

CONTENTS

Research Papers

Will They Come or Not? The Investigation of the Non-Attendance Behavior of the Hotel Guests.....	332
Stepan CHALUPA, Martin PETRICEK, Barbora KOKLAROVA	
The Empowerment of Hotel Employees as a Means of Achieving Competitive Advantage in Times of Crisis.....	343
Moschos PSIMOULIS, Theodoros STAVRINOUDIS, Christos KAKAROUGKAS	
Authenticity and Novelty on Bali's Cultural Tourist Loyalty: Mediating Role of Aesthetic Experience Quality.....	357
Miharni TJOKROSAPUTRO, Ida PUSPITOWATI, Sanny EKAWATI	
Managing Telework in the Medical Tourism Industry: A Qualitative Research on Healthcare Intermediaries.....	370
Halil YORULMAZ	
Evaluation of Tourist Experience with FoMO and JoMO Concepts: A Qualitative Approach.....	391
Öznur ÇETİNKAYA	
Unveiling Spiritual Journeys: Exploring Perceived Values, Satisfaction, and Revisit Intentions in Muslim Religious Tourism...	404
Liasuhaida BARDAN, Salamiah A. JAMAL, Faiza KHAN, Ahmad Fitri AMIR	
Influencing Tourists' Environmentally Responsible Behavior through Green Destination Brand Equity: Mediating Role of Green Destination Trust and Moderating Role of Destination Green Innovation.....	417
Sadia AZIZ, Muhammad Abdullah Khan NIAZI	
Unlocking the Potential of Augmented Reality in Hospitality: The Role of TAM, Perceived Risk, Privacy, Safety, Trust and Hedonic Motivation.....	437
Mohd AZHAR, Naseem BANO, Samiha SIDDIQUI, Sehar NAFEES, SUJOD	
Hotel Environmental Practices and Willingness to Pay: The Role of Environmental Concern and Demographic Moderators...	454
Surabhi GORE, Semele SARDESAI	
Medical Tourism Determinants and Satisfaction: A Case of Türkiye.....	469
Safak CINAR, Derya SIVUK, Jiahui WANG, Muzaffer UYSAL	
Virtual Tourism Dynamics: A Bibliometric Journey and Future Roadmap.....	481
Neena SINHA, Garima KAPOOR, Nikita KATARIA	
Pathways to Short-Term and Long-Term Financial Performance Improvements in the Tourism Industry: A Configurational Analysis of Corporate Social Responsibility.....	498
Shan GAO, Hairul Nizam ISMAIL, Pei Yee TAN	
Development of Industrial Heritage Based on Memorable Tourism Experiences: A Cultural Trendsetter Perspective.....	511
Tihomil MATKOVIĆ, Josipa FORJAN, Ivana JOBST	
Reviewers.....	525