

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม

คณะกรรมการประจำคณะกรรการบริการและการท่องเที่ยว

เรื่อง โครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก
คณะกรรมการบริการและการท่องเที่ยว ปี 2568

ความเป็นมา

อ้างถึงบันทึกข้อความที่ มอ 302.1/68-2351 ลงวันที่ 26 พฤษภาคม 2568 เรื่อง ขออนุมัติโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรการบริการและการท่องเที่ยว ปี 2568 เพื่อดำเนินโครงการดังกล่าว โดยมีวัตถุประสงค์เพื่อผลักดันการพัฒนาองค์ความรู้และการถ่ายทอดองค์ความรู้สู่ชุมชน ตลอดจนสร้างแรงจูงใจให้อาจารย์ของคณะฯ ผลิตผลงานวิจัยที่มีคุณภาพ สามารถตีพิมพ์ในวารสารวิชาการระดับนานาชาติในปริมาณที่เพิ่มขึ้น และได้รับทุนสนับสนุนจากแหล่งทุนภายนอกมากขึ้น ซึ่งสอดคล้องกับวัตถุประสงค์ข้อ 2.4 “สนับสนุนรางวัลให้งานวิจัยที่ประสบผลสำเร็จ” ตามประกาศกองทุนวิจัยของคณะกรรมการบริการและการท่องเที่ยว ความแจ้งแล้วนั้น

ขั้นตอนที่ได้ดำเนินการไปแล้ว

ฝ่ายวิจัยได้เสนอวาระต่อที่ประชุมคณะกรรมการวิจัยคณะกรรมการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 1/2569 เมื่อวันที่ 11 กุมภาพันธ์ 2569 โดยที่ประชุมได้พิจารณาแล้วมีมติเห็นชอบผลงานของอาจารย์ที่เสนอขอรับรางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรการบริการและการท่องเที่ยว ปี 2568

ข้อมูลประกอบการแจ้งวาระเสนอต่อที่ประชุม

รายชื่ออาจารย์ผู้ได้รับการพิจารณาได้รับรางวัล จำนวน 7 ราย รวมเป็นเงินทั้งสิ้น 740,000 บาท ดังนี้

ลำดับ	ชื่อ	คะแนนรวม	เงินรางวัล (บาท)
1.	Asst. Prof. Kevin Fuchs, Ph.D.	8	140,000
2.	Nichapat Sangkaew, Ph.D.	6.75	120,000
3.	Mohsin Raza, Ph.D.	6.25	120,000
4.	Assoc. Prof. Panuwat Phakdee-auksorn, Ph.D.	5.5	100,000
5.	Assoc. Prof. Kullada Phetvaroon, Ph.D.	5	100,000
6.	Assoc. Prof. Chayanon Phucharoen, Ph.D.	4.25	80,000
7.	Assoc. Prof. Dr. Pornpisanu Promsivapallop	4.5	80,000

รวมงบประมาณทั้งสิ้น 740,000 บาท (เจ็ดแสนสี่หมื่นบาทถ้วน) รายละเอียดตามเอกสารแนบ

ประเด็นพิจารณา

เพื่อโปรดพิจารณาให้ความเห็นชอบผลการพิจารณารางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรการบริการและการท่องเที่ยว ปี 2568 จำนวน 7 ราย รวมเป็นเงินทั้งสิ้น 740,000 บาท



บันทึกข้อความ

ส่วนงาน สำนักงานบริหารคณะ คณะการบริการและการท่องเที่ยว โทร 6820

ที่ มอ 302.1/69 - 0908

วันที่ 19 กุมภาพันธ์ 2569

เรื่อง แจ้งมติที่ประชุมคณะกรรมการวิจัยเรื่องโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568

เรียน คณบดีคณะการบริการและการท่องเที่ยว

อ้างถึง บันทึกข้อความ ที่ มอ 302.1/68-2351 ลงวันที่ 26 พฤษภาคม 2568 เรื่อง ขออนุมัติโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568 สำหรับดำเนินโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก เพื่อผลักดันการพัฒนาคณะความรู้และการถ่ายทอดองค์ความรู้สู่ชุมชน ตลอดจนสร้างแรงจูงใจให้อาจารย์ของคณะฯ ผลิตผลงานวิจัยที่มีคุณภาพ สามารถตีพิมพ์ในวารสารวิชาการระดับนานาชาติในปริมาณที่เพิ่มขึ้น และได้รับทุนสนับสนุนจากแหล่งทุนภายนอกมากขึ้น ซึ่งสอดคล้องกับวัตถุประสงค์ข้อ 2.4 “สนับสนุนรางวัลให้งานวิจัยที่ประสบผลสำเร็จ” ตามประกาศกองทุนวิจัยของคณะการบริการและการท่องเที่ยว นั้น

ในการนี้ ฝ่ายวิจัยได้เสนอวาระที่ประชุมคณะกรรมการวิจัยคณะการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 1/2569 เมื่อวันที่ 11 กุมภาพันธ์ 2569 พิจารณาแล้วมีมติเห็นชอบผลงานของอาจารย์ที่เสนอขอรับรางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568 รายละเอียดตามเอกสารแนบ

จึงเรียนมาเพื่อโปรดพิจารณา และเห็นควรเสนอต่อที่ประชุมคณะกรรมการประจำคณะฯ เพื่อพิจารณาต่อไป จะเป็นพระคุณยิ่ง

(รองศาสตราจารย์ ดร. ชยานนท์ ภูเจริญ)

รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

อ.เพ็ญพักตร์/อ.นง

อ.นง

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No	Name	Total Score	reward
1	Asst. Prof. Kevin Fuchs, Ph.D.	8	140000
2	Nichapat Sangkaew, Ph.D.	6.75	120000
3	Mohsin Raza, Ph.D.	6.25	120000
4	Assoc. Prof. Panuwat Phakdee-auksorn, Ph.D.	5.5	100000
5	Assoc. Prof. Kullada Phetvaroon, Ph.D.	5	100000
6	Assoc. Prof. Chayanon Phucharoen, Ph.D.	4.25	80000
7	Assoc. Prof. Dr. Pornpisanu Promsivapallop	4.5	80000
Total			<u>740000</u>



บันทึกข้อความ

ส่วนงาน สำนักงานบริหารคณะ คณะการบริการและการท่องเที่ยว โทร 6820

ที่ มอ 302.1/68-2351

วันที่ 26 พฤษภาคม 2568

เรื่อง ขออนุมัติโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจาก
หน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568

เรียน คณบดีคณะการบริการและการท่องเที่ยว

ตามที่คณะการบริการและการท่องเที่ยว กำหนดวิสัยทัศน์เป็นผู้นำอาเซียนในการจัดการ
การศึกษาด้านการบริการและการท่องเที่ยว การบรรลุเป้าหมายดังกล่าวต้องอาศัยการตีพิมพ์ผลงานวิจัยใน
วารสารวิชาการระดับนานาชาติที่มีคุณภาพ และการดำเนินโครงการวิจัยที่ได้รับทุนสนับสนุนจากหน่วยงาน
ภายนอกทั้งในระดับท้องถิ่น ระดับชาติ และระดับนานาชาติ เพื่อเพิ่ม International visibility และการ
ยอมรับทางวิชาการในระดับประเทศและระดับสากล คณะฯ จึงให้ความสำคัญกับการพัฒนาองค์ความรู้และ
การถ่ายทอดเทคโนโลยีสู่ชุมชน โดยมุ่งเน้นการส่งเสริมให้บุคลากรผลิตงานวิจัยคุณภาพสูง ตีพิมพ์ใน
วารสารระดับนานาชาติที่อยู่ในฐานข้อมูล Scopus หรือ ISI และสามารถขอรับทุนสนับสนุนจากแหล่งทุน
ภายนอกได้อย่างต่อเนื่อง เพื่อสร้างแรงจูงใจให้คณาจารย์ขับเคลื่อนงานวิจัยอย่างมีประสิทธิภาพ ซึ่ง
สอดคล้องกับวัตถุประสงค์ข้อ 2.4 ที่สนับสนุนรางวัลให้งานวิจัยที่ประสบผลสำเร็จตามประกาศกองทุนวิจัย
ของคณะการบริการและการท่องเที่ยว

ในปี 2565-2567 ฝ่ายวิจัยได้จัดทำประกาศเกี่ยวกับโครงการเงินรางวัลพิเศษสำหรับการ
ตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก ซึ่งในปี 2567 ได้มีการปรับเกณฑ์
และยกเลิกประกาศเดิมที่กำหนดระยะเวลา 3 ปี โดยปรับใหม่เป็นปี 2567 และได้มีการนำเข้าไปประชุม
คณะกรรมการวิจัยเพื่อเสนอหลักเกณฑ์ใหม่ โดยมติเห็นชอบประกาศฉบับปี 2568 จะใช้เกณฑ์เดิม แต่มีการ
ปรับเปลี่ยนวันที่และกำหนดการรับบทความในช่วงปีให้สอดคล้องกับวันเวลาในการตีพิมพ์

ในการนี้ ฝ่ายวิจัยจึงขออนุมัติโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและ
การรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568 โดยใช้
งบประมาณจากเงินอุดหนุนกองทุนวิจัยคณะการบริการและการท่องเที่ยว ซึ่งโครงการดังกล่าวได้ผ่านความ
เห็นชอบจากที่ประชุมคณะกรรมการวิจัยคณะการบริการและการท่องเที่ยว ในคราวประชุมครั้งที่ 2/2568
เมื่อวันที่ 9 เมษายน 2568 และที่ประชุมคณะกรรมการประจำคณะการบริการและการท่องเที่ยว ในคราว
ประชุมครั้งที่ 4/2568 เมื่อวันที่ 23 เมษายน 2568 ตามรายละเอียดที่แนบมาพร้อมนี้

จึงเรียนมาเพื่อโปรดพิจารณาอนุมัติ จะเป็นพระคุณยิ่ง

ศาสตราจารย์

เพื่ออนุมัติโครงการเงินรางวัลพิเศษ
การตีพิมพ์บทความวิจัยและการรับทุนจาก
หน่วยงานภายนอก คณะการบริการและการ
ท่องเที่ยว ปี 2568 ตามที่เสนอให้
คณบดีคณะการบริการและการท่องเที่ยว

นส
45/น

(รองศาสตราจารย์ ดร.ชยานนท์ ภูเจริญ)

รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

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โครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุน โครงการวิจัยจากหน่วยงานภายนอก คณะการบริการและการท่องเที่ยว ปี 2568

1. หลักการและเหตุผล

คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต มีวิสัยทัศน์ในการเป็นผู้นำด้านการจัดการศึกษาทางการบริการและการท่องเที่ยวในระดับอาเซียน การบรรลุเป้าหมายดังกล่าว จึงจำเป็นต้องอาศัยการผลิตผลงานวิชาการที่มีคุณภาพ โดยเฉพาะผลงานวิจัยที่ได้รับการตีพิมพ์ในวารสารวิชาการระดับนานาชาติที่อยู่ในฐานข้อมูลที่ได้รับการยอมรับ เช่น Scopus และ ISI รวมถึงการดำเนินโครงการวิจัยที่ได้รับทุนสนับสนุนจากหน่วยงานภายนอกทั้งในระดับท้องถิ่น ระดับชาติ และระดับนานาชาติ แม้ที่ผ่านมา คณะฯ มีการพัฒนางานวิจัยอย่างต่อเนื่องและมีจำนวนผลงานตีพิมพ์เพิ่มขึ้น ซึ่งส่งผลให้ได้รับการจัดอันดับในกลุ่ม QS Global Ranking ระดับ 101-150 แต่เมื่อเปรียบเทียบกับมหาวิทยาลัยชั้นนำในสาขาการบริการและการท่องเที่ยวที่อยู่ในอันดับ Top 100 ยังพบว่า จำนวนผลงานตีพิมพ์และจำนวนการอ้างอิง (Citations) ของคณะฯ ยังอยู่ในระดับต่ำกว่ามาตรฐานในระดับสากลอย่างมีนัยสำคัญ

การเพิ่มจำนวนผลงานตีพิมพ์ในวารสารระดับนานาชาติ รวมถึงการขยายโอกาสในการขอรับทุนวิจัยจากแหล่งทุนภายนอก จึงเป็นกลยุทธ์สำคัญที่จะยกระดับคุณภาพทางวิชาการของคณะฯ และเสริมสร้างภาพลักษณ์ให้เป็นที่ยอมรับในระดับสากล การบรรลุเป้าหมายดังกล่าวจำเป็นต้องมีการสนับสนุนอย่างเป็นระบบ ทั้งในด้านการพัฒนาศักยภาพนักวิจัย การจัดสรรทรัพยากรสนับสนุน และที่สำคัญคือ การสร้างแรงจูงใจให้บุคลากรมุ่งมั่นผลิตผลงานวิจัยที่มีคุณภาพสูง

นอกจากนี้ คณะฯ ยังให้ความสำคัญกับการสร้างองค์ความรู้และการถ่ายทอดเทคโนโลยีสู่ชุมชน ซึ่งการดำเนินโครงการวิจัยที่ได้รับทุนจากแหล่งทุนภายนอกเป็นเครื่องมือสำคัญในการพัฒนาและขับเคลื่อนพันธกิจดังกล่าว ทั้งยังเป็นช่องทางสำคัญในการเพิ่มรายได้ให้คณะฯ และเสริมสร้างบทบาทของคณะฯ ในการเป็นที่พึ่งทางวิชาการในระดับท้องถิ่นและระดับประเทศ

ด้วยเหตุนี้ คณะฯ จึงจัดทำ โครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก ต่อเนื่องเข้าสู่ปีที่ 3 เพื่อเป็นกลไกในการกระตุ้นและส่งเสริมให้บุคลากรผลิตผลงานวิจัยที่มีคุณภาพ ตีพิมพ์ในวารสารระดับนานาชาติ และสามารถขอรับทุนจากหน่วยงานภายนอกได้เพิ่มขึ้นอย่างเป็นรูปธรรม ซึ่งสอดคล้องกับวัตถุประสงค์ข้อ 2.4 ของประกาศกองทุนวิจัยคณะการบริการและการท่องเที่ยว

2. วัตถุประสงค์

- 2.1. เพื่อส่งเสริมและสร้างแรงจูงใจให้บุคลากรสายวิชาการของคณะฯ รับทุนวิจัยจากแหล่งทุนภายนอก และสามารถตีพิมพ์ในวารสารวิชาการระดับนานาชาติให้ประสบผลสำเร็จ
- 2.2. เพื่อเพิ่มจำนวนผลงานตีพิมพ์ในวารสารระดับนานาชาติ
- 2.3. เพื่อเพิ่มทุนวิจัยจากแหล่งทุนภายนอก

3. คุณสมบัติของผู้รับรางวัลพิเศษ

- 3.1. ผู้มีสิทธิขอรับรางวัลต้องเป็นบุคลากรสายวิชาการ สังกัดคณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
- 3.2. บทความตีพิมพ์ 1 เรื่อง สามารถขอรับรางวัลพิเศษได้เพียง 1 ท่านเท่านั้น ทั้งนี้ หากมีการตรวจสอบภายหลังพบว่าการขอรับรางวัลซ้ำซ้อนจากบทความเดียวกัน คณะฯ ขอสงวนสิทธิ์ในการเรียกคืนเงินรางวัลพิเศษดังกล่าว
- 3.3. ผู้ขอรับรางวัลต้องมีผลงานตีพิมพ์ตามเกณฑ์ที่กำหนด ดังต่อไปนี้
 - 3.3.1. ผลงานที่นำมาพิจารณาต้องเป็นผลงานตีพิมพ์ใหม่ซึ่งได้รับการเผยแพร่อย่างเป็นทางการในรูปแบบ Early Cite โดยปรากฏหมายเลข DOI และวันเผยแพร่ออนไลน์ชัดเจน(ไม่สามารถนับซ้ำได้) ในช่วงเวลาของปีที่พิจารณารับรางวัลพิเศษ
 - 3.3.2. นับเฉพาะผลงานตีพิมพ์ชนิด Research Article ในวารสารในฐานข้อมูล Scopus/ISI ที่ปรากฏในเว็บไซต์ SJR (SCImago Journal Rank: www.scimagojr.com) ในวารสารด้าน Tourism, Leisure and Hospitality Management Subject Category ที่ได้รับการอนุมัติในช่วงเวลาของปีที่พิจารณาในการขอรับรางวัลพิเศษนี้เท่านั้น

