

Preface

Against the backdrop of accelerating global urbanization and deepening regional economic integration, the synergistic development of urban planning and regional economy is of particular importance. In order to promote academic exchanges and cooperation in this field, we are honored to have organized the 2024 3rd International Conference on Urban Planning and Regional Economy (UPRE 2024), held during April 19th to 21st, 2024 in Bangkok, Thailand.

The Conference is an international academic forum for the presentation of research results and technological advances in the fields of and related to urban planning and regional economy technologies involving their advanced applications. It brought together many leading experts, scholars, technicians and industry elites in the domains of interest from around the world to share and publish research results and discuss the best contributions to develop relevant disciplines through research.

The attending delegates had a great opportunity to share research experience and personal perspectives during keynote speeches, oral and poster presentations, as well as to initiate discussions on topics that are of interest to the Conference attendees. Among them, Assoc. Prof. Kanokkarn Kaewnuch (National Institute of Development Administration, Thailand) shared her research on Service Quality Factors of Small Accommodation in Thailand Influencing Thai Tourists' Loyalty. Her research was designed to study the service quality factors influencing Thai tourists' loyalty. Questionnaire was used to collect data from 400 Thai tourists who have experienced small accommodation services. And inferential statