ACA) 10

22 August 2023 | 09:00 AM - 10:30 AM | Zoom ID: 940 9984 3764 - Passcode: 482833

Session Chairs: Assoc. Prof. Dr. Ong Chin-Ee and Dr. Ong Yi Xuan

CODE	AUTHORS	TITLE
8	Comerio Niccolò*, Cheer Joseph, Nagai Hayato	Can Tourism Help Reduce Income Inequalities and Support Economic Convergence? Evidence from the Kyoto Prefecture
15	Harun I Akbar*, Sari H A Koda, Rahma S Dewi, Sarah R Amalia, Novindra, and Kastana Sapanli	The Tourism Improvement Potential through Waste Management for Along Jakarta Coastline
29	Ade Suherlan* and Joseph M. Cheer	Stakeholders' Perception, Determinant Factors, and Impacts of Sustainable Rural Tourism: A Literature Review
38	Vo Tran Hai Linh*	Responsible Diving Tourism Policies in Nha Trang Bay Marine Protected Area: An Exploratory Study on Diving Tour Guides Perspective
45	Grace Octavia, R. Rosmalina* and Andy Russel Mojiol	A Review of Rural Tourism Development in the Context of Social Exchange Theory Application
68	Mark Chris Lapuz* and Mary Grace Sumugat	To Shift or Not to Shift: Adopting Lewin's Force Field Analysis in Implementing Tourism Green Investments



ACADEMIC PRESENTATION SESSION (ACA) 11

22 August 2023 | 11:00 AM - 12:30 PM | Room D, IPB International Convention Center

Session Chairs: Dr. Aaron Tham and Asst. Prof. Titing Kartika

CODE	AUTHORS	TITLE
18	Paul Timothy Clemente*, Riza Delos Santos, Mary Ann Donato and Elpedia Lago	Sustainable Development of Tagalag Fishing Village as Ecotourism Zone of Valenzuela City, Philippines
20	Siew Wei Gan*, Alessandro Inversini and Isabella Rega	Tourism Enterprise and Sustainable Livelihoods: Insights from Homestays
27	Antonius Rizki K*, Andari Tirtadidjadja, Imam Ardiansyah and Rebecca	The Meaning and Function of Tumpeng (Congcot) in the Ritual of Life Baduy Outer Community, Banten Province
30	Guoqiong Ivanka Huang, HuixianXie and Chaozhi Zhang*	When and How to Encourage Tourists to Be More Responsible? An Essential Question for the Post-Disaster Reconstruction of Natural World Heritage
35	Bibiana Chiu Yiong Lim*, Rodney Thiam Hock Lim, Tze Yin Lim, Irving Shou, Hui Ting, Marc Arul Weissmann, Komathi Wasudawan and Adam Long She	Sustainability Rural Community-Based Homestay: Opportunities and Challenges in a Malay Community in Sarawak, Malaysia
58	Rita Sri Mustikasari*, Arzyana Sunkar, Yanto Santosa and Agus Hikmat	Casual Tourism: The Idea of Responsible Tourism



ACADEMIC PRESENTATION SESSION (ACA) 12

22 August 2023 | 11:00 AM - 12:30 PM | Room E, IPB International Convention Center

Session Chairs: Assoc. Prof. Dr. Choong Yuen Onn and Dr. Eva Rachmawati

CODE	AUTHORS	TITLE
26	Jannin Calang, Jocelyn Camalig, Danilo Balaysoche* and Lilibeth Aragon	Community Engagement in Developing Green Tourism Corridor: Interest and Insights
49	Shengyu Liu* and Kreangkrai Kirdsiri	Tourism Management on the Purpose-Built Thematic Attraction - A Case Study of Gaozhuang Xishuangjing
91	Alaysha Yahya Maulina*, Daffa Muhammad Raihan, Pandji Sasmitodji Bawono and Rafi Fernando	Trek n' Heal: A Potential Recreational Activity to Reduce Stress for Gen Z
97	Jing Deng*, Benhui Ren and Rosita Binti Mohd Tajuddin	If Tomorrow Never Comes: A Qualitative Inquiry into Tourism Village in China as a Sustainable or Short-Lived Development
100	Astri Dwi Andriani*	Wellness Tourism in Indonesia: Case Study on Health Tourism Development at Hanara Wellbeing Center Bandung