ข้อที่	รายละเอียด	ผู้รับผิดชอบผลงานเป็น (Corresponding author) หรือมีชื่อปรากฏเป็นชื่อแรก (First author)	ผู้รับผิดชอบผลงานเป็น (Co-Author) ผู้ร่วมเขียนบทความ
3.3.2.1	ผลงานตีพิมพ์ที่อยู่ในฐานข้อมูล Scopus - Top 10 % ระดับ 90 Percentile ขึ้นไป ตามรายชื่อวารสารที่แนบหลังประกาศฉบับนี้เท่านั้น	ผลงานละ 2 คะแนน	ผลงานละ 1 คะแนน
3.3.2.2	ผลงานตีพิมพ์ที่อยู่ในฐานข้อมูล Scopus ระดับ Q1 หรือ Q2	ผลงานละ 1.5 คะแนน	ผลงานละ 0.75 คะแนน
3.3.2.3	ผลงานตีพิมพ์ที่อยู่ในฐานข้อมูล Scopus ระดับ Q3 หรือ Q4	ผลงานละ 1 คะแนน	ผลงานละ 0.5 คะแนน

3.4. เป็นหัวหน้าโครงการวิจัยหรือหัวหน้าโครงการวิจัยย่อย หรือหัวหน้าแผนงานวิจัยของ

โครงการชุดที่ได้รับทุนจากแหล่งทุนภายนอก

- 3.4.1. หัวหน้าโครงการวิจัยหรือหัวหน้าแผนงานวิจัยของโครงการชุดที่มีมูลค่าทุนละ 250,000 บาทขึ้นไป แต่ไม่เกิน 500,000 บาท ทุนละ 1 คะแนน
- 3.4.2. หัวหน้าโครงการวิจัยหรือหัวหน้าแผนงานวิจัยของโครงการชุดที่มีมูลค่าทุนละ 500,000 บาทขึ้นไป ทุนละ 2 คะแนน
- 3.4.3. เป็นโครงการใหม่ที่ลงนามสัญญาภายในช่วงปีที่ขอรับรางวัล โดยต้องปรากฏข้อมูลในระบบ PRPM

4. เกณฑ์การจ่ายรางวัลพิเศษ

ระดับคะแนน	รางวัล (บาท)
3 – 3.99	60,000
4 – 4.99	80,000 /
5* - 5.99	100,000
6* - 6.99	120,000
7 ขึ้นไป*	140,000

หมายเหตุ * ได้รับเกียรติบัตรนักวิจัยดีเด่นของคณะกรรมการบริการและการท่องเที่ยว (FHT Outstanding Researcher of the Year)

5. แนวทางการดำเนินการ

- 5.1. ประชาสัมพันธ์ให้อาจารย์ทราบรายละเอียดของโครงการ
- 5.2. กำหนดแนวทางการพัฒนาและกิจกรรมสนับสนุนการตีพิมพ์ควบคู่กับโครงการเงินรางวัลพิเศษ เพื่อส่งเสริมให้อาจารย์สามารถตีพิมพ์ผลงานและรับทุนวิจัยจากแหล่งทุนภายนอกได้ตามเป้าหมาย
- 5.3. กำหนดให้อาจารย์รวบรวมหลักฐานการตีพิมพ์หรือการรับทุนวิจัยจากหน่วยงานภายนอกภายในเดือนมกราคม 2569 เพื่อรับรองผลโดยกรรมการวิจัยประจำคณะฯ และอนุมัติโดยประธานกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว โดยโครงการปี 2568 พิจารณาสำหรับบทความที่ตีพิมพ์ในปี พ.ศ. 2568 (เดือนมกราคม 2568- ธันวาคม 2568) ส่งหลักฐานการตีพิมพ์ให้ฝ่ายวิจัยคณะฯ
- 5.4. เบิกจ่ายเงินรางวัลเงินอุดหนุนกองทุนวิจัยประจำคณะกรรมการบริการและการท่องเที่ยว

6. ผลที่คาดว่าจะได้รับ

- 6.1. อาจารย์มีแรงจูงใจในการตีพิมพ์ผลงานในวารสารระดับนานาชาติที่ตรงกับสาขามากขึ้น
- 6.2. เพิ่มจำนวนผลงานตีพิมพ์ในวารสารระดับชั้นนำของศาสตร์ด้านการบริการและการท่องเที่ยว
- 6.3. เพิ่มจำนวนโครงการวิจัยจากแหล่งทุนภายนอก

7. การประเมินผล

ประเมินจากจำนวนการตีพิมพ์ในวารสารระดับนานาชาติและทุนวิจัยจากแหล่งทุนภายนอกที่เพิ่มขึ้น

รายชื่อวารสารวิชาการระดับนานาชาติของคณะกรรมการบริการและการท่องเที่ยว
ที่เข้าเกณฑ์ประกาศข้อ 3.3.2.1 ผลงานตีพิมพ์ที่อยู่ในฐานข้อมูล Scopus - Top 10%
ระดับ 90 Percentile ขึ้นไป ตามรายชื่อวารสารที่แนบหลังประกาศฉบับนี้เท่านั้น

ที่	รายชื่อวารสาร
1	Tourism Geographies
2	Tourism Management
3	Journal of Sustainable Tourism
4	International Journal of Hospitality Management ๑) Assoc. Prof. Dr. Kulboda
5	Journal of Hospitality Marketing and Management
6	Journal of Service Management
7	Annals of Tourism Research
8	Journal of Travel Research
9	Journal of Destination Marketing and Management
10	Information Technology and Tourism ๑) Assoc. Prof. Dr. Choyaron
11	International Journal of Contemporary Hospitality Management
12	Journal of Tourism Futures
13	Tourism Management Perspectives
14	Current Issues in Tourism Dr. Nichapat
15	Tourism Review
16	Tourism Recreation Research ๑) Assoc. Prof. Dr. Choyaron ๑) Dr. Mehsin
17	Cities
18	Journal of Hospitality and Tourism Research
19	Tourism Economics
20	International Journal of Tourism Research
21	Journal of Hospitality, Leisure, Sport and Tourism Education Assoc. Prof. Dr. Pongpisarn
22	Applied Geography
23	Asia Pacific Journal of Tourism Research
24	Research in Transportation Business and Management
25	Journal of Heritage Tourism
26	Leisure Sciences
27	Journal of Leisure Research
28	Annals of Leisure Research
29	Journal of Tourism and Cultural Change
30	Museum Management and Curatorship

31	World Journal of Entrepreneurship, Management and Sustainable Development
32	International Journal of Heritage Studies
33	Journal of China Tourism Research
34	GeoJournal of Tourism and Geosites
35	World Leisure Journal
36	Visitor Studies
37	Space and Culture
38	International Journal of Religious Tourism and Pilgrimage
39	Journal Kajian Bali

ข้อมูลอ้างอิง : <https://www.scopus.com/sources.uri>

ในวารสารด้าน Tourism, Leisure and Hospitality Management
Subject Category

ณ เดือนเมษายน 2568

Asst. Prof. Dr. Kevin Fuchs

No	Title	Journal	เจ้าหน้าที่ ตรวจสอบ	Scopus Tourism, Leisure and Hospitality Management		Author Status	Expected Score
1	Traveling green: A mixed-methods study examining the drivers of sustainable tourism behavior	Tourism and Hospitality Research	24-May-25	Q1	89	First & Corresponding	1.5
2	Exploring the Role of Green Value, Place Attachment and Self-Congruity: A Stimulus–Organism–Response Approach to Digital Nomad Behavior	Journal of Quality Assurance in Hospitality and Tourism	09-Nov-25	Q1	78	First & Corresponding	1.5
3	Examining the determinants of green hotel loyalty: a hybrid SEM and fsQCA approach	Journal of Hospitality and Tourism Insights	07-Nov-25	Q1	79	Corresponding	1.5
4	Barriers towards implomenting green practices in Thai boutique hotels: a hotel manager's perspective	International Journal of Tourism Policy	01-May-25	Q4	23	First Author	1
5	The Action-Attitude Gap to Pro-environmental Sustainability in Nature-Based Destinations: A Qualitative Study Using the Stakeholder Theory	Tourism: An International Interdisciplinary Journal	Apr-25	Q3	42	Corresponding	1
6	Is it time to rewrite the syllabus? Exploratory research on the role of sustainability in tourism education	Journal of Teaching in Travel and Tourism	23-Jul-25	Q2	62	First & Corresponding	1.5
7	An Inductive Study with Travellers About the Perceived Barriers and Drivers to Sustainable Tourism Development in a Nature-Based Destination	Academica Turistica	03-Dec-24	Q4	19	Corresponding	0
					Score		8
					Reward		140,000 Baht

Tourism and Hospitality Research

Tourism and Hospitality Research

Years currently covered by Scopus: from 2004 to 2026

Publisher: SAGE

ISSN: 1467-3584 E-ISSN: 1742-9692

Subject area: Social Sciences: Geography, Planning and Development Business, Management and Accounting: Tourism, Leisure and Hospitality Management

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175 Documents to date

Last updated on 8 February 2025 - Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
Geography, Planning and Development	452/841	53rd
Business, Management and Accounting		
Tourism, Leisure and Hospitality Management	426/153	83rd

Traveling green: A mixed-methods study examining the drivers of sustainable tourism behavior

Kevin Fuchs  [View all authors and affiliations](#)OnlineFirst <https://doi.org/10.1177/14673584251346296>

Abstract

Facing rising environmental concerns, tourists increasingly favor destinations committed to sustainability and responsible practices. This study examines how intrinsic motivations (green self-motivation), societal norms (green social norms), and perceived environmental benefits (perceived green value) interact to shape eco-conscious tourism behavior. Sequential data collection methods included qualitative interviews ($n = 23$) to identify key constructs, followed by a quantitative survey ($n = 471$), the results of which were analyzed using Structural Equation Modeling (SEM) to validate the relationships. Results show intrinsic motivations strongly shape perceived benefits, while strong societal norms weaken this effect. The study bridges theoretical gaps by integrating personal and societal drivers into a cohesive framework and offers actionable strategies for policymakers and destination managers to foster greener practices.

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Traveling green: A mixed-methods study examining the drivers of sustainable tourism behavior

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Kevin Fuchs 

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

Abstract

Facing rising environmental concerns, tourists increasingly favor destinations committed to sustainability and responsible practices. This study examines how intrinsic motivations (green self-motivation), societal norms (green social norms), and perceived environmental benefits (perceived green value) interact to shape eco-conscious tourism behavior. Sequential data collection methods included qualitative interviews ($n = 23$) to identify key constructs, followed by a quantitative survey ($n = 471$), the results of which were analyzed using Structural Equation Modeling (SEM) to validate the relationships. Results show intrinsic motivations strongly shape perceived benefits, while strong societal norms weaken this effect. The study bridges theoretical gaps by integrating personal and societal drivers into a cohesive framework and offers actionable strategies for policymakers and destination managers to foster greener practices.

Keywords

Sustainable tourism development, environmental awareness, green social norms, tourist behavior, perceived green value

Introduction

Study background

Sustainable tourism development has become a critical focus for both academia and industry, responding to mounting concerns about the environmental and sociocultural impacts of tourism activities (Burbano et al., 2022). Nature-based destinations and urban centers alike are increasingly incorporating sustainability practices to mitigate the adverse effects of tourism, including habitat destruction, pollution, and cultural commodification (Frantzeskaki et al., 2022). Efforts such as the United Nations' Sustainable Development Goals (SDGs) have reinforced the imperative for sustainable practices, highlighting the tourism sector's role in fostering economic, environmental, and sociocultural sustainability (Bathla et al., 2024). A growing body of literature has explored the role of environmentally conscious behaviors in shaping tourist choices (Han, 2021; Khan, 2024; Mkono and Hughes, 2020; Passafaro, 2020). Studies reveal that tourists are increasingly drawn to destinations and accommodations

that align with their ecological values (Fuchs et al., 2024).

At its core, sustainable tourism recognizes the interconnectedness between environmental, economic, and socio-cultural dimensions (Pan et al., 2018). The concept acknowledges that the well-being and satisfaction of tourists, host communities, and future generations are intertwined and depend on responsible tourism practices (Lindell et al., 2022). However, the rapid growth of global tourism has brought significant economic benefits, yet it has also intensified environmental degradation and pressure on local resources (Zhang et al., 2022). In destinations like Phuket, Thailand, mass tourism presents a paradox: while it generates essential economic activity, it also threatens the sustainability of natural and cultural assets that attract visitors in the first place (Nghiem et al., 2024).

Corresponding author:

Kevin Fuchs, Faculty of Hospitality and Tourism, Prince of Songkla University, 80 Moo 1 Vichitsongkram Road, Kathu, Phuket 83120, Thailand.

Email: kevin.f@phuket.psu.ac.th



Scopus



Source details

Journal of Quality Assurance in Hospitality and Tourism

Years currently covered by Scopus: from 2000 to 2025

Publisher: Taylor & Francis

ISSN: 1528-008X E-ISSN: 1528-0098

Subject area: Business, Management and Accounting: Tourism, Leisure and Hospitality Management

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8.0



SJR 2024

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CiteScore 2024

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1,673 Citations 2021 - 2024

209 Documents 2021 - 2024

Calculated on 05 May, 2025

CiteScoreTracker 2025

9.7

2,262 Citations to date

233 Documents to date

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Category	Rank	Percentile
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Business, Management and Accounting	#33/151	78th
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Research Article

Exploring the Role of Green Value, Place Attachment and Self-Congruity: A Stimulus–Organism–Response Approach to Digital Nomad Behavior

Kevin Fuchs

Published online: 09 Nov 2025

 Cite this article <https://doi.org/10.1080/1528008X.2025.2585305>

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ABSTRACT

As destinations face growing pressure to align tourism development with sustainability goals, understanding the behavioral drivers of long-stay travelers has become increasingly important. This study adopts the Stimulus–Organism–Response (S–O–R)

Article contents

Related research



Scopus



Source details

Journal of Hospitality and Tourism Insights

Years currently covered by Scopus: from 2018 to 2025

Publisher: Emerald Publishing

ISSN: 2514-9792 E-ISSN: 2514-9806

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8.3



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1.134



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1.675



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CiteScore 2024

8.3

3,039 Citations 2021 - 2024

364 Documents 2021 - 2024

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5,849 Citations to date

528 Documents to date

Last updated on 05 January, 2026 · Updated monthly

CiteScore rank 2024

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Business, Management and Accounting	#31/151	79th
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RESEARCH ARTICLE | NOVEMBER 07 2025

Examining the determinants of green hotel loyalty: a hybrid SEM and fsQCA approach

Dongqi Shi ; Kevin Fuchs 

✚ Author & Article Information

Journal of Hospitality and Tourism Insights 1–23.

<https://doi.org/10.1108/JHTI-06-2025-0661> Article history 

Purpose

This study applies the Stimulus-Organism-Response (S-O-R) model to investigate how perceived green value, green satisfaction and green trust influence tourists' visit intentions and willingness to pay a premium for green hotels. Additionally, it explores the moderating roles of environmental concern and green self-identity.

Design/methodology/approach

Structural equation modeling (SEM) and fuzzy-set qualitative comparative analysis (fsQCA) were used to analyze survey data from 422 tourists who had stayed at green hotels in Thailand.

Findings

The findings indicate that perceived green value significantly enhances both green satisfaction and green trust, which in turn positively affect visit intentions and willingness to pay a premium. Environmental concern was found to moderate the effects of green satisfaction and green trust on visit intentions, while green self-identity moderated the link between green satisfaction and visit intentions. 1  **Unlock smarter research with an Emerald profile**

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The study offers practical insight foster consumer satisfaction and repeat visits and price tolerance

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Examining the determinants of green hotel loyalty: a hybrid SEM and fsQCA approach

Journal of
Hospitality and
Tourism Insights

Dongqi Shi and Kevin Fuchs

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

Abstract

Purpose – This study applies the Stimulus-Organism-Response (S-O-R) model to investigate how perceived green value, green satisfaction and green trust influence tourists' visit intentions and willingness to pay a premium for green hotels. Additionally, it explores the moderating roles of environmental concern and green self-identity.

Design/methodology/approach – Structural equation modeling (SEM) and fuzzy-set qualitative comparative analysis (fsQCA) were used to analyze survey data from 422 tourists who had stayed at green hotels in Thailand.

Findings – The findings indicate that perceived green value significantly enhances both green satisfaction and green trust, which in turn positively affect visit intentions and willingness to pay a premium. Environmental concern was found to moderate the effects of green satisfaction and green trust on visit intentions, while green self-identity moderated the link between green satisfaction and visit intentions. The fsQCA results reveal multiple causal pathways to tourist loyalty, emphasizing that no single factor alone is sufficient.

Practical implications – The study offers practical insights for green hotel managers to foster consumer satisfaction and trust, ultimately encouraging repeat visits and price tolerance for eco-friendly services.

Originality/value – This study is among the first to integrate the S-O-R model with both individual difference moderators and a hybrid SEM–fsQCA approach. By doing so, it provides novel insights into both linear and configurational determinants of tourist loyalty – advancing theoretical understanding and offering actionable strategies for green hotel managers.

