



APTA
ASIA PACIFIC TOURISM ASSOCIATION

APTA 2022
Jeju

Certificate of Participation

Hyoju Dan, Minho Cho

(THE GROUNDED THEORY ANALYSIS ON THE PROCESS OF AFFECTIVE ORGANIZATIONAL COMMITMENT FOR HOTEL EMPLOYEES: FOCUSING ON FOUR, FIVE STARS HOTELS)

*In Recognition of Contribution to APTA 2022,
the Asia Pacific Tourism Association Annual Conference
(Hybrid Conference)*

Dr. Yeong Hyeon Hwang
Chairman of Board



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Beomjoo Kim, Dae-Young Kim

**(EXPLORING THE EFFECTIVENESS OF ADOPTING VIRTUAL INFLUENCER MARKETING STRATEGY
IN TOURISM FIELD)**

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**Phan Thi Thanh Thuy, Nuno F. Ribeiro,
Justin Matthew Pang**

**(DIGITAL MARKETING ADOPTION AND ITS IMPACT ON SMALL AND MEDIUM-SIZED TOURISM
ACCOMMODATIONS' PERFORMANCE IN THE CENTRAL COAST REGION OF VIETNAM)**

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