



APacCHRIE 2024

# PROCEEDINGS OF APacCHRIE 2024 CONFERENCE

MAY 24- 26, 2024 | Seoul, Korea



Edited by Kim, S., Choi, Y., and Shin, S. (May 24-26, 2024). APacCHRIE 2024 Conference Proceedings. Yonsei University, Seoul, Korea.

# MESSAGE FROM CONFERENCE CHAIR

Dear Delegates,

It is indeed a great honor that we hold APacCHRIE 2024 Conference in Seoul, Korea, at the center of K-Wave, hosted by Yonsei University and The Hong Kong Polytechnic University. In 2024, we are experiencing challenges and opportunities at the same time to build a new era. For the conference in 2024, as a step toward rebuilding the society and industry, we would like to propose the theme: “Big Leap Forward Reshaping, Innovation, and Opportunity.” This conference will serve a platform for constructive discussions and developing feasible strategies for advancement of the hospitality and tourism academia and industry.

Korea is one of the most vibrant destinations in the Asia Pacific. It is a young nation where people, ideas and technology converge. A compact, multicultural city in the heart of Asia, known to be an Asian commerce hub with a global perspective. Seoul, the capital of Korea, is a very dynamic city where innovation meets tradition. With major technology hubs centered in Gangnam and Digital Media City, Seoul is home to the headquarters of 15 Fortune Global 500 companies. Of course, Korea is a stage for K-Pop!

Located at the center of Seoul Metropolitan city with 138 years history, Yonsei University is dedicated to nurturing future leaders of our society in the spirit of Christianity, fostering a strong and lasting commitment to the principles of truth and freedom. With the university mission, “The truth will make you free”, Yonsei University serves others with an open heart, and contribute to the prosperity of humankind.

The board members of the APacCHRIE would like to welcome scholars and practitioners of the hospitality and tourism industry to the center of Seoul. We hope that you will engage in meaningful discussions on innovation, challenges, and opportunities faced by the industry during the conference while enjoying the beautiful campus of Yonsei University as well as K-Pop, K-Food, and K-Beauty.

See you in Seoul!



**Prof Sunny HAM**

**APacCHRIE 2024 Conference Chair  
Professor of Yonsei University**

# MESSAGE FROM PAPER CHAIRS

APacCHRIE 2024 Conference welcomes you to Seoul, Korea! The conference will be hosted by Yonsei University with the theme: Big Leap Forward Reshaping, Innovation, and Opportunity. As the Paper Chairs of this conference, we sincerely extend our warmest welcome to all conference delegates.

Since announcing this conference, the team has been happily involved in its preparation. It is our pleasure and privilege to be the Paper Chairs.

This year, we have received a record-high number of papers having diverse topics and research areas. It is extremely heartening to receive papers by renowned global researchers from all over the world including countries/regions in Europe, America, Oceania, and Africa beyond Asia.

Following a rigorous review process, 197 stand-up presentations and 104 poster presentations for the Main Conference, and 40 stand-up presentations for the Youth Conference will be delivered. Given the large number of quality submissions, it was a challenge for the Paper Review Team to narrow down to the Best Paper Award candidates. Through multiple independent selection rounds, four papers for the Main Conference and three papers for the Youth Conference were eventually selected as the recipients of Best Paper Awards. We would like to express our gratitude to the reviewers for their unwavering efforts in the assessment process. Our heartiest congratulations go to the recipients of the Best Paper Awards.

We extend our sincere appreciation to the global reviewers for devoting their time to reviewing multiple papers. In addition, we would also like to thank three student assistants managing the communications for their commitment and devotion in ensuring a seamless paper review process.

We trust that the conference will be an intellectually rewarding experience for all delegates.

All the best in your scholarly pursuits!



**Dr Youngjoon CHOI**

Paper Co-Chair.  
Ewha Womans University



**Prof Sam KIM**

Paper Chair and Best Paper  
Selection Committee Chair.  
The Hong Kong Polytechnic  
University