ACADEMIC PRESENTATION SESSION (ACA) 13

22 August 2023 | 11:00 AM - 12:30 PM | Room F, IPB International Convention Center

Session Chairs: Prof. Dr. Sandeep Walia and Dr. Lilibeth Aragon

CODE	AUTHORS	TITLE
28	Farah Nadhirah binti Yazid, Samshul Amry bin Abdul Latif* and Baiduri Zaiyyanna Mohd Farudz	The Examination of Conservation Awareness, Future Sustainability, and Conservation Readiness on Tourists' Attitude towards Marine Conservation Behavior in Malaysia's Marine Parks
34	Imam Ardiansyah*, Hari Iskandar and Antonius Rizki Krisnadi	Sustainability Analysis using Multi-Dimensional Scaling Approach in Cilember Tourism Village, Bogor Regency
62	Nikita Adella Chairunissa, Osmaleli* and Tridoyo Kusumastanto	Economic Value of Mangrove Ecosystem in Angke Kapuk Natural Tourism Park, North Jakarta
81	Oscar Dousin* and Sarma Aralas	Examining the Mediating Role of Support for Tourism Development in the Relationship between Economic and Socio-Cultural Benefits, Perceived Costs and Community Well-Being: The Case of Kinabalu Geopark, Sabah, Malaysian Borneo
84	Nia Amanda, Meti Ekayani*, Novindra and Kastana Sapanli	Assessing the Tourism Economic Benefits for Coastal Households to the Sustainability of Marine Tourism in Pesisir Barat Regency, Lampung Province, Indonesia



ACADEMIC PRESENTATION SESSION (ACA) 14

22 August 2023 | 11:00 AM - 12:30 PM | Meeting ID: 967 2486 6467 - Passcode: 690679

Session Chairs: Prof. Dr. Daryl Ace Cornell and Asst. Prof. Dr. Aunkrisa Sangchumngong

CODE	AUTHORS	TITLE
2	Saittawut Yuthaworakoo*, Sharmila Shyangtan and Roengnarong Sukklud	Community-based Cultural Tourism using the Responsible Tourism Initiative: A Case Study of Khok Salung, Lopburi Province, Thailand
13	Salai Vanni Bawi*	The Commodifying of Chin Traditional Tattoos in Community-Based Tourism in Myanmar
25	Teanthaworn Yanatorn*	Guidelines for Promotion of Creative Tourism in Uthai Thani Province, Thailand
47	Taufiq Hidayat*, Putri, Rahman and Nabilah	Existence of the Sunda Cibiru Terraces as a Preserving Sundanese Traditional Arts
73	Thuc Thi Mai Doan Do	The Role of Trust and Perceived Psychological Risk on Vietnamese Airbnb Users and Non-Users' Online Review Adoption Intention



ACADEMIC PRESENTATION SESSION (ACA) 15

22 August 2023 | 11:00 AM - 12:30 PM | Meeting ID: 958 5129 3782 - Passcode: 101850

Session Chairs: Dr. Frank Gong Jiankun and Ms. Ren Benhui

CODE	AUTHORS	TITLE
11	Li Han* and Tay Kai Xin	Innovation in Tourism Marketing Strategies for Government Officials: A Case of a Director of Internet Celebrity
19	Zhang Jiawei* and Azwady Bin Mustapha	Intangible Cultural Heritage Protection from the Perspective of Cultural Tourism: A Case Study of Shaanxi Province, China
41	ZhouWei* and ZulKarnain Bin Hazim	Child-Friendly and Inclusive Space Design in Urban Community Renewal in Chinese Cities: A Case Study of Nanchang, Jiangxi Province, China
52	Lan Mo*, Asiza Bt Aris and Yan Xiaoyu	Digital Display and Storytelling: Creating an Immersive Experience of Lingnan Costume Cultural Heritage Tourism Project
82	Zhou Shiwan*, YM Raja Norashekin Raja Othman and ZhouWei	A Study on the Sustainable Development Strategy of Red Culture Tourism in Chinese Cities - Taking Jiangxi Province as an Example
89	Ye Yizhou*	Study on Verbal Environmental Persuasion Strategies for Hotel Customers Based on Interaction Ritual Theory