Keywords Green hotel, Green value, Green satisfaction, Green trust, Tourist loyalty, fsQCA

Paper type Research article

Received 3 June 2025

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27 August 2025

30 September 2025

Accepted 12 October 2025

1. Introduction

The increasing recognition of environmental sustainability as a critical global challenge has significantly influenced consumer behavior across various industries, including the hospitality sector (Jana *et al.*, 2025). As a response to growing ecological concerns, green hotels—lodging establishments that adopt environmentally friendly practices—have emerged as a key component of sustainable tourism development (Fuchs *et al.*, 2024). These hotels implement resource-efficient practices such as energy conservation, waste reduction, and water-saving initiatives, often seeking certifications such as Leadership in Energy and Environmental Design (LEED) or the Green Leaf Certification to validate their commitment to sustainability (Hou and Wu, 2021). While the adoption of green practices is essential for environmental sustainability, it also raises important questions about how these practices are perceived by consumers. Tourists increasingly demand sustainability but often struggle to verify its authenticity, leading to concerns about greenwashing and skepticism toward environmental claims (Chen *et al.*, 2019; Jain *et al.*, 2025). These perceptions directly influence satisfaction and trust—key predictors of long-term loyalty (Jain *et al.*, 2025; Paulose and Shakeel, 2022). Thus, understanding how consumers psychologically evaluate green practices and translate them into behavioral outcomes is essential.

To examine the psychological mechanisms underlying green hotel loyalty, this study adopts the Stimulus-Organism-Response (S-O-R) model (Mehrabian and Russell, 1974),

Funding: This study is funded by the Faculty of Hospitality and Tourism, Prince of Songkla University (No: FS16804037S-0).

Conflict of interest: No potential conflict of interest has been reported.



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- Wright, D.W.M. (2023), "Travel and the climate crisis: exploring COVID-19 impacts and the power of stories to encourage change", *Journal of Tourism Futures*, Vol. 9 No. 1, pp. 116-135, doi: 10.1108/jtf-03-2020-0043.

Corresponding author

Kevin Fuchs can be contacted at: aj.kevin.fht@gmail.com



Scopus



Source details

International Journal of Tourism Policy

Years currently covered by Scopus: from 2007 to 2025

Publisher: Inderscience Publishers

ISSN: 1750-4090 E-ISSN: 1750-4104

Subject area: [Business, Management and Accounting: Tourism, Leisure and Hospitality Management](#)

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CiteScore 2024

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CiteScoreTracker 2025

1.8 = $\frac{230 \text{ Citations to date}}{129 \text{ Documents to date}}$

Last updated on 05 January, 2026 - Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
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Business, Management and Accounting	#115/151	23rd
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└ Tourism, Leisure and Hospitality Management		
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Q4

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Barriers towards implementing green practices in Thai boutique hotels: a hotel manager's perspective

Kevin Fuchs and Dongqi Shi

Published Online: May 1, 2025 · pp 133-148 · <https://doi.org/10.1504/IJTP.2025.146027>

[ABOUT](#)

Abstract

This study explores the barriers to implementing green practices in Thai boutique hotels. This is a crucial issue given the growing environmental challenges the tourism sector faces. The research aims to understand the key obstacles hotel managers encounter when adopting sustainable initiatives. Using a qualitative research design, semi-structured interviews were conducted with 18 hotel managers in Phuket, providing in-depth insights into their experiences. Thematic analysis revealed five key barriers: financial constraints, lack of knowledge and awareness, operational challenges, limited government support, and cultural and market influences. These findings suggest the need for more substantial government incentives, industry collaboration, and capacity-building programs to support sustainability efforts. This study offers a perspective on the challenges faced by boutique hotels, which are often overlooked in broader discussions of sustainability in hospitality. The results of the research contribute to the growing body of knowledge on sustainable tourism by highlighting context-specific barriers and proposing practical solutions.

Keywords



Scopus



Source details

Tourism

Years currently covered by Scopus: from 2002 to 2025

Publisher: Institute for Tourism

ISSN: 1332-7461 E-ISSN: 1849-1545

Subject area: **Social Sciences: Geography, Planning and Development**

Business, Management and Accounting: Tourism, Leisure and Hospitality Management

Source type: Journal

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CiteScore 2024

3.1



SJR 2024

0.305



SNIP 2024

0.623



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CiteScore 2024

3.1 = $\frac{602 \text{ Citations 2021 - 2024}}{193 \text{ Documents 2021 - 2024}}$

Calculated on 05 May, 2025

CiteScoreTracker 2025

3.3 = $\frac{622 \text{ Citations to date}}{191 \text{ Documents to date}}$

Last updated on 05 January, 2026 - Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
Geography, Planning and Development	#313/841	62nd
Business, Management and Accounting	#88/151	42nd

Q3

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Kevin Fuchs / Rupam Konar

The Action-Attitude Gap to Pro-environmental Sustainability in Nature-Based Destinations: A Qualitative Study Using the Stakeholder Theory

Abstract

Tourist destinations relying on their natural environment are experiencing a growing demand for sustainability, which underscores the need for a comprehensive understanding of tourists' perceptions of environmental practices. Although the environment is a key attraction, research on sustainable tourism development for nature-based tourism destinations is limited, highlighting theoretical and practical gaps in the existing literature. Phuket Island in Thailand was chosen as a study site, and more than fifteen hours of transcribed interview data were used to empirically investigate the action-attitude gap amongst international tourists as a barrier to sustainable tourism development. The findings reveal a substantial discrepancy between the tourists' self-reported high awareness of sustainable practices and their lack of evident behaviours supporting these principles. The paper discusses theoretical implications for tourism researchers and provides practical insights for policymakers and businesses.

Keywords: sustainability, nature tourism, sustainable tourism development, tourist behaviour, Thailand

1. Introduction

Tourism has the potential to make a significant contribution toward national, regional, and local economic development and well-being. However, when tourism development is focused entirely on exploiting economic gains, it may not be sustainable over the long term (Rasoolimanesh et al., 2020; Mavrin, 2024). The study first aimed to investigate tourists' perceptions of environmental sustainability and second, to explore how they can enhance destination environmental sustainability. In a tourism destination setting, understanding perceptions is important if destinations remain competitive in the future (Cunha et al., 2020). In recent years, many tourists have become increasingly conscious of the need to support sustainable lifestyles, and many actively seek destinations that align with their values (Demeter et al., 2023).

There is a growing demand for sustainable practices in the tourism industry (Streimikiene et al., 2020), and understanding tourists' perceptions of environmental sustainability is crucial for meeting their expectations (Ramkissoon, 2023). Although the concept of sustainable tourism has been investigated from many perspectives, there remains a significant gap in the literature on visitors' perceptions (Guo et al., 2019). Understanding tourists' perceptions is crucial, particularly in positioning destinations such as Phuket, Thailand, as committed to sustainable development principles (Jarumaneerarat, 2021). Taking responsibility for caring for the earth's ecosystem and its inhabitants was identified by the World Travel & Tourism Council (WTTC, n.d.) as a primary driver for the long-term restructuring of the global economy and the tourism sector specifically.

Božić et al. (2018) argue that while increasing tourism arrivals generates increased revenue, it can also create numerous environmental and social problems that may grow exponentially if not appropriately managed.

Kevin Fuchs, PhD, Corresponding Author, Assistant Professor, Faculty of Hospitality and Tourism, Prince of Songkla University (Phuket Campus), Phuket, Thailand; ORCID ID: <https://orcid.org/0000-0003-3253-5133>; e-mail: kevin.f@phuket.psu.ac.th

Rupam Konar, PhD, Senior Lecturer, School of Hospitality, Tourism & Events, Taylor's University, Malaysia; ORCID ID: <https://orcid.org/0000-0002-3235-3842>; e-mail: rupam.konar@taylors.edu.my



Scopus



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Journal of Teaching in Travel and Tourism

Years currently covered by Scopus: from 2001 to 2025

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Source type: Journal

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5.5



SJR 2024

0.472



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1.009



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CiteScore 2024

5.5 = $\frac{536 \text{ Citations 2021 - 2024}}{97 \text{ Documents 2021 - 2024}}$

Calculated on: 05 May, 2025

CiteScoreTracker 2025

3.1 = $\frac{309 \text{ Citations to date}}{99 \text{ Documents to date}}$

Last updated on 05 January, 2026 - Updated monthly

CiteScore rank 2024

Category Rank Percentile

Social Sciences

└ Education

#255/1620

84th

Business,
Management and
Accounting

#57/151

62nd

Q2

└ Tourism, Leisure
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Is it time to rewrite the syllabus? Exploratory research on the role of sustainability in tourism education

Kevin Fuchs^a, Rupam Konar^b and Dongqi Shi^a

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Kathu, Phuket, Thailand; ^bSchool of Hospitality, Tourism and Events, Taylor's University, Subang Jaya, Selangor, Malaysia

ABSTRACT

The landscape of tourism education has matured, emphasizing sustainability's pivotal role in shaping responsible industry practices. However, there is little research on how "sustainability" is embedded within tertiary tourism programs. This research fills a gap by examining stakeholder perspectives within the curriculum at Thailand's highest-ranked tourism and hospitality program. Using an exploratory research design involving two studies, data was gathered sequentially through interviews with beneficiary- and institutional stakeholders. The first study revealed three key themes: (1) limited practical understanding, (2) lack of role models, and (3) cultural variability. The second study discovered that although academic staff acknowledges the significance of integrating sustainability, they frequently encounter challenges in incorporating it meaningfully. The implications of the research are to be carefully considered for the development of a more transformative approach to sustainability in tourism education.

ARTICLE HISTORY

Received 31 August 2024

Accepted 7 July 2025

KEYWORDS

Educational interventions;
educational transformation;
higher education;
sustainability; sustainable
education; tourism studies

1. Introduction

A notable paradigm shift has occurred based on the pivotal role of sustainability (Cavalcante et al., 2021). This shift focuses on developing tourism businesses with an approach that harmonizes economic viability, environmental stewardship, and socio-cultural responsibility (Roxas et al., 2020). The inclusion of sustainability into tourism education is becoming increasingly essential as a result of global climate change's substantial effects on the industry (Camargo & Gretzel, 2017; Farsari, 2022) as well as increasing interest for sustainable practices among individuals traveling (Baloch et al., 2023). Climate change has already affected tourism by raising sea levels, causing extreme weather, and degrading biodiversity, especially in sensitive areas (Prideaux et al., 2021). Tourists are becoming more interested in sustainable experiences, fueling the growth of ecotourism and responsible travel (Kc et al., 2022). As a result, the tourist sector must embrace sustainable practices not just to safeguard the environment, but also in order to stay competitive in a market that prioritizes sustainability (Rahman et al., 2024). Tourism

Academica Turistica

Academica Turistica

Years currently covered by Scopus: from 2018 to 2025

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1.4

①

SJR 2024

0.213

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0.375

①

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Scopus content coverage

CiteScore 2024

1.4

112 Citations 2021 - 2024

80 Documents 2021 - 2024

Calculated on 01 May, 2025

CiteScoreTracker 2025

2.0

141 Citations to date

69 Documents to date

Last updated on 05 February, 2025 - Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
General Social Sciences	#116/285	60th
Business, Management and Accounting		
Management of Technology and Innovation	#232/305	24th

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ISSN: 1855-3303 E-ISSN: 2335-4194

Subject area: [Social Sciences: General Social Sciences](#) [Business, Management and Accounting: Management of Technology and Innovation](#)

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SJR 2024

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①

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CiteScore 2024

1.4

112 Citations 2021 - 2024

80 Documents 2021 - 2024

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2.0

141 Citations to date

69 Documents to date

Last updated on 05 February, 2025 - Updated monthly

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Category	Rank	Percentile
Accounting	#232/305	24th
Management of Technology and Innovation		
Business, Management and Accounting		
Tourism, Leisure and Hospitality Management	#122/151	19th

19

Q4



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An Inductive Study with Travellers About the Perceived Barriers and Drivers to Sustainable Tourism Development in a Nature-Based Destination

[Academica Turistica](#) • Article • Open Access • 2024 • DOI: 10.26493/2335-4194.17.219-230

[Fuchs, Kevin](#)

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Abstract

The growing popularity of nature-based tourism triggers concerns about its environmental and cultural impacts, thereby initiating discussions on diversifying and reinforcing economic strategies. This situation is particularly relevant in destinations like Phuket, which strives to position itself as a premier global tourist hotspot while relying significantly on international tourist receipts to sustain its island economy. The study identifies the perceived barriers and drivers that prevent and enable tourists from participating in practices that support sustainability in nature-based destinations such as Phuket, shedding light on fundamental factors influencing tourist behaviours. The empirical data was gathered through 38 semi-structured interviews with Generation Z travellers and analysed thematically. The results highlight key barriers—costs, cultural differences, and convenience over sustainability—and drivers—social responsibility, policy support, and heightened awareness—impacting sustainable

An Inductive Study with Travellers About the Perceived Barriers and Drivers to Sustainable Tourism Development in a Nature-Based Destination

Kevin Fuchs

Prince of Songkla University, Phuket, Thailand
kevin.f@phuket.psu.ac.th

The growing popularity of nature-based tourism triggers concerns about its environmental and cultural impacts, thereby initiating discussions on diversifying and reinforcing economic strategies. This situation is particularly relevant in destinations like Phuket, which strives to position itself as a premier global tourist hotspot while relying significantly on international tourist receipts to sustain its island economy. The study identifies the perceived barriers and drivers that prevent and enable tourists from participating in practices that support sustainability in nature-based destinations such as Phuket, shedding light on fundamental factors influencing tourist behaviours. The empirical data was gathered through 38 semi-structured interviews with Generation Z travellers and analysed thematically. The results highlight key barriers—costs, cultural differences, and convenience over sustainability—and drivers—social responsibility, policy support, and heightened awareness—impacting sustainable tourism development in Phuket. The study advances the discussion about the complicated interplay between individual motivations, external factors, and environmental realities in shaping tourists' sustainable behaviours. Theoretical implications for tourism researchers and practical implications for policymakers and businesses are discussed in the paper.

Keywords: green consumer behaviour, sustainability: environmental awareness, tourism development, tourism, sustainable tourism

 <https://doi.org/10.26493/2335-4194.17.219-230>

Introduction

Study Background

Phuket aims to establish itself as a world-class tourist destination (Suwangerd et al., 2021), while significantly depending on international tourist receipts for the well-being of its island economy (Zhu & Yasami, 2022). This reliance raises questions about the island's vulnerability to global economic fluctuations and its capacity to balance sustainable development with the

demands of a thriving tourism industry (Fuchs, 2022). Moreover, the rapid growth in tourism in nature-based destinations might pose environmental and cultural challenges that require careful management (Grilli et al., 2021; Hernández et al., 2021; Juvan et al., 2021). The present economic model has sparked discussions about the need for diversification (Fuchs, 2021) and resilience-building measures (McCartney et al., 2021). This is particularly true in the wake of global events

An Inductive Study with Travellers About the Perceived Barriers and Drivers to Sustainable Tourism Development in a Nature-Based Destination

Kevin Fuchs

ABSTRACT

The growing popularity of nature-based tourism triggers concerns about its environmental and cultural impacts, thereby initiating discussions on diversifying and reinforcing economic strategies. This situation is particularly relevant in destinations like Phuket, which strives to position itself as a premier global tourist hotspot while relying significantly on international tourist receipts to sustain its island economy. The study identifies the perceived barriers and drivers that prevent and enable tourists from participating in practices that support sustainability in nature-based destinations such as Phuket, shedding light on fundamental factors influencing tourist behaviours. The empirical data was gathered through 38 semi-structured interviews with Generation Z travellers and analysed thematically. The results highlight key barriers—costs, cultural differences, and convenience over sustainability—and drivers—social responsibility, policy support, and heightened awareness—impacting sustainable tourism development in Phuket. The study advances the discussion about the complicated interplay between individual motivations, external factors, and environmental realities in shaping tourists' sustainable behaviours. Theoretical implications for tourism researchers and practical implications for policymakers and businesses are discussed in the paper.