**Dr Seunghun SHIN**

Youth Conference Paper Chair.  
The Hong Kong Polytechnic  
University

# ACKNOWLEDGEMENT

## CONFERENCE ADVISORY COMMITTEE

### **Prof Sunny Ham**

APacCHRIE 2024 Conference Chair

### **Dr Lawrence Fong**

APacCHRIE 2024 Conference Co-Chair

### **Dr Seulki Lee**

APacCHRIE 2024 Programme Chair

### **Prof Sam Kim**

APacCHRIE 2024 Paper Chair and Best Paper Award Selection Chair

### **Dr Youngjoon Choi**

APacCHRIE 2024 Paper Co-Chair

### **Dr Seunghun Shin**

APacCHRIE 2024 Youth Conference Paper Chair

### **Dr Daniel Leung**

APacCHRIE 2024 Director of Education

### **Dr Xin Truman Huang**

APacCHRIE 2024 Director of Networking

### **Dr Arthur Wang**

APacCHRIE 2024 Director of Industry Services

### **Dr Kwanglim Seo**

APacCHRIE 2024 Paper Committee

### **Dr Joon Jang**

APacCHRIE 2024 Paper Committee

## CONFERENCE OPERATION AND PROGRAM

### **Dr Kiattipoom (Poom) Kiatkawsin**

### **Dr Ian Sutherland**

APacCHRIE 2024 Program Committee

### **Dr Ejina Kim**

### **Dr Heewon Kim**

### **Dr Jaehee Gim**

APacCHRIE 2024 Conference Ambassador

### **Dr Jinkyung Choi**

APacCHRIE 2024 Promotion Committee

### **Dr Young-joo Ahn**

### **Dr Hyun Wook Do**

### **Dr Jungwoon Seo**

### **Ms Junghee Kim**

### **Ms Eunhwa Seo**

APacCHRIE 2024 Operation Committee

## STUDENT SUPPORT TEAM

**Ruoyan DU (Daisy)**

**Siyun WANG (Aleix)**

**Zhanyue ZHANG (Lucy)**

**Jisoo Lee**

**Suejung Hur**

**Heesun Park**

# REVIEWERS

## FOR ABSTRACTS / PAPERS

---

<b>Nancy Grace Baah</b>	<b>The Hong Kong Polytechnic University</b>
<b>Emily Chen</b>	<b>The Hong Kong Polytechnic University</b>
<b>Jacey Choe</b>	<b>University of Macau</b>
<b>Youngjoon Choi</b>	<b>Paper Co-Chair. Ewha Womans University</b>
<b>Dori Davari</b>	<b>The Hong Kong Polytechnic University</b>
<b>Lawrence Fong</b>	<b>University of Macau</b>
<b>Ermias Kifle Gedecho</b>	<b>The Hong Kong Polytechnic University</b>
<b>Jaehee Gim</b>	<b>Stream Chair. The Hong Kong Polytechnic University</b>
<b>Tadesse Hailu</b>	<b>The Hong Kong Polytechnic University</b>
<b>Ivanka Hunag</b>	<b>The Hong Kong Polytechnic University</b>
<b>Heewon Kim</b>	<b>Macau University of Science and Technology</b>
<b>Jong-Hyeong Kim</b>	<b>Arizona State University</b>
<b>Sam Kim</b>	<b>Paper Chair. The Hong Kong Polytechnic University</b>
<b>Sung In Kim</b>	<b>Stream Chair. The Hong Kong Polytechnic University</b>
<b>Louisa Yee Sum Lee</b>	<b>Hong Kong Metropolitan University</b>
<b>Soey Lei</b>	<b>University of Macau</b>
<b>Daniel Leung</b>	<b>The Hong Kong Polytechnic University</b>
<b>Sunggyun Mun</b>	<b>The Hong Kong Polytechnic University</b>
<b>Jihna Park</b>	<b>The Hong Kong Polytechnic University</b>
<b>Kwanglim Seo</b>	<b>University of Hawaii</b>
<b>Hailey Shin</b>	<b>Stream Chair. The Hong Kong Polytechnic University</b>
<b>Seunghun Shin</b>	<b>Youth Conference Paper Chair. The Hong Kong Polytechnic University</b>
<b>Antony Wong</b>	<b>The Hong Kong Polytechnic University</b>
<b>Linda Woo</b>	<b>Stream Chair. The Hong Kong Polytechnic University</b>
<b>Yuchen Xu</b>	<b>The Hong Kong Polytechnic University</b>

