

**【Session J】 4/20(Sat) 10:50~11:50**

**Topic : Marketing and branding strategies in tourism, Leisure and hospitality industry**

**Moderator : Dr. Lynn Lin** (Assistant Professor, Department of Culinary Art, I-Shou University)

<b>No</b>	<b>Title</b>	<b>Author</b>
128	How Tourism Factory Attribution, Perceived Value, and Loyalty Predict Industrial Tourists' Propensity	Mei-Ling Tang C. W. Kuo J. Yang
158	How story construct tourism destination's brand image	Bo-Kai Chen Ming-Ching Yang
166	Exploring factors affecting consumers' selection of traditional Taiwanese banquet	Wen-Yi Chen Hsiu-Yuan Wang Yi-Chen Lee
177	The Potential Contribution of Online Wedding Dress Fitting Platform for Bridal Photography Tourism in Taiwan	Yi-Chun Huang Chao-Hua Wang Chia-Hsin Hsueh