Keywords: green consumer behaviour, sustainability: environmental awareness, tourism development, tourism, sustainable tourism

Dr.Nichapat Sangkaew							
No	Title	Journal	เจ้าหน้าที่ ตรวจสอบ	Scopus Tourism, Leisure and Hospitality Management		Author Status	Expected Score
1	Influence of air pollution-related stressors and environmental-social responsibility on destination brand power (Chinese vs. Korean tourists)	Journal of Travel and Tourism Marketing	06-Mar-25	Top10	90	Corresponding	1.5
2	Can Attractions Influence the Geographic Distribution of Tourist Accommodations? Evidence from a Spatial Analysis In Thailand	Tourism Planning and Development	05-Jul-25	Q2	73	First Author	1.5
3	Exploring traveller willingness to shift towards air pollution-free destinations: developing the multiple configurations of push, pull, and mooring factors	Current Issues in Tourism	09-Feb-25	Top10	93	First Author	2
4	Promoting tourists' sustainable transportation use, walking tour and recycling activities for air pollution minimization at overseas urban tourism destinations	Journal of Hospitality and Tourism Insights	03-Jun-25	Q1	79	Co-author	0.75
5	Bridging Supply and Demand Perspectives: The Nexus Examination of Destination Attributes, Destination Loyalty, Perceived Competitiveness, Length of Stay, and	International Journal of Hospitality and Tourism Systems	2025	Q3	29	First & Corresponding	1
				Score		6.75	
				Reward		120,000 baht	

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Scopus



Source details

Journal of Travel and Tourism Marketing

Years currently covered by Scopus: from 1992 to 2025

Publisher: Taylor & Francis

ISSN: 1054-8408 E-ISSN: 1540-7306

Subject area: [Business, Management and Accounting: Tourism, Leisure and Hospitality Management](#)

[Business, Management and Accounting: Marketing](#)

Source type: Journal

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SJR 2024

2.299



SNIP 2024

2.131



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13.8

3,077 Citations 2021 - 2024

223 Documents 2021 - 2024

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2,914 Citations to date

224 Documents to date

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CiteScore rank 2024

Category Rank Percentile

Business,
Management and
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Q1

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**Journal of Travel & Tourism Marketing >**Volume 42, 2025 - [Issue 3](#)

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Research Article

Influence of air pollution-related stressors and environmental-social responsibility on destination brand power (Chinese vs. Korean tourists)

Heesup Han , Surarak Wichupankul , Xin Cheng , Wai Ching Wilson Au ,
Kee Fu Nelson Tsang & **Nichapat Sangkaew**

Pages 356-377 | Received 19 Nov 2024, Accepted 18 Feb 2025, Published online: 06 Mar 2025

Cite this article <https://doi.org/10.1080/10548408.2025.2470987>

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ABSTRACT

Given the serious air pollution in urban destinations, this research assesses the impacts of air pollution-related stressors and destination environmental-social responsibility influences urban destination brand power. A text-mining analysis of travel posts identified three main types of air pollution-related stressors, which were then validated through surveys of 784 tourists from two Asian countries. The study



Influence of air pollution-related stressors and environmental-social responsibility on destination brand power (Chinese vs. Korean tourists)

Heesup Han ^a, Surarak Wichupankul ^b, Xin Cheng ^a, Wai Ching Wilson Au ^c, Kee Fu Nelson Tsang ^d and Nichapat Sangkaew ^b

^aCollege of Hospitality and Tourism Management, Sejong University, Gwanjin-Gu, Seoul, South Korea; ^bFaculty of Hospitality and Tourism, Prince of Songkla University, Kathu, Phuket, Thailand; ^cFaculty of International Tourism and Management, City University of Macau Avenida Padre Tomás Pereira Taipa, Macau, China; ^dSchool of Hotel & Tourism Management, The Hong Kong Polytechnic University, Kowloon, Hong Kong

ABSTRACT

Given the serious air pollution in urban destinations, this research assesses the impacts of air pollution-related stressors and destination environmental-social responsibility influences urban destination brand power. A text-mining analysis of travel posts identified three main types of air pollution-related stressors, which were then validated through surveys of 784 tourists from two Asian countries. The study found that Chinese tourists were more impacted by physical risks, while Korean tourists were more concerned with psychological risks. The research underscores the need for culturally sensitive branding strategies to address the negative effects of air pollution on urban destination branding.

ARTICLE HISTORY

Received 19 November 2024
Revised 4 February 2025
Accepted 18 February 2025

KEYWORDS

Air pollution-related stressors; destination environmental-social responsibility; destination air quality; urban destination brand power; Asia Pacific; China; Korea; text-mining analysis; fsQCA; mixed-method

Introduction

Destination branding has garnered an extensive amount of scholarly attention in the tourism literature, because it is a powerful tool in regards to building the positioning of tourist destinations (Konecnik, 2004). Destination branding and destination image share many similarities, but the scholars suggest that destination image is a pre-existing concept that destination branding builds upon. Destination branding in other words enhances destination image, which in turn determines visitor choice (Can et al., 2024; Davari et al., 2024; Ruiz-Real et al., 2020). Hence, destination branding encompasses more than just a recognized name, distinctive logo, tagline, or symbol (Fauzi et al., 2023; Kavartzis & Hatch, 2013). It represents the consideration of both hard attributes, which include infrastructure, the economy, and accessibility, and soft destination attributes, such as cultures, friendliness of local citizens, and weather (Han et al., 2023; Morgan et al., 2011).

The scholars have predominantly relied on the branding theory, which was proposed by D. A. Aaker and Keller (1990), in order to develop destination brand power (Ruiz-Real et al., 2020). However, this branding theory was initially formulated for product branding. It

has been applied to service branding (De Chernatony & Riley, 1999) and corporate branding contexts (Dowling, 2006) as well, but there are distinct characteristics that differentiate a destination brand from the branding of other products or services. This is because destinations possess unique affective attributes that traditional products and services do not (Baloglu & Brinberg, 1997). It is therefore important to examine destination brand power from an affective perspective. In particular, brand identification was suggested to contribute to destination's overall brand power, because a strong connection between a tourist's identity and a destination's identity fostered tourist's loyalty and alignment with the destination's attributes and values (Marzano & Scott, 2009). On the other hand, destination brand power was also determined by brand belongingness, which posits that the emotional attachment and sense of inclusion that tourists feel toward a destination would result in stronger destination brand power (Avey et al., 2009). Given the important role of affective components in destination brand power, the branding process for destinations is specifically more complex (Pike, 2005). Many affective attributes in a destination are greatly influenced by various

Tourism Planning and Development

Tourism Planning and Development

Formerly known as: Tourism and Hospitality, Planning and Development

Years currently covered by Scopus: from 2011 to 2026

Publisher: Taylor & Francis

ISSN: 2156-8316 E-ISSN: 2156-8324

Subject area: [Social Sciences: Development](#) [Business, Management and Accounting: Business and International Management](#)

[Business, Management and Accounting: Tourism, Leisure and Hospitality Management](#)

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1,146 Citations 2021 - 2024

154 Documents 2021 - 2024

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1,425 Citations to date

166 Documents to date

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CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
Development	426/309	91st
Business, Management and Accounting	497/451	78th
Business and International Management		

Tourism Planning and Development

Formerly known as: Tourism and Hospitality, Planning and Development

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Publisher: Taylor & Francis

ISSN: 2156-8316 E-ISSN: 2156-8324

Subject area: [Social Sciences: Development](#) [Business, Management and Accounting: Business and International Management](#)

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Category	Rank	Percentile
Accounting	491/451	78th
Business and International Management		
Business, Management and Accounting	440/451	75th
Tourism, Leisure and Hospitality Management		

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1



Articles

Can Attractions Influence the Geographic Distribution of Tourist Accommodations? Evidence from a Spatial Analysis in Thailand

Nichapat Sangkaew, Chayanon Phucharoen & Aziz Nanthaamornphong

Pages 592-616 | Received 27 Mar 2024, Accepted 29 May 2025, Published online: 05 Jun 2025

Cite this article <https://doi.org/10.1080/21568316.2025.2515037>

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ABSTRACT

This study explores the spatial relationship between accommodations and tourist attractions using 2.4-km² grids to denote local communities in Thailand. The correlation between accommodation localisation and attraction popularity is determined by measuring user-generated content. We identify two key insights by analysing the location decisions made by accommodation investors. First, the density of a community's accommodation supply is driven more by the popularity of its

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Can Attractions Influence the Geographic Distribution of Tourist Accommodations? Evidence from a Spatial Analysis in Thailand

Nichapat Sangkaew^a, Chayanon Phucharoen^a and Aziz Nanthaamornphong^b

^aFaculty of Hospitality and Tourism, Prince of Songkla University (Phuket Campus), Phuket, Thailand;

^bCollege of Computing, Prince of Songkla University (Phuket Campus), Phuket, Thailand

ABSTRACT

This study explores the spatial relationship between accommodations and tourist attractions using 2.4-km² grids to denote local communities in Thailand. The correlation between accommodation localisation and attraction popularity is determined by measuring user-generated content. We identify two key insights by analysing the location decisions made by accommodation investors. First, the density of a community's accommodation supply is driven more by the popularity of its attractions than by the total number of attractions located in the local area. Second, local areas situated in less-visited provinces experience greater benefits from growth in attractions than those in major tourist destinations. By examining the spatial influence of attractions on nearby accommodation, this study provides valuable insights to inform tourism development strategies.

ARTICLE HISTORY

Received 27 March 2024

Accepted 29 May 2025

KEYWORDS

Accommodation; attractions; Google Maps; local area; tourism geography; user-generated content

1. Introduction

Tourism researchers have recently realised that the spatial distribution of accommodations tends to cluster around attractions (Lee et al., 2018). Although numerous studies have examined how destination features influence the location of accommodations, the relative effects of attraction *popularity* versus attraction *quantity* remain underexplored. Using sections measuring 2.4 square kilometres in both major tourist destinations and lesser-visited areas, this study examines how the spatial relationship between attractions and accommodation density unfolds across Thailand. By highlighting how tourism development can actively support the United Nations Sustainable Development Goals (SDGs) – particularly sub-goal 8.9 of SDG 8 (By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products) and SDG 10 (Reduce inequality within and among countries), the paper identifies tourism development as potential a tool for sustainable, inclusive economic growth. The proximity and spatial relationship between the location of hotels and attractions has significant implications for policymakers in matters that include zoning regulations and infrastructure provision (Howie, 2015; Pepper et al., 2016). Originally rooted

CONTACT Chayanon Phucharoen  Chayanon.p@phuket.psu.ac.th

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Current Issues in Tourism

Current Issues in Tourism

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Subject area: [Social Sciences: Geography, Planning and Development](#) [Business, Management and Accounting: Tourism, Leisure and Hospitality Management](#)

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1.703

①

SNIP 2024

2.233

①

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CiteScore 2024

15.5 • 13,786 Citations 2021 - 2024
887 Documents 2021 - 2024

CiteScore last updated on 01 May, 2023

CiteScoreTracker 2025

13.4 • 12,301 Citations to date
917 Documents to date

Last updated on 03 February, 2025 • Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
Geography, Planning and Development	#12/841	98th
Business, Management and Accounting		
Tourism, Leisure and Hospitality Management	#11/151	99th

top 10%

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RESEARCH ARTICLE



Exploring traveller willingness to shift towards air pollution-free destinations: developing the multiple configurations of push, pull, and mooring factors

Nichapat Sangkaew ^a, Surarak Wichupankul ^a, Xin Cheng ^b and Heesup Han ^b

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; ^bCollege of Hospitality and Tourism Management, Sejong University, Seoul, South Korea

ABSTRACT

This study examines factors influencing travellers' intention to switch to air pollution-free destinations using the push – pull-mooring theory. The results of structural equation modelling reveal that push factors have the most substantial effect on travellers' switching intention. The findings highlight the strong preventive role of air pollution in travel behaviour, where the avoidance of polluted destinations compensated for the appeal of destinations. User-generated content (UGC) analysis revealed seasonal variations in air pollution, increasing traveller concerns and impacting travel intention. The study employed a fuzzy-set qualitative comparative analysis to uncover the multiple configurations of push, pull, and mooring factors that contribute to travellers' switching intention rather than any single factor. These insights offer significant implications for advancing tourism literature and informing practical strategies for tourism practitioners in leading Asian destinations.

ARTICLE HISTORY

Received 17 September 2024
Accepted 28 January 2025

KEYWORDS

Air quality impact;
destination switching;
preventive travel decisions;
tourist perception; traveller
behaviour; travel decision-
making

Introduction

Air pollution has emerged as a critical global issue due to its profoundly adverse effects on human health, the environment, and tourism destinations. Urban areas have been traditionally perceived as more vulnerable to air pollution, while natural destinations are considered relatively safer (K. Zhang et al., 2020). Nonetheless, recent studies suggest that air pollution is also a risk to nature-based destinations, adversely affecting ecosystems and visitor experiences (Cao et al., 2024; Eusébio et al., 2022). Additionally, air pollution has been associated with a reduction in life expectancy, and fine particulate matter (PM_{2.5}) is responsible for approximately 7 million premature deaths annually, with Asia being the most affected region (AQLI, 2023; WHO, 2022).

Major tourism destinations have recorded notable seasonal variations in air quality, with levels exceeding the PM_{2.5} threshold in Seoul, Singapore, Kuala Lumpur, Tokyo, Osaka, Phuket, Bangkok, Chiang Mai, Bali, Hong Kong, Ho Chi Minh City, Hanoi, Abu Dhabi, Dubai, Beijing, Shanghai, Shenzhen, Taipei, and Guangzhou (Euromonitor, 2023; IQAir, 2023; Mastercard, 2019). Travellers' concerns associated with air pollution potentially influence their intentions to switch to air pollution-free destinations. This turning intention could have adverse implications for the tourism industry in the region and beyond. Travellers who encounter air pollution in their local environments also tend to avoid it through various means when travelling (Xue & Gao, 2022). The heightened sensitivity to air pollution among Koreans can be attributed to the country's ongoing challenge with fine

CONTACT Heesup Han  heesup.han@gmail.com

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Journal of Hospitality and Tourism Insights

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ISSN: 2514-9792 E-ISSN: 2514-9806

Subject area: Business, Management and Accounting: Tourism, Leisure and Hospitality Management

Source type: Journal

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1.134



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1.675



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CiteScore 2024

8.3

3,039 Citations 2021 - 2024

364 Documents 2021 - 2024

Calculated on 05 May, 2025

CiteScoreTracker 2025

11.1

5,849 Citations to date

528 Documents to date

Last updated on 05 January, 2026 - Updated monthly

CiteScore rank 2024

Category	Rank	Percentile
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Promoting tourists' sustainable transportation use, walking tour and recycling activities for air pollution minimization at overseas urban tourism destinations

Received 1 March 2025
Revised 17 April 2025
4 May 2025
Accepted 8 May 2025

Heesup Han

*College of Hospitality and Tourism Management, Sejong University,
Seoul, South Korea*

Nichapat Sangkaew

*Faculty of Hospitality and Tourism, Prince of Songkla University,
Phuket, Thailand*

Xin Cheng

*College of Hospitality and Tourism Management, Sejong University,
Seoul, South Korea*

Wai Ching Wilson Au

*Faculty of International Tourism and Management, City University of Macau,
Macau, China*

Kee Fu Nelson Tsang

*School of Hotel and Tourism Management, The Hong Kong Polytechnic University,
Hong Kong, China, and*

Surarak Wichupankul

*Faculty of Hospitality and Tourism, Prince of Songkla University,
Phuket, Thailand*

Abstract

Purpose – This study aims to examine the factors driving tourists' engagement in eco-friendly activities to minimize air pollution in urban destinations. It also explores cross-national differences in pollution reduction behaviour between Chinese and Korean tourists to inform tailored sustainable tourism strategies.

Design/methodology/approach – This study employs a mixed-method approach, integrating user-generated content analysis from TripAdvisor's Asia forums to highlight experiences and behaviours in polluted destinations with structural equation modelling of survey data to examine the relationships among loyalty, moral norms, attitude and eco-friendly activities.

Findings – "Air pollution" and "air quality" emerged as the most prominent terms in TripAdvisor's Asia forums, reflecting the need for pollution reduction. Chinese tourists are more responsive to ascribed responsibility, whereas Korean tourists are more influenced by problem awareness and social norms.

Practical implications – The findings provide strategic insights for tourism managers to promote tourists' engagement in eco-friendly activities. Awareness campaigns and community initiatives resonate with Korean tourists, while Chinese tourists require strategies that emphasize personal contributions to pollution reduction.

Originality/value – This study offers a novel integration of norm activation theory, four-stage loyalty theory and the theory of reasoned action to examine eco-friendly behaviours, effectively bridging environmental psychology and tourism studies. It provides fresh insights into culturally rooted drivers of sustainable



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Promoting tourists' sustainable transportation use, walking tour and recycling activities for air pollution minimization at overseas urban tourism destinations

Heesup Han , Nichapat Sangkaew , Xin Cheng , Wai Ching Wilson Au , Kee Fu Nelson Tsang ,
Surarak Wichupankul

College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

Faculty of International Tourism and Management, City University of Macau, Macau, China

School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China

Received 1 March 2025, Revised 17 April 2025, Revised 4 May 2025, Accepted 8 May 2025, Available online 3 June 2025, Version of Record 9 December 2025.

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Purpose

This study aims to examine the factors driving tourists' engagement in eco-friendly activities to minimize air pollution in urban destinations. It also explores cross-national differences in pollution reduction behaviour between Chinese and Korean tourists to inform tailored sustainable tourism strategies.