# BEST PAPER AWARD SELECTION COMMITTEE

**Prof Sam Kim**

*Chair.*

*The Hong Kong Polytechnic University*

**Dr Lawrence Fong**

*University of Macau*

**Prof Heesup Han**

*Sejong University*

**Prof Brian King**

*Texas A&M University*

**Dr Deniz Kucukusta**

*The Hong Kong Polytechnic University*

**Prof Rob Law**

*University of Macau*

**Prof Brent Moyle**

*Griffith University*

**Dr Seunghun Shin**

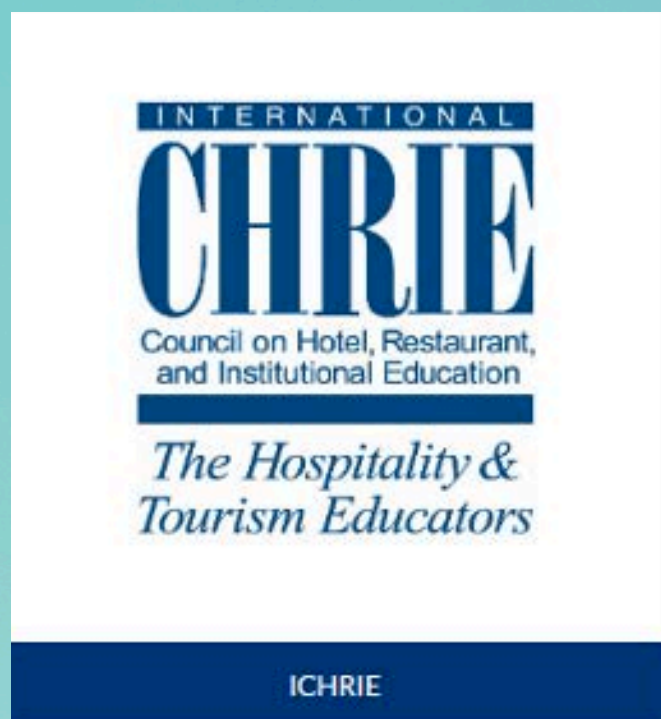
*The Hong Kong Polytechnic University*

**Prof Anthony Wong**

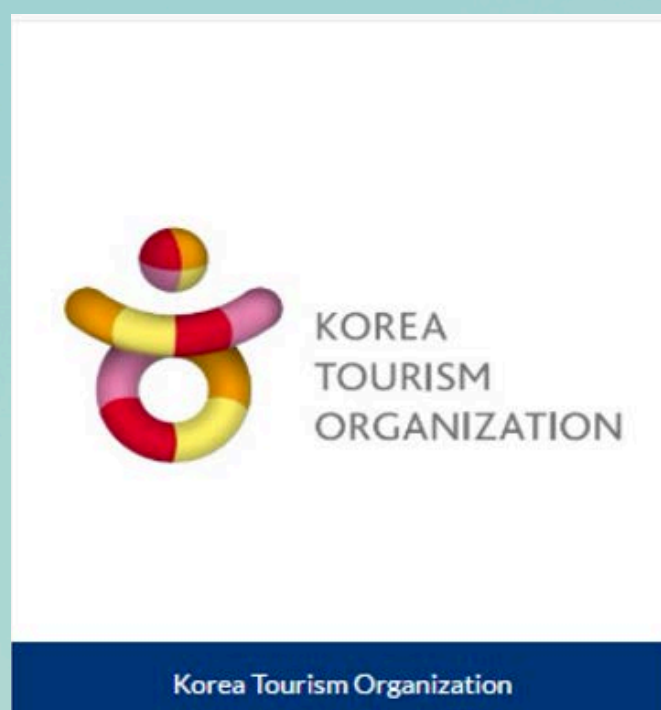
*University of Macau*

# PARTNERS AND SPONSORS

## Conference Sponsor



## Destination Marketing Organization Sponsor

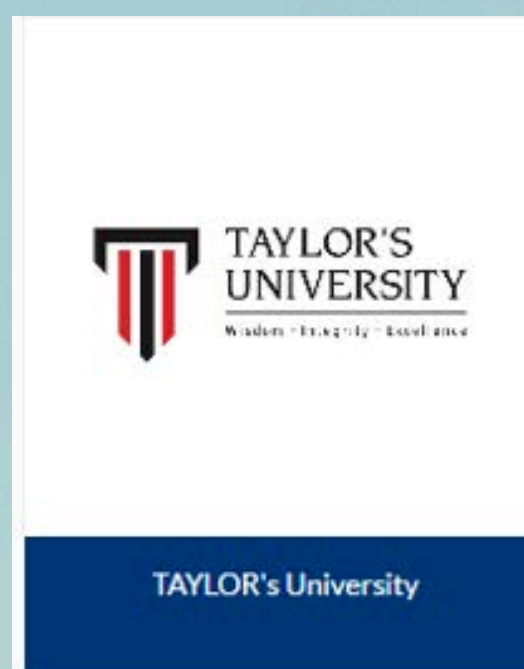


## Gold Partner Sponsor



# PARTNERS AND SPONSORS

## Institutional Sponsor





# PARTNERS AND SPONSORS

## Corporate Sponsor



## Silver Partner Sponsor