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Practical implications

The findings provide strategic insights for tourism managers to promote tourists' engagement in eco-friendly activities. Awareness campaigns and community initiatives resonate with Korean tourists, while Chinese tourists



Scopus



Source details

International Journal of Hospitality and Tourism Systems

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Publisher: Publishing India Group

ISSN: 0974-6250

Subject area: Business, Management and Accounting: Tourism, Leisure and Hospitality Management

Source type: Journal

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SNIP 2024

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CiteScore 2024

1.8 = $\frac{292 \text{ Citations 2021 - 2024}}{160 \text{ Documents 2021 - 2024}}$

Calculated on 05 May, 2025

CiteScoreTracker 2025

1.8 = $\frac{262 \text{ Citations to date}}{147 \text{ Documents to date}}$

Last updated on 05 January, 2026 - Updated monthly

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Category

Rank

Percentile

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29th

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Article

Bridging Supply and Demand Perspectives: The Nexus Examination of Destination Attributes, Destination Loyalty, Perceived Competitiveness, Length of Stay, and Tourism Expenditure

January 2025 · *International Journal of Hospitality and Tourism Systems* 18(3):16-29

DOI:10.21863/ijhts/2025.18.3.002

Authors:

**Nichapat Sangkaew**
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Abstract

Utilizing Structural Equation Modeling (SEM), this study provides a detailed analysis of how various factors influence a destination's tourism income. It addresses a research gap by integrating tourists' expenditure, length of stay, and perceived destination competitiveness with destination loyalty. Additionally, the study introduces destination loyalty as a factor that can shape tourists' spending behavior. The results reveal that perceived destination competitiveness does not significantly impact the length of stay and, surprisingly, shows a negative relationship with daily spending, challenging the notion that competitive destinations attract higher spending. This research advances theory by integrating supply- and demand-side perspectives, highlighting the complex role of perceived competitiveness in shaping tourist spending and loyalty. The findings suggest a strategic shift in tourism policy toward cultural experiences, diversified offerings, and balanced sustainable tourism development.

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Bridging Supply and Demand Perspectives: The Nexus Examination of Destination Attributes, Destination Loyalty, Perceived Competitiveness, Length of Stay, and Tourism Expenditure

Nichapat Sangkaew*, Chayanon Phucharoen**

Abstract Utilizing Structural Equation Modeling (SEM), this study provides a detailed analysis of how various factors influence a destination's tourism income. It addresses a research gap by integrating tourists' expenditure, length of stay, and perceived destination competitiveness with destination loyalty. Additionally, the study introduces destination loyalty as a factor that can shape tourists' spending behavior. The results reveal that perceived destination competitiveness does not significantly impact the length of stay and, surprisingly, shows a negative relationship with daily spending, challenging the notion that competitive destinations attract higher spending. This research advances theory by integrating supply- and demand-side perspectives, highlighting the complex role of perceived competitiveness in shaping tourist spending and loyalty. The findings suggest a strategic shift in tourism policy toward cultural experiences, diversified offerings, and balanced sustainable tourism development.

Keywords: Destination Loyalty, Destination Competitiveness, Length of Stay, Tourism Income, Tourist Expenditure

INTRODUCTION

Tourists' perceptions and the inherent attributes of destinations have garnered significant research attention, particularly in relation to the need for targeted destination marketing and effective visitor management (Pearce & Schänzel, 2013). However, to develop a comprehensive framework for destination marketing, a more detailed analysis of visitors' spending behaviour remains necessary (Downward & Lumsdon, 2000; Fyall & Garrod, 2020; Reinhold et al., 2020). This paper examines both the competitiveness of tourist destinations from a supply-side perspective and the behavior of tourists, including their

spending patterns and length of stay, which are key economic indicators. Additionally, it explores destination loyalty from the demand-side perspective, providing a comprehensive analysis that bridges the gap between how destinations are managed and how tourists perceive and engage with them. By integrating these two perspectives, the paper offers valuable insights into how destination attributes influence both the present and future tourism income of a destination.

Perceived competitiveness, which gauges a destination's allure relative to alternatives, significantly influences tourists' decision-making processes and their financial outlays during visits (Hanafiah et al., 2014). Destination competitiveness, measured by performance-based indicators, is crucial

* Lecturer, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand.

Email: nichapat.sangkaew@gmail.com; ORCID: 0000-0003-4185-9375 (Corresponding author)

** Associate Professor, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand.
Email: chayanon.p@phuket.psu.ac.th

Dr.Mohsin Raza							
No	Title	Journal	เจ้าหน้าที่ ตรวจสอบ	Scopus Tourism, Leisure and Hospitality Management		Author Status	Expected Score
1	How destination familiarity and communication shape recommendation Intentions: Evidence from post-crisis tourism in Thailand	<i>Tourism and Hospitality Research</i> ✓	25-Nov-25	Q1	83	Co-author	0.75 ✓
2	Rebuilding paradise within Thai tourism destinations: crucial roles of branding strategies and social responsibility in post-disaster recovery	<i>Tourism Recreation Research</i>	20-Aug-25	Q1	89	First Author	2 ✓
3	An investigation of urban experiencescape and restorative environment for wellness tourism	<i>International Journal of Spa and Wellness</i> ✓	22-Oct-25	Q3	49	Corresponding	1 ✓
4	Conceptualizing Employee Citizenship Behaviors Under Safety Training: A Social exchange Perspective in Post-Disaster Tourism Destinations	<i>Journal of Quality Assurance in Hospitality & Tourism</i>	16-Dec-25	Q1 ✓	78	First Author	1.5 ✓
5	Sea-Level Rise is Inevitable: An Adaptation, Diversification, and Navigation of Coastal Region Tourism	<i>African Journal of Hospitality, Tourism and Leisure</i>	01-Dec-25	Q3 ✓	42	First Author	1 ✓
						Score	6.25 ✓
						Reward	120,000 Baht

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Tourism and Hospitality Research

Tourism and Hospitality Research

Years currently covered by Scopus: from 2004 to 2026

Publisher: SAGE

ISSN: 1467-3584 E-ISSN: 1742-9692

Subject area: Social Sciences: Geography, Planning and Development Business, Management and Accounting: Tourism, Leisure and Hospitality Management

Source type: Journal

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SJR 2024

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SNIP 2024

1.117

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CiteScore 2024

9.1 - 1,459 Citations 2021 - 2024
160 Documents 2021 - 2024

Calculated on 25 May 2024

CiteScoreTracker 2025

9.9 - 1,733 Citations to date
175 Documents to date

last updated on 01 February 2025 - Update monthly

CiteScore rank 2024

Category	Rank	Percentile
Social Sciences		
Geography, Planning and Development	432/741	93rd
Business, Management and Accounting		
Tourism, Leisure and Hospitality Management	426/531	83rd

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How destination familiarity and communication shape recommendation intentions: Evidence from Thailand

Kareem M Selem   **Mohsin Raza**  and Rimshe Khalid  [View all authors and affiliations](#)

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 Metrics

Abstract

Grounded in attachment and destination image theories, this paper explores how destination positioning shapes the relationships among recommendation intentions, destination familiarity, and communication. This paper also analyzes the moderating effect of destination credibility. A sequential mixed methods approach was adopted, starting with a quantitative survey of 718 international tourists to Thailand, followed by qualitative interviews with 21 participants. Results highlighted a strong correlation between destination positioning and recommendation intention, with perceived credibility further strengthening it. Qualitative findings identified three pillars of credibility perception: emotional attachment, cultural resonance, and trust in governance. Feasible recommendations are sought from tourism policymakers to ensure that destination positioning strategies align with credible signals that sustain credibility.

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How destination familiarity and communication shape recommendation intentions: Evidence from post-crisis tourism in Thailand

Tourism and Hospitality Research
2025, Vol. 0(0) 1–19
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DOI: 10.1177/14673584251403363
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Kareem M Selem¹ , Mohsin Raza²  and Rimsha Khalid²

Abstract

Grounded in attachment and destination image theories, this paper explores how destination positioning shapes the relationships among recommendation intentions, destination familiarity, and communication. This paper also analyzes the moderating effect of destination credibility. A sequential mixed methods approach was adopted, starting with a quantitative survey of 718 international tourists to Thailand, followed by qualitative interviews with 21 participants. Results highlighted a strong correlation between destination positioning and recommendation intention, with perceived credibility further strengthening it. Qualitative findings identified three pillars of credibility perception: emotional attachment, cultural resonance, and trust in governance. Feasible recommendations are sought from tourism policymakers to ensure that destination positioning strategies align with credible signals that sustain credibility.

Keywords

destination communication, willingness to destination recommendation, destination credibility, post-crisis tourism, Thailand

Introduction

Tourism is affected by more frequent, unexpected global shocks (e.g., natural disasters, pandemics, and political changes). The 2004 Indian Ocean tsunami and COVID-19 led the tourism industry to adjust to the lack of international travel and to rethink how it balances risks and tourists' emotional safety (Lucrezi and Botha, 2025). At a deeper level, tourists' perceptions of destinations are influenced by emotions, perceived risks, and the memories associated with those destinations (Ferreira et al., 2025). Despite persistent risks in Thailand's Andaman coastal region, it has retained its international charm (Tipphayawong et al., 2025). Tourists are increasingly studying how tourists behave in destinations that have experienced disasters (Sahadev et al., 2024). The existing literature on recovery considers coping strategies, decision-making processes, and emotional responses to risk (Chen et al., 2025; Sufi et al., 2024; Zhang et al., 2024). Travel willingness to recommend tourism destinations is influenced by emotional and psychological solidarity with destinations, visual information on recovery efforts (Razzaq and Akhtar, 2024), and emotional sentiments

surrounding messages stripped of regency bias (Sahadev et al., 2024).

Destination branding is crucial to planning recovery post-crisis (Pascual-Fraile et al., 2024). Though such factors have long been considered vital, branding is perceived as a cohesive whole post-crisis, often overlooking the intricate association of emotions and strategic marketing (Chandrasekar and Rehman, 2023). Another unexplored gap is how such factors are converted into measurable tourism metrics (e.g., potential tourist advocacy or expenditure on branded

¹Hotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia, Egypt

²Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand

Corresponding authors:

Kareem M Selem, Hotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia 41522, Egypt.
Email: karim.ibrahim@tourism.suez.edu.eg

Rimsha Khalid, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Phuket 83120, Thailand.
Email: rimshakhalid82@gmail.com



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Research Article

Rebuilding paradise within Thai tourism destinations: crucial roles of branding strategies and social responsibility in post-disaster recovery

Mohsin Raza , Rimsha Khalid  & Kareem M. Selem  

Received 14 Feb 2025, Accepted 26 Jun 2025, Published online: 20 Aug 2025

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ABSTRACT

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Rebuilding paradise within Thai tourism destinations: crucial roles of branding strategies and social responsibility in post-disaster recovery

Mohsin Raza ^a, Rimsha Khalid ^a and Kareem M. Selem ^b

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; ^bHotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia, Egypt

ABSTRACT

This paper outlines how natural disasters affect destination management strategies and revisits tourist intentions. The existing paper focuses on Thailand's Andaman coast and analyzes how destination communication, familiarity, and positioning affect destination credibility and tourists' perceptions. Data collected from 576 international tourists indicated that destination credibility partially mediates the relationships between destination communications, familiarity, positioning, and revisit intentions. Additionally, destination social responsibility strengthened the promising influence of destination credibility on tourists' revisit intentions to disaster-hit destinations. This paper contributes to the growing literature on tourism disaster management by emphasising the importance of branding strategies and stakeholder responsibility in building destination resilience. Findings provide robust evidence of the interrelations between destination credibility, communication strategies, and social responsibility in post-disaster tourism recovery.

ARTICLE HISTORY

Received 14 February 2025
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KEYWORDS

Destination social responsibility; destination credibility; revisit intention; tourism recovery; Thailand

Introduction

Tourism is one of the most vulnerable to the devastating consequences of natural disasters, where destination credibility plays a vital role in tourists' return decisions immediately after post-disasters occur (Matiza & Slabbert, 2024). Branding strategies (e.g. destination familiarity, communication, and positioning) are critical for restoring credibility and tourists' willingness to return (Sawangchai et al., 2025). Destination familiarity is a term that denotes the extent to which tourists are familiar with destinations, facilities, and attractions before their visit. If destinations are familiar, they feel secure expressing perspective, given crossing risks that have experienced natural disasters (Sedgley et al., 2020). Destination communication refers to destination management organisations' (DMOs) efforts to share important information with travellers before, during, and after disasters.

Accordingly, destination positioning is a strategic process of building an appealing and distinctive image in tourists' minds about destinations to make them different from others (Khalid et al., 2023). Additionally, the other construct is prioritising destination social responsibility, which refers to local stakeholders' commitment, including local authorities and businesses (Su

et al., 2020). Therefore, this reformulates these two lines of research to integrate post-disaster recovery and destination credibility, including not being undertaken (Mandagi & Centeno, 2024). Although numerous studies have been conducted on the influence of natural disasters on tourist perceptions and decision-making mechanisms (Luong, 2025; Vaughan, 2024); Sawangchai et al. (2025) addressed the pivotal role of branding strategies in restoring credibility and influencing revisit intentions. Moreover, the moderator effect of destination social responsibility on these relationships has yet to be studied.

Vaughan (2024) treated social responsibility as a standalone construct. However, the interactions between social responsibility and other destination branding strategies have yet to be investigated (Luong, 2025). This gap is relevant for destinations recovering from natural disasters that there is a need to understand how destination branding strategies can help tourism recovery (Zhang et al., 2024). Accordingly, this paper addresses these gaps and explores the significance of branding strategies to destination credibility and revisit intentions, complemented by investigating the moderator effect of destination social responsibility. International tourists may find these destinations risky or

CONTACT Kareem M. Selem  kareem.ibrahim@tourism.suez.edu.eg  Hotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia 41522, Egypt

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An investigation of urban experiencescape and restorative environment for wellness tourism

Rimsha Khalid, **Mohsin Raza** & Bruce Prideaux

Received 20 Feb 2025, Accepted 18 Sep 2025, Published online: 22 Oct 2025

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An investigation of urban experiencescape and restorative environment for wellness tourism

Rimsha Khalid^a, Mohsin Raza^a and Bruce Prideaux^{a,b}

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; ^bCentral Queensland University, Cairns, Australia

ABSTRACT

A relaxed working environment, a balanced life, and enough sleep are what we have all taken for granted. Now, mental and physical health has reached a crisis stage, which has paved the way to physical and psychological wellness. Wellness vacations, health retreats, holistic cures, and detox holidays are gaining momentum, with 50% of tourists travelling to address their mental or physical health. Therefore, this study aims to examine the components that shape the memorable experiences of wellness tourists in a restorative environment. The study employed purposive sampling and surveys distributed at five-star hot spring resorts, including spas, beauty care facilities, healthy cuisine options, fitness programmes, and recreational activities in the Andaman Triangle of Thailand. The study's findings indicated that education, escapism, aesthetics, serendipity, and *communitas* are significantly related to a memorable wellness experience and reconsideration of wellness tourism. However, the entertainment, localness, and personalisation are found to be insignificant in creating a memorable wellness experience and reconsidering wellness tourism. The study highlights the exceptional rebound of global wellness tourism and the factors that can transform Thailand's wellness sector into a billion-dollar industry.

ARTICLE HISTORY

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KEYWORDS

Wellness tourism
reconsideration;
experiencescape;
memorable experience;
restorative environment;
Thailand

Introduction

The rapid pace of modern life, dominated by technology, social media, negligence of personal health care, and family and work pressures, has created numerous stresses that can trigger a range of physical and mental health problems (Torous et al., 2025). The growing awareness of these negative aspects of modern life has led to a search for alternatives, such as wellness, that can restore health and personal balance (Berg, 2023). The growing demand demonstrates the significance of this approach to individual restoration for wellness-related services, estimated by the non-profit Global Wellness Institute (2023) to have generated USD 5.6 trillion in 2022 and forecast to grow to USD\$8.5 trillion by 2027. The tourism industry has responded to this demand by offering a range of wellness-related alternative experiences (Kim & Yang, 2021). In an attempt to provide a concise definition of wellness tourism Voigt et al. (2011), it is described as involving travel primarily to improve or maintain one's health and well-being, typically including an overnight stay at a specialised facility that supports physical, mental, spiritual, or social wellness (Kongtaveesawas et al., 2022). Further, Hartwell et al. (2018) identified a strong connection between wellness and tourism to include a destination element where wellness tourism benefits destination residents and wellness tourists. The growing interest in wellness tourism is further demonstrated by the findings of a review by Suban (2022), who identified 804 authors who had contributed 301 papers on wellness and tourism issues between 1998 and 2021, with 45 articles published in 2021.

Another example of tourism's role in providing meaningful wellness experiences is the experiencescape (Chen et al., 2020). The experiencescape extends the understanding of a wellness experience from a single dimension to a multidimensional perspective, providing a valuable tool for analysing complex and interconnected experiences within the tourism wellness experience (Chen et al., 2020). Although the literature has explored the experiencescape, few studies have endeavoured to explore the wellness preferences of



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Research Article

Conceptualizing Employee Citizenship Behaviors Under Safety Training: A Social exchange Perspective in Post-Disaster Tourism Destinations

Mohsin Raza, Rimsha Khalid ✉, Tatiyaporn Jarumaneerat, Chai Ching Tan & Kareem M. Selem

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ABSTRACT

This paper analyzes employee citizenship behaviors (ECBs) following the implementation of workplace safety training within Thailand's disaster-affected tourism sector through the social exchange theory lens. In the Thai tourism disaster sector, safety programs will be viewed as organizational support. At the same time, ECBs reciprocated regarding organizational support. This paper analyzes data from

Article contents

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Conceptualizing Employee Citizenship Behaviors Under Safety Training: A Social exchange Perspective in Post-Disaster Tourism Destinations

Mohsin Raza^a, Rimsha Khalid^a, Tatiyaporn Jarumaneerat^a, Chai Ching Tan^b,
and Kareem M. Selem^c

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; ^bInternational College, National Institute of Development Administration, Bangkok, Thailand; ^cHotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia, Egypt

ABSTRACT

This paper analyzes employee citizenship behaviors (ECBs) following the implementation of workplace safety training within Thailand's disaster-affected tourism sector through the social exchange theory lens. In the Thai tourism disaster sector, safety programs will be viewed as organizational support. At the same time, ECBs reciprocated regarding organizational support. This paper analyzes data from Thai tourism service providers in well-known Thai tourism destinations using SmartPLS v.4.4. It elaborates on the relationships between safety training and work engagement dimensions (vigor, dedication, and absorption) and the effect of the latter on ECB. Results showed that safety training has a significant positive impact on ECB, with employee vigor and dedication partially mediating this effect. At the same time, absorption proved to be a non-valuable mediator. In times of crisis, the relationship goes to psychological engagement and socially responsible actions. From an engagement and organizational recovery perspective, this paper concluded that employee discretionary behaviors influence tourism organizations' disaster recovery efforts following tourism safety programs.

KEYWORDS

Employee citizenship behaviors; Thailand; safety training; tourism industry; social exchange theory

Introduction

With the increasing frequency of natural disasters, safety training has become a crucial aspect of disaster preparedness in tourism settings (Opabola & Galasso, 2024). In one of the most tourism-reliant countries globally (i.e., Thailand), there have been several floods, transport failures, and infrastructure breakdowns (Khalid et al., 2023). Hence, this underscores the urgent need for effective emergency management strategies to mitigate the impact of natural disasters on tourism (Zhang et al., 2024). Workplace safety training equips employees with skills to respond to emergencies and challenging conditions (Selem et al., 2023). In Vietnam, Vu et al. (2022) showed that employees perceive themselves as being in emergency states and engage in discretionary service behaviors. Therefore, this aligns with the salience of employee citizenship behaviors (ECBs), which involve employees going above and beyond their roles to enhance organizational robustness (Al-Husain, 2023).

Organizing forward-thinking safety programs can encourage tourism organizations to discuss potential disasters (Zhang et al., 2024). Safety training is a regulatory and strategic requirement for making tourism activities robust in uncertain times (Saad et al., 2024). Work engagement is another critical factor in enhancing disaster resilience, a positive psychological state characterized by vigor,

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Sea-Level Rise is Inevitable: An Adaptation, Diversification, and Navigation of Coastal Region Tourism

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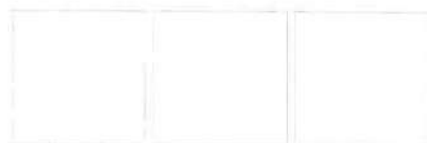
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Abstract and Figures

Rising sea levels is a significant threat to coastal communities and ecosystems, impacting coastal tourism and sun, sand, and sea products. The study investigates tourists' perceptions about rising sea levels and their preferences, destination management authorities' preparation level, contingency plans, and proposed solutions to coastal erosion and sustaining tourism. The study interviewed tourists and destination management authorities in Thailand. The findings revealed tourists' environmentally conscious behaviour and preferences in case the coastal area becomes temporarily or permanently inaccessible. The study is one of the earlier calls to respond to the rising sea level threats to coastal tourism. It involves tourists' perceptions and destination stakeholders' responses to rising sea levels, tourism management, improving coastal inhabitants' lives, and making strategies to avoid the severe impacts of the global threat of rising sea levels.



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Sea-Level Rise is Inevitable: An Adaptation, Diversification, and Navigation of Coastal Region Tourism

Abstract

Mohsin RAZA
Faculty of Hospitality and Tourism,
Prince of Songkla University, Phuket,
Thailand, Email,
mohsinraza006@gmail.com

Rising sea levels is a significant threat to coastal communities and ecosystems, impacting coastal tourism and sun, sand, and sea products. The study investigates tourists' perceptions about rising sea levels and their preferences, destination management authorities' preparation level

Sea-Level Rise is Inevitable: An Adaptation, Diversification, and Navigation of Coastal Region Tourism

Abstract

Mohsin RAZA

Faculty of Hospitality and Tourism,
Prince of Songkla University, Phuket,
Thailand, Email,
mohsinraza006@gmail.com

Rimsha KHALID

Faculty of Hospitality and Tourism,
Prince of Songkla University, Phuket,
Thailand, Email,
rimshakhalid82@gmail.com
Corresponding Author

Rising sea levels is a significant threat to coastal communities and ecosystems, impacting coastal tourism and sun, sand, and sea products. The study investigates tourists' perceptions about rising sea levels and their preferences, destination management authorities' preparation level, contingency plans, and proposed solutions to coastal erosion and sustaining tourism. The study interviewed tourists and destination management authorities in Thailand. The findings revealed tourists' environmentally conscious behaviour and preferences in case the coastal area becomes temporarily or permanently inaccessible. The study is one of the earlier calls to respond to the rising sea level threats to coastal tourism. It involves tourists' perceptions and destination stakeholders' responses to rising sea levels, tourism management, improving coastal inhabitants' lives, and making strategies to avoid the severe impacts of the global threat of rising sea levels.

Keywords: Rising sea level; contingency plans; tourism; Thailand.

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Introduction

Coastal regions are among the most vulnerable areas because of rising sea levels, even though they are countries' economic hubs. High tides, extreme waves, storms, and rising sea levels have increased the frequency of coastal erosion and impacted inhabitants, infrastructure, and communities (Antunes & Lemos, 2025). A study of Storer (2021) revealed devastating facts that 270 million people are living on land just above two meters from sea level, and the majority of this population is living just one meter high. By the 2100th century, the number will have increased to 410 million people, even with a zero-population growth rate. The rising sea level is one of climate change's most significant and major outcomes. The year 2024 was the warmest ever recorded, and the sea level was unexpectedly increased by 35%. On average, it rose by 0.17 inches per year; in 2024, the rising rate was 0.23. About two-thirds of the sea's rising level is because of glaciers and ice sheets melting, and coastal regions are witnessing its impacts. The inhabitants of coastal regions are ready with plans to deal with floods and rising levels. However, they must accelerate their plans as every coming year brings no hope or less than average increase in rising sea levels (Knapp & Ohnsman, 2023). Small islands and coastal regions contribute around 1% of global emissions, yet they face the hardest consequences (Plummer, 2024). Rising sea levels are potentially threatening the extinction of communities, displacing the population from the land they have inhabited for centuries and causing economic disruptions. Small and low-lying islands are near extinction; some have already sunk, including Maldives, Kiribati, and Fiji. A country in between the west-central Pacific Ocean, halfway from Australia and Hawaii, is losing its status as a country and is on the edge of extinction (Barnett et al., 2025). History might not repeat the tragedy of Dogger Land, home to Mesolithic people and a region of northwest Europe submerged beneath the southern North Sea. Although low-lying islands are disappearing, there is still no threat of humanity's extinction (Krol, 2023).

The increase in sea level is nature's response to our mishandling of the environment. We are already too late, and the rising sea level is absolutely guaranteed, even if the world stops emitting greenhouse gases tomorrow (McVeigh, 2023). The study of DeConto et al. (2021) stresses the need to slow down the rising sea level and make plans for coastal regions as they are always an economic hotspot. The coastal regions are important for people living there and are always an integral part of a country. However, their importance is much higher for tourism-based countries, as the coastal regions are key to keeping their tourism alive (Causevic et al., 2021). The measurement radars failed to measure the difference in sea level and the governments in coastal regions have shorter deadlines to deal with potentially catastrophic climate impact. The coastal regions are highly important for a country as they provide recreational activities and sea-sun-sand products and serve as the backbone of tourism-based countries (Pilkey & Pilkey-Jarvis, 2007). The study by Spencer et al. (2022) about Caribbean islands predicted a 53% loss in sandy beaches, resulting in a 30% hotel room loss and a 38% tourism revenue loss before we reach the next century due to rising sea levels. Asia Pacific region has received the highest number of tourists, and the most crowded areas are always the coastal regions. Yong (2021) evaluated the data of 48 countries and highlighted the vulnerability of Southeast Asia Pacific. Further, the study of Nitivattananon & Srinonil (2019) emphasizes that the coastal region of Thailand is hardest hit if proper measures are not timely adopted. Khalid et al. (2023) noted that most Thai tourism is in coastal regions, and recent floods and rainfall should be taken as a wake-up call before environmental hazards, climate effects, and rising sea levels turn Thailand into tourophobic destination. During this 20th century, one of the Thai villages, 'Ban Khun Samut Chin', was slowly swallowed by the sea, and this village is just 10 kilometers from the capital city of Thailand, Bangkok, which is also a tourist hotspot (Picone, 2015).

Due to rising sea levels, Indonesia, a Southeast Asian country, has relocated its capital Perwira et al. (2024), and there are speculations that Thailand will move its capital from Bangkok to another city (Hussein, 2024). The threat of rising sea

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2	<i>Exploring the Impact of Tourist Experiences, Satisfaction, and Storytelling Intentions in Thailand's Andaman Marine and Coastal Destinations: An Empirical Investigation</i>	<i>Journal of Quality Assurance in Hospitality & Tourism</i>	09-Jan-25	Q1	78	Corresponding	1.5
3	<i>From plate to post: the role of local food and social media sharing in travel experience in Phuket</i>	<i>Journal of Hospitality and Tourism Insights</i>	28-Apr-25	Q1	79	Corresponding	1.5
4	<i>Analyzing Sustainable Destination Image Through the Cognitive-Affective-Conative Model: International Tourist Perspective</i>	<i>Journal of Quality Assurance in Hospitality & Tourism</i>	05-Jul-25	Q1	78	First Author	1.5
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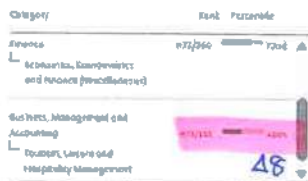
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Article

From Screen to Destination: Exploring the Determinants of Film Tourists' Revisit and WOM Intentions

Dongqi Shi  and Panuwat Phakdee-auksorn  *

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, 80 Moo 1 Vchitsongkram Road, Kathu, Phuket 83120, Thailand; dongqishi77@gmail.com

* Correspondence: panuwat.p@psu.ac.th

Abstract

As destinations featured in films and television programs attract growing numbers of tourists, exploring the factors that sustain film tourists' loyalty and advocacy has become increasingly important. This study explores the determinants of post-visit behaviors through the lens of cognitive appraisal theory (CAT), investigating how perceived authenticity, perceived value, and satisfaction shape revisit and word-of-mouth (WOM) intentions among 436 Chinese film tourists visiting Thailand. Data were analyzed using structural equation modeling (SEM) and fuzzy-set qualitative comparative analysis (fsQCA) to capture both symmetrical and configurational effects. The SEM results reveal that perceived authenticity, perceived value, and satisfaction significantly enhance WOM intentions. The complementary fsQCA findings reveal multiple causal pathways leading to high revisit and WOM intentions. The study advances theoretical understanding by demonstrating the applicability of CAT to film tourism and showing how tourists' cognitive evaluations and emotional appraisals jointly shape their post-visit behavioral intentions. The findings also offer practical guidance for developing authenticity-based strategies to foster loyalty and positive destination advocacy.

Keywords: authenticity; perceived value; satisfaction; revisit intentions; word-of-mouth; film tourism; SEM; fsQCA



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1. Introduction

Watching films and television (TV) series is one of the most common leisure activities worldwide, offering audiences entertainment, escapism, and emotional engagement (Irimias et al., 2021). As viewers immerse themselves in fictional narratives, they develop strong connections with the characters and the settings depicted on screen (Aguilar-Rivero et al., 2023). This emotional connection often translates into a desire to visit the destinations featured in their favorite films or TV series, contributing to the rise of film tourism (D. Shi et al., 2024). Film tourism occurs when audiences extend their media consumption into travel experiences, visiting real-world destinations that have been depicted in audio-visual media as a form of leisure engagement (Teng & Chen, 2020). With the expansion of streaming platforms, audiences are repeatedly exposed to on-screen characters and locations, strengthening their emotional attachment and influencing their travel choices (Aguilar-Rivero et al., 2023). This constant exposure enhances their familiarity with on-screen destinations, increasing the likelihood of translating their virtual engagement into actual visitation (Vila et al., 2021). Consequently, film tourism has become an increasingly significant sector within the tourism industry, offering destinations new opportunities for place marketing



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Research Article

Exploring the Impact of Tourist Experiences, Satisfaction, and Storytelling Intentions in Thailand's Andaman Marine and Coastal Destinations: An Empirical Investigation

Nimit Soonsan, Sirinthra Sungthong & Panuwat Phakdee-Auksorn ✉

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ABSTRACT

Marine
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Exploring the Impact of Tourist Experiences, Satisfaction, and Storytelling Intentions in Thailand's Andaman Marine and Coastal Destinations: An Empirical Investigation

Nimit Soonsan^a, Sirinthra Sungthong^a, and Panuwat Phakdee-Auksorn^b

^aDepartment of General Management, Phuket Rajabhat University, Phuket, Thailand; ^bDepartment of Tourism Management, Prince of Songkla University, Phuket, Thailand

ABSTRACT

Marine and coastal tourism plays a central role in strengthening the Thai economy. This study explores the complex relationship between tourists' experiences, satisfaction, and storytelling intentions in Thailand's Andaman marine and coastal destinations. A survey of 389 domestic tourists was used to investigate the key factors influencing satisfaction and their effects on storytelling intentions. Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and Multiple Group Analysis were used to analyze the relationships between the variables. The results show that escapism, entertainment, and esthetics significantly influence satisfaction, while educational elements have no discernible influence. Satisfaction proved to be a crucial mediator between tourists' experiences and storytelling intentions, regardless of visitors' status. These findings are significant for the tourism industry, as they help policy-makers and destination managers improve visitor experiences and promote positive word-of-mouth marketing. Understanding the factors that influence tourist satisfaction and storytelling intentions will inform strategies for sustainable growth in Thailand's marine and coastal tourism.

KEYWORDS

Marine and coastal tourism;
tourist experiences;
satisfaction; storytelling
intentions

Introduction

In the vibrant domain of tourism, understanding the complex interplay between tourists and destinations is a cornerstone for destination managers. This understanding not only accommodates the changing preferences of travelers, but also ensures the creation of lasting and delightful experiences (Hosany et al., 2022; Suntikul et al., 2020; Widjaja et al., 2020). Extensive research has explored the concept of the experience economy, examining facets such as entertainment, escapism, esthetics and education (Pine & Gilmore, 1999), each of which delineate different boundaries and contribute to tourists' perceptions in unique ways (Tavitiyaman et al., 2022). Furthermore, these dimensions have a significant impact on tourists' satisfaction (Kuppelwieser et al., 2022), their memories (Tom Dieck et al., 2023), and



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From plate to post: the role of local food and social media sharing in travel experience in Phuket

Nimit Soonsan , Panuwat Phakdee-Auksorn , Dongqi Shi 

Department of Business Administration, Phuket Rajabhat University, Phuket, Thailand

Department of Tourism Management, Prince of Songkla University Phuket Campus, Phuket, Thailand

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Purpose

This study investigates (1) investigate the influence of eating local food on sharing experiences through social media platforms and (2) examine the differences in travel experiences (first-time and repeat) that influence the relationship between local food and sharing experiences through social media in Phuket, a UNESCO Gastronomy Creative City.

Design/methodology/approach

Utilizing 602 completed surveys, the research employs structural equation modelling to analyse the relationship between local food attributes and tourists' online sharing behaviours.

Findings

The results indicate that the food quality, novelty, and healthiness of local dishes positively influence the sharing of positive experiences on social media. Conversely, concerns about the healthiness and novelty of the food negatively affect the sharing of negative experiences. Notably, differences between first-time and repeat visitors reveal distinct behaviours regarding local food.

Practical implications

From plate to post: the role of local food and social media sharing in travel experience in Phuket

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Nimit Soonsan

Department of Business Administration, Phuket Rajabhat University,
Phuket, Thailand, and

Panuwat Phakdee-Auksorn and Dongqi Shi

Department of Tourism Management, Prince of Songkla University Phuket Campus,
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Abstract

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Practical implications – These findings enhance the understanding of how culinary experiences shape social media engagement, offering strategic insights for optimizing gastronomic tourism efforts in Phuket. They underscore the significance of food quality and novelty in fostering positive online interactions.

Originality/value – This research contributes to the literature on culinary tourism and social media, highlighting the critical role of local food attributes in destination marketing and management, particularly in the context of a UNESCO Gastronomy Creative City.

Keywords Food consumption, Gastronomic tourism, Local culinary experiences, Social media sharing, Tourist behaviour

Paper type Research paper

1. Introduction

The availability of local cuisine plays a crucial role in attracting visitors to destinations. According to Okumus and Cetin (2018), the distinctive character of local cuisines enhances travel experiences. Phuket, Thailand, recognized by UNESCO as a "Creative City of Gastronomy," showcases its rich social, cultural, and culinary heritage (UNESCO, 2015). This designation underscores the significance of local gastronomy to Phuket's appeal, offering visitors a blend of cultural diversity and culinary experiences (Park *et al.*, 2023; Soonsan *et al.*, 2022). By highlighting cultural differences, local food creates a welcoming atmosphere and attracts both first-time and repeat visitors who appreciate Phuket's culinary traditions (Gómez-Rico *et al.*, 2022).

Eating local cuisine offers tourists insights into the cultural identity of destinations through unique flavours, rituals, and traditions (Seyitoglu, 2020). Research indicates that engagement with local food fosters memorable experiences, enjoyment, and appreciation of aesthetics beyond everyday life (Lai, 2020). The storytelling potential of local food enhances cultural understanding and emotional connections through taste exploration

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Panuwat Phakdee-Anksorn can be contacted at: panuwat.p@phuket.psu.ac.th



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Analyzing Sustainable Destination Image Through the Cognitive-Affective-Conative Model: International Tourist Perspective

Panuwat Phakdee-Auksorn, Nimit Soonsan, Sirintra Sungthong & Kochaporn Chunjan

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1	Top management commitment, institutional pressures and green supply chain practices: pathway to sustainable performance.	<i>Journal of Hospitality&Tourism Insights.</i>	21-Jan-25	Q1	79	Corresponding	1.5
2	Green synergy: Integrating green human resource management and green supply chain management for sustainable performance in the Thai hospitality industry.	<i>Journal of Hospitality Management.</i>	21-Mar-25	Top10	97	Corresponding	2
3	Environmental and financial performance in Thai's hospitality industry: a longitudinal analysis.	<i>Journal of Hospitality&Tourism Insights.</i>	04-Nov-25	Q1	79	Corresponding	1.5
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Top management commitment, institutional pressures and green supply chain practices: pathways to sustainable performance

Kavitha Haldorai and Woo Gon Kim
*Dedman College of Hospitality, Florida State University,
Tallahassee, Florida, USA, and*

Kullada Phetvaroon

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

Abstract

Purpose – By integrating upper echelon theory and institutional theory, this study investigates the influence of top management commitment to sustainability on sustainable performance. Additionally, the mediating role of green supply chain management practices and the moderating role of institutional pressure are examined.

Design/methodology/approach – Data were collected from 376 managers and employees in green hotels within the Thai hospitality industry using a time-lagged survey.

Findings – The findings reveal that top management commitment to sustainability positively influences sustainable performance and that green supply chain management practices mediate this relationship. Additionally, coercive and normative pressures moderated the relationship between top management commitment to sustainability and green supply chain management practices.

Practical implications – This study highlights the importance of green supply chain management practices for hospitality firms. It emphasizes that strong leadership commitment to sustainability, partnerships with suppliers and compliance with regulations are crucial for the successful implementation of green supply chain initiatives.

Originality/value – This study contributes to the literature by providing empirical evidence about the mechanisms through which top management commitment to sustainability translates into improved sustainable performance. Furthermore, the study enhances our understanding of how external pressures, specifically coercive and normative pressures, influence the adoption of green supply chain practices, offering new insights into how contextual factors shape management actions regarding sustainability. This adds nuance to our understanding of the interplay between internal commitment and external pressures in driving sustainability outcomes in the hospitality industry.

Keywords Top management commitment to sustainability, Green supply chain management, Coercive pressure, Mimetic pressure, Normative pressure, Sustainable performance

Paper type Research paper

Introduction

Thailand is the ninth most visited country in terms of tourism (WP Travel, 2024), and their hospitality industry is expected to grow from an estimated US\$1.42bn in 2024 to US\$1.87bn by 2029, with a compound annual growth rate of 5.67% (Mordor Intelligence, 2024). However, there are substantial environmental challenges associated with this growth. Thailand's hospitality industry consumes large quantities of natural resources, including water and energy, and generates significant waste and emissions (Kim *et al.*, 2019). Hotels are notorious for their high energy consumption, which accounts for a large portion of their operational costs and environmental footprint, and the industry's dependence on single-use plastics, extensive water usage, and degree of food waste further exacerbate its environmental



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About the authors

Kavitha Haldorai is a research associate at the International Centre for Hospitality, Dedman College of Hospitality, Florida State University, USA. She earned her doctorate in human resource management. Her research interests include human resource management and organizational behavior in hospitality and tourism industry.

Woo Gon Kim is Dedman Professor of Hospitality Management and the director of the International Center for Hospitality Research and Development in the Dedman College of Hospitality at Florida State University, USA. Dr Kim has published more than 170 articles in the leading hospitality and tourism journals. He received the John Wiley and Sons Lifetime Research Achievement Award at the 2017 I-CHRIE conference. He also received Fulbright U.S. Scholar Program Award for 2020–2021. He was the recipient of Michael D. Olsen Research Award at the 2024 Graduate Education and Graduate Student Research Conference. He is an associate editor of the Journal of Quality of Assurance in Hospitality and Tourism. In addition, he serves on seven journal editorial boards and reviewer for a number of journals.

Dr Kullada Phetvaroon is Associate Professor and Head of Tourism Management at the Faculty of Hospitality and Tourism in the Prince of Songkla University, Phuket Campus. Her research interests include green hospitality and tourism management, sustainable tourism, wellness tourism, tourism economics, festival tourism and tourism marketing. She also received Research and innovation Humanities and Social Sciences Excellence award of Prince Songkla University Year 2022. Kullada Phetvaroon is the corresponding author and can be contacted at: kullada.p@phuket.psu.ac.th

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Green synergy: Integrating green human resource management and green supply chain management for sustainable performance in the Thai hospitality industry

Kavitha Haldorai^a, Woo Gon Kim^a, Kullada Phetvaroon^{b,*}, Gabriel Gazzoli^c

^a International Center for Hospitality Research & Development, Dedman College of Hospitality, Florida State University, 288 Chumptions Way, UCB 4117, P.O. Box 3062541, Tallahassee, FL 32306, USA

^b Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, 80 Moo 1, Wichitsongkram Rd., Kathu, Phuket 83120, Thailand

^c College of Business, The University of Texas Permian Basin, USA

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ABSTRACT

Human resource management and supply chain management literature have largely evolved in parallel, with insufficient attention paid to the interrelationships between them in driving sustainable performance. Drawing on natural-resource-based view, this study aims to determine the synergic effect of green human resource management (GHRM) practices and green supply chain management (GSCM) practices on sustainable performance. Additionally, the moderating roles of supply chain traceability and supply chain eco-centricity are examined. Data was collected using a time-lagged survey from 363 managers and employees working in green hotels in Thailand. The findings revealed that both GHRM practices and external GSCM practices positively influenced sustainable performance. Moreover, internal GSCM practices mediated the link between GHRM practices and external GSCM practices, and supply chain traceability and supply chain eco-centricity moderated the positive relationship between external GSCM practices and sustainable performance. Theoretical contributions and practical implications are discussed.

1. Introduction

Today, it is widely acknowledged that firms have a responsibility to balance environmental, social, and economic performance. The hospitality industry, with its extensive global footprint, has increasingly recognized the urgency of embedding sustainability into its core operations (Chan, 2021). A recent report from the Sustainable Hotel Alliance highlighted the significant environmental impact of the hospitality industry, revealing that it contributes to 1 % of global carbon emissions, with hotels alone being responsible for approximately 21 % of this figure. On average, a hotel stay for one night generates about 40 kg of CO₂. The report also states that water consumption in the hospitality sector averages 1500 liters per hotel room daily, exceeding that of the local population by more than eightfold. Furthermore, the Alliance's research indicates that 18 % of food purchased by the hospitality and food service sectors ends up being wasted each year. To combat such environmental challenges, the Sustainable Hospitality Alliance advises that the hotel industry aim for a 66 % reduction in carbon emissions per

room by 2030 and a 90 % reduction by 2050 (Taylor, 2024). Thus, it is crucial for hospitality firms to weave environmental management initiatives into their organizational management practices.

Past research (e.g., Golgeci et al., 2019; Pagell and Shevchenko, 2014; Prajogo et al., 2014) has demonstrated that environmental issues can be tackled through the cross-functional deployment of environmental management, an approach which entails spreading environmental values and principles throughout an organization rather than confining them to specific roles and departments (Longoni et al., 2018). The literature has also called for further research into how environmental management is implemented across various organizational functions (Chen et al., 2022; Song et al., 2024). Previous studies in the hospitality literature have well documented the role of "green human resource management (GHRM)," which equips employees with the necessary knowledge and skills to support environmental initiatives, in achieving sustainable performance (e.g., Haldorai et al., 2022; Kim et al., 2019; Kim et al., 2023). Others, fewer in number, have examined the effect of "green supply chain management (GSCM)," which ensures

* Corresponding author.

E-mail addresses: khaldorai@fsu.edu (K. Haldorai), wkim@fsu.edu (W.G. Kim), kullada.p@phuket.psu.ac.th (K. Phetvaroon), gazzoli_g@utpb.edu (G. Gazzoli).

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Category	Rank	Percentile
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— Tourism, Leisure and Hospitality Management		Q1
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RESEARCH ARTICLE | NOVEMBER 04 2025

Environmental and financial performance in Thailand's hospitality industry: a longitudinal analysis

Kavitha Haldorai ; Woo Gon Kim; Kullada Phetvaroon 

+ Author & Article Information

Journal of Hospitality and Tourism Insights 1–16.

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Purpose

Drawing on the theory of eco-efficiency and the resource-based view, this study examines the association between environmental and financial performance in Thailand's hospitality industry. It also explores the non-linear dynamics of this relationship.

Design/methodology/approach

This study employs a panel fixed-effects regression model with lagged independent variables to test the relationships between environmental and financial performance over time. The dataset includes Thai hospitality firms actively participating in the hotel carbon footprint calculation program between 2021 and 2023. The analysis further incorporates polynomial regression to examine the non-linear relationship.

Findings

The analysis reveals that environmental performance is positively associated with financial performance, and vice versa. These results suggest that while sustainability efforts may incur short-term costs, they offer tangible financial returns over time. Furthermore, instead of the proposed S-shaped curve, the data reveals an N-shaped relationship between environmental and financial performance, suggesting that initial gains may be followed by mid-stage declines before eventual recovery.

Practical implications

The study provides actionable insights for hospitality managers by emphasizing the importance of strategic environmental investments. While sustainability initiatives can yield financial

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Environmental and financial performance in Thailand's hospitality industry: a longitudinal analysis

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Kavitha Haldorai and Woo Gon Kim

*International Center for Hospitality Research and Development, Dedman College of
Hospitality, Florida State University, Tallahassee, Florida, USA, and*

Kullada Phetvaroon

*Faulty of Hospitality and Tourism, Prince of Songkla University,
Phuket, Thailand*

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Revised 8 May 2025
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Abstract

Purpose – Drawing on the theory of eco-efficiency and the resource-based view, this study examines the association between environmental and financial performance in Thailand's hospitality industry. It also explores the non-linear dynamics of this relationship.

Design/methodology/approach – This study employs a panel fixed-effects regression model with lagged independent variables to test the relationships between environmental and financial performance over time. The dataset includes Thai hospitality firms actively participating in the hotel carbon footprint calculation program between 2021 and 2023. The analysis further incorporates polynomial regression to examine the non-linear relationship.

Findings – The analysis reveals that environmental performance is positively associated with financial performance, and vice versa. These results suggest that while sustainability efforts may incur short-term costs, they offer tangible financial returns over time. Furthermore, instead of the proposed S-shaped curve, the data reveals an N-shaped relationship between environmental and financial performance, suggesting that initial gains may be followed by mid-stage declines before eventual recovery.

Practical implications – The study provides actionable insights for hospitality managers by emphasizing the importance of strategic environmental investments. While sustainability initiatives can yield financial benefits, excessive investments without differentiation may lead to diminishing returns.

Originality/value – This study contributes to theory by demonstrating that sustainability-performance relationships may follow non-linear and dynamic patterns not captured by traditional models. It emphasizes that even among green hotels, short-term trade-offs can occur particularly in resource-constrained, emerging market settings.

Keywords Financial performance, Environmental performance, Causality, Reverse causality, Non-linear relationship, Hospitality industry

Paper type Research article

1. Introduction

The increasing importance of sustainability across the globe, driven by tightening regulations and heightened public awareness, has compelled hospitality firms to make substantial investments in areas such as ISO14001 certification, green technologies, and eco-friendly products/services (Chan *et al.*, 2020). However, while the concept of a triple bottom line—profit, people, and planet—has gained traction in evaluating the success of hospitality firms (Bui and Filimonau, 2021), economic considerations often overshadow environmental and social concerns within corporate decision-making, despite encouragement from customers and stakeholders to invest in socially responsible initiatives. Further, empirical evidence linking environmental and financial performance remains inconclusive (Song and Wei, 2024), with studies on the relationship yielding mixed results. Some have found no significant relationship between the two (e.g. Galeazzo *et al.*, 2021; Song and Wei, 2024) while others have reported positive (e.g. Becerra-Vicario *et al.*, 2022) or negative (e.g. López *et al.*, 2007) relationships. These inconsistencies can often be traced to variations in methodological

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Corresponding author

Kullada Phetvaroon can be contacted at: kullada.p@phuket.psu.ac.th

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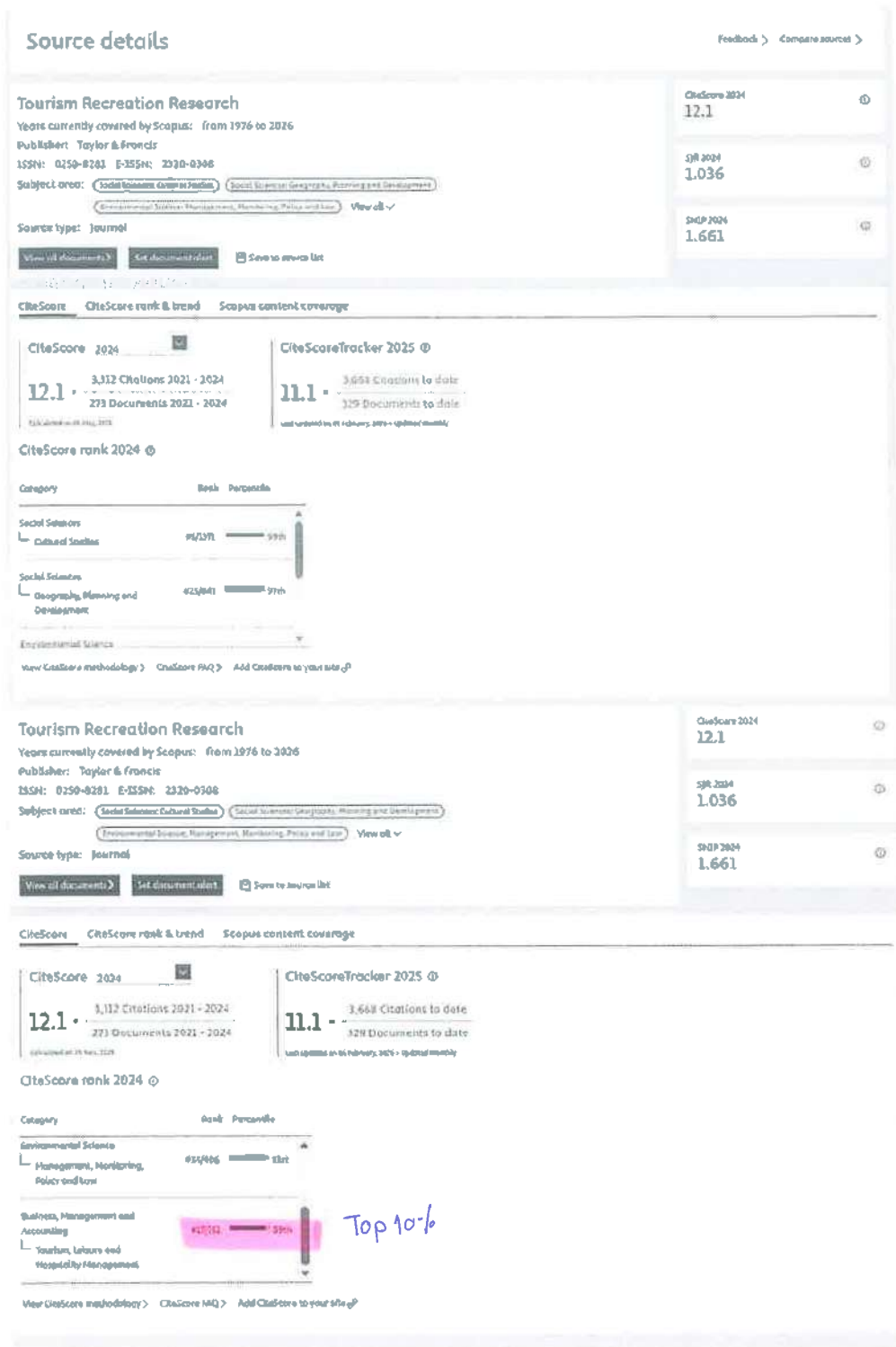
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1	Tourism and environmental sustainability at sea and coastal areas: uncovering the determinants of tourist water saving and recycling activities	Tourism Recreation Research	09-Apr-25	Q1	89	Co-author	1
2	Analyzing Emotional Experiences Through UGC: Insights from Bali and Phuket	Journal of Quality Assurance In Hospitality and Tourism	27-Mar-25	Q1	78	Co-author	0.75
3	Advancing tourism sentiment analysis: a comparative evaluation of traditional machine learning, deep learning, and transformer models on imbalanced datasets	Information Technology and Tourism	02-Aug-25	Q1	89	Co-author	1
4	Decoding tourist motivations from uploaded photos: why tourists travel abroad	Consumer Behavior In Tourism and Hospitality	28-Oct-25	Q2	59	Corresponding	1.5
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Tourism and environmental sustainability at sea and coastal areas: uncovering the determinants of tourist water saving and recycling activities

Pipatpong Fakfare , Noppadol Manosuthi , Chayanon Phucharoen , Jin-Soo Lee ,
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Received 26 Nov 2024, Accepted 22 Jan 2025, Published online: 09 Apr 2025 ✓

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ABSTRACT

The determinants of tourists' engagement in water-saving practices (WA) and recycling activities (RE) in sea and coastal destinations remain underexplored, despite their critical role in promoting sustainable tourism. This study utilises norm activation theory, global

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Research Article

Analyzing Emotional Experiences Through UGC: Insights from Bali and Phuket

Sawitree Srianan, Aziz Nanthaamornphong ✉ & Chayanon Phucharoen

Published online: 27 Mar 2025

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ABSTRACT

This study compares tourist experiences in Bali and Phuket, two renowned tropical destinations in Southeast Asia, by analyzing 33,921 reviews from tourists who visited

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การรวมรายชื่อของบทความทั้งหมด



Advancing tourism sentiment analysis: a comparative evaluation of traditional machine learning, deep learning, and transformer models on imbalanced datasets

Sawitree Srianan¹ · Aziz Nanthaamornphong² · Chayanon Phucharoen³

Received: 4 March 2025 / Revised: 12 July 2025 / Accepted: 28 July 2025 /

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Abstract

Tourism sentiment analysis faces substantial challenges due to class imbalance and the complex linguistic features of user-generated content. This study systematically compares eight sentiment classification models, spanning traditional machine learning (naïve Bayes, support vector machines, logistic regression), deep learning (convolutional neural networks, long short-term memory networks [LSTMs], gated recurrent units [GRUs]), and transformer-based architectures (RoBERTa in two configurations: pretrained and fine-tuned), using a dataset of 505,980 TripAdvisor reviews. We evaluate model performance under imbalanced class conditions and examine the effectiveness of three oversampling techniques—SMOTE, ADASYN, and RandomOverSampler—in mitigating class bias. The results reveal significant performance disparities across architectures. Deep learning models, particularly LSTM (91.06% accuracy, Cohen's kappa=0.6846) and GRU (90.82% accuracy, Cohen's kappa=0.6781), consistently outperform traditional approaches. Fine-tuned RoBERTa achieved the highest performance, with 92.31% accuracy, a 95.34% F1-score, and Cohen's kappa=0.7321. Traditional models showed notable limitations; for example, naïve Bayes exhibited strong majority-class bias, despite an accuracy of 82.35% (Cohen's kappa=0.0054). Among the oversampling methods, SMOTE was the most effective in improving the fairness of traditional models, while RoBERTa's fine-tuning process inherently mitigated class imbalance. A computational analysis highlights key trade-offs: traditional models train quickly but require oversampling, deep learning offers a balanced trade-off between performance and efficiency, and transformer models provide state-of-the-art accuracy at the cost of high computational resources. These findings offer evidence-based guidance for selecting appropriate models for tourism sentiment analysis.

Keywords Sentiment analysis · Natural language processing (NLP) · Class imbalance · Deep learning · RoBERTa · Online review

Extended author information available on the last page of the article

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Consumer Behavior in Tourism and Hospitality

Consumer Behavior in Tourism and Hospitality

Formerly known as: International Journal of Culture, Tourism and Hospitality Research

Years currently covered by Scopus: from 2022 to 2026

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Category	Rank	Percentile
Social Sciences		
Geography, Planning and Development	#164/841	80th
Business, Management and Accounting	#62/151	59th
Tourism, Leisure and Hospitality Management		

Q2 ✓

Decoding tourist motivations from uploaded photos: why tourists travel abroad

Ao Luo; Chayanon Phucharoen 

+ Author & Article Information

Consumer Behavior in Tourism and Hospitality 1–18.

<https://doi.org/10.1108/CBTH-10-2024-0329> Article history 

Purpose

This study aims to analyze user-generated travel photos (UGTPs) to decode tourists' motivations for traveling abroad. To the best of the authors' knowledge, this research is the first attempt to analyze and quantitatively compare UGTPs taken in foreign versus domestic-equivalent destinations.

Design/methodology/approach

Data were collected from Weibo from 2022 to 2024. Using DeepSentiBank, the authors' analyzed 1,000 photos from major foreign (Phuket) and domestic (Sanya) coastal destinations for Chinese tourists. The extracted visual data was then mapped to push–pull factors using natural language processing, and the results were compared with inferential statistics.

Findings

The findings revealed similarities in coastal destination pull factors. "Beach" and "View" were statistically exhibited in the uploaded photos. Interestingly, different from domestic trips, UGTPs taken on foreign trips highlighted tourists' tendencies toward exciting experiences and outdoor tones.

Originality/value

This research contributes to the tourism literature in three ways. First, it is the first to link elements identified in UGTPs with travel motivation theory. Second, it confirms the adventurous nature of foreign trips through the lens of tourists' cameras. Third, it underscores the importance of beaches, views and food as the

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Zhang, K., Chen, Y. and Li, C. (2019), "Discovering the tourists' behaviors and perceptions in a tourism destination by analyzing photos' visual content with a computer deep learning model: the case of Beijing", *Tourism Management*, Vol. 75, pp. 595-608, doi: 10.1016/j.tourman.2019.07.002.

Zhang, K., Chen, Y. and Lin, Z. (2020b), "Mapping destination images and behavioral patterns from user-generated photos: a computer vision approach", *Asia Pacific Journal of Tourism Research*, Vol. 25 No. 11, pp. 1199-1214, doi: 10.1080/10941665.2020.1838586.

Supplementary material

The supplementary material for this article can be found online.

Corresponding author

Chayanon Phucharoen can be contacted at: chayanon.p@phuket.psu.ac.th

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How do ecological literacy, green mindfulness, and social contingency thinking shape sustainable tourism behaviors of Thai Gen Z hospitality students?

Bussalin Khuadthong^a, Rachanon Taweephol^b, Pornpisanu Promsivapallop^c,
Narinthon Imjai^a, Somnuk Aujirapongpan^{b,*,}

^a Faculty of Management Science, Nakhon Si Thammarat Rajabhat University, Nakhon Si Thammarat, Thailand

^b Faculty of Management Science, Silpakorn University, Phetchaburi, Thailand

^c Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

ARTICLE INFO

Keywords:

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Green mindfulness
Social contingency thinking
Sustainable tourism behaviors
Gen Z students

ABSTRACT

The Thai tourism sector urgently needs evidence-based pathways to sustainability but lacks a clear understanding of how tourism students transform “environmental knowledge” into “actionable behaviors.” This study examines the relationships among ecological literacy, green mindfulness, social contingency thinking, and sustainable tourism behaviors among Thai Generation Z students in tourism and hospitality programs. Grounded in Social Learning Theory (SLT) and aligned with Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) frameworks, quantitative cross-sectional data were collected from 401 respondents (aged 18–24) and analyzed using descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that ecological literacy significantly predicts green mindfulness and social contingency thinking, with green mindfulness also reinforcing social contingency thinking. Both green mindfulness and social contingency thinking drive sustainable tourism behaviors, while the direct path from ecological literacy is nonsignificant. These findings suggest that cognitive knowledge must be “translated” through mindfulness and contextual mechanisms to produce sustainable actions, with green mindfulness emerging as the most influential mediator. Theoretically, this study advances an integrated “SLT + framework” that combines cognitive, affective, and contextual pathways to better explain youth sustainable behaviors in emerging economies. Practically, it emphasizes embedding Education for Sustainable Development (ESD) initiatives in curricula, fostering service-learning collaborations with local communities, and designing green-by-default tourism experiences supported by performance indicators aligned with SDGs 4, 8, 12, 13, and 17. Collectively, these insights offer evidence-based strategies to accelerate the pathway from “Knowledge → Awareness → Contextual Thinking → Action,” fostering a more responsible and sustainable tourism future.

* Corresponding author.

E-mail addresses: bussalin_khu@nstru.ac.th (B. Khuadthong), taweephol_r@su.ac.th (R. Taweephol), pornpisanu.p@phuket.psu.ac.th (P. Promsivapallop), narinthon_imj@nstru.ac.th (N. Imjai), somnuk.ujirapongpan@gmail.com (S. Aujirapongpan).

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The Roles of Motivational and Constraint Factors in International Travellers' Decision-Making Regarding Street Food at Destinations

[Asia-Pacific Journal of Innovation in Hospitality and Tourism](#) • Article • 2025

[Yasami, Mehri](#); [Promsivapallop, Pornpisanu](#); [Jarumaneerat, Tattiyaporn](#) ✉

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Abstract

This study proposes a conceptual model by integrating and testing a comprehensive set of motivational and constraint factors effecting international tourists' attitude and behavioural responses concerning consumption of street food at destinations. A total of 507 completed questionnaires were collected in Phuket, Thailand. Results of the data analyses suggest that price value, convenience, and authentic experience have significant positive effects on the attitude towards destination street food. As for constraints, distrust is a factor with no significant association to attitude, while environmental risk, health risk, and hygienic risk negatively influence the attitude. The overall attitude, perceived behavioural control, and subjective norms predict behavioural intentions. This study contributes to tourism literature by simultaneously testing the explanatory power of both motivational and constraint factors of potential street food consumers in predicting their overall attitude. © The Author(s) 2025.

Author keywords

constraint; destination street food; Motivation; theory of planned behaviour

Corresponding authors

Corresponding author

T. Jarumaneerat

Affiliation

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand

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Q2

Cannabis Risk Perception and Self-Protection Motivation of Non-Cannabis Tourists and Local Residents

Pornpisanu Promsivapallop ^a, Tatiyaporn Jarumaneerat ^a, Wei Quan ^a,
Hong Ngoc Nguyen^{b,c}, Bruce Prideaux ^a and Heesup Han ^d

^aFaculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; ^bRosen College of Hospitality Management, University of Central Florida, Orlando, Florida, USA; ^cSchool of Tourism, University of Economics Ho Chi Minh City, Ho Chi Minh City, Vietnam; ^dCollege of Hospitality and Tourism Management, Sejong University, Seoul, Korea

ABSTRACT

This study examined how non-cannabis-using tourists and residents in Thailand perceive cannabis-related risks and what motivates their self-protective behaviors. Using protection motivation theory (PMT), researchers surveyed international tourists and local residents and analyzed responses with covariance-based structural equation modeling. Results showed that perceived severity, vulnerability, rewards, and response costs increased risk perceptions, while self-efficacy and response efficacy reduced them. The study also found clear differences between tourists and residents in how they form risk perceptions and protective behaviors. By integrating public health and tourism risk perspectives, the research offers a new approach to understanding constraints in cannabis tourism and provides useful insights for stakeholders seeking to promote a healthy and safe destination for both local hosts and tourists.

ARTICLE HISTORY

Received 1 May 2025
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KEYWORDS

Cannabis tourism; cautious behaviors; self-protection motivation; international tourists; local residents

Introduction

Thailand, the first Southeast Asian country to legalize medical cannabis and later recreational use (Zinboonyahgoon et al., 2021), faces a dilemma in how it should deal with cannabis tourism. Although the motive for legalization was based on the belief that it would have positive health outcomes, recreational cannabis consumption has grown rapidly, especially in major tourist destinations where clusters of cannabis outlets have emerged around major hotel zones (Paule-Vianez et al., 2024). Phucharoen et al. (2023) observed that a significant increase in cannabis supply targeting tourists for leisure purposes has distorted the original purpose of cannabis decriminalization, resulting in negative impacts on the destination community by generating concerns among non-cannabis tourists and members of the local community opposed to cannabis consumption. Reluctance to visit destinations that openly promote cannabis is also a cause for concern for destination management organizations (Deng et al., 2023). While legal access to cannabis may attract new cohorts of tourists, it may also result in non-

CONTACT Heesup Han  heesup.han@gmail.com

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How cannabis tourism regulation and self-regulation shape resident support for ethical cannabis tourism

Bee-Lia Chua^a, Wai Ching Wilson Au^b, Kee Fu Nelson Tsang^c, Pornpisanu Promsivapallop^d, Chayanon Phucharoen^d, Pipatpong Fakfare^e, Jin-Soo Lee^c and Heesup Han^f

^aDepartment of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia; ^bFaculty of International Tourism and Management, City University of Macau, Macau, China; ^cSchool of Hotel & Tourism Management, The Hong Kong Polytechnic University, TST East, Kowloon, Hong Kong; ^dFaculty of Hospitality and Tourism, Prince of Songkla University, Thailand; ^eSchool of Humanities and Tourism Management, Bangkok University, Klong Luang, Pathumthani, Thailand; ^fCollege of Hospitality and Tourism Management, Sejong University, Gwanjin-Gu, Seoul, Korea

ABSTRACT

Cannabis tourism is expanding amid legalization and commercialization, yet it stirs controversies over potential risks. This study explored how regulation and self-regulation affect residents' support for ethical cannabis tourism through social cognitive theory. A survey of 560 Thai residents revealed that well-designed regulatory frameworks elevated moral obligation while mitigating moral disengagement and lowering risk perception. Conversely, moral disengagement heightened risk perceptions. Moreover, moral obligation diminished concerns about cannabis tourism's harms. Risk perception was the most critical predictor of residents' support. These findings highlight the need for transparent, culturally sensitive regulations to sustain social well-being while harnessing the industry's economic benefits.

ARTICLE HISTORY

Received 16 February 2025
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KEYWORDS

Tourism regulation; moral obligation; moral disengagement; cannabis risk perception; Thailand cannabis tourism

Introduction

The commercialization of cannabis has emerged as an ongoing global economic phenomenon, which is commonly referred to as the *green rush*, since the legalization of cannabis in the state of Washington in 2012. This phenomenon centers around leveraging the medicinal and health-related benefits of cannabis in order to drive growth in the agricultural and wellness industries (Charoenwisetsil et al., 2023). This major policy change has paved the way for the development of various tourism-related business ventures, such as *bed and breakfast* establishments, cannabis tours, consumption lounges, and cannabis festivals (Dupej & Nepal, 2021). O'Regan (2022) also suggested that the COVID-19 pandemic has further stimulated the expansion of cannabis tourism, because it has been recognized as an activity that can alleviate stress.

The economic potential of the cannabis industry is promising, and Data Bridge Market Research (2020) indicates that legal cannabis business revenues could reach approximately US\$100 billion by 2027. The first state to legalize recreational cannabis use is Colorado, and 15%

of the total number of tourists were found to participate in cannabis-related activities (Colorado Tourism Office, 2017). Not all cannabis tourists are enthusiasts (Wen et al., 2019), but their curiosity has led them to repeatedly engage in cannabis tourism (S. K. Kang & Lee, 2021; Wen et al., 2023). S. Kang et al. (2019) describe cannabis tourism as one of the fastest-growing segments of special interest tourism by referring to "the act of traveling or vacationing to a place because of the ability to purchase marijuana legally" (Picken, 2017).

The existing tourism literature typically examines the development of cannabis tourism from an uncritical perspective, which primarily focuses on the hedonic or isolated consumption behaviors of tourists (S. K. Kang & Lee, 2018), despite the marketing portrayal of cannabis use as a cultural and lifestyle activity. However, cannabis tourism, which has historically been considered a vital component of drug tourism (Wen et al., 2019), has been suggested to potentially expose society to three distinct types of risks that include social, performance, and financial (Liang et al., 2023). Some destinations, such as Thailand have generally implemented a set of

CONTACT Heesup Han heesup.han@gmail.com College of Hospitality and Tourism Management, Sejong University, 98 Gunja-Dong, Gwanjin-Gu, Seoul 143-747, Korea; Pornpisanu Promsivapallop pornpisanu.p@phuket.psu.ac.th Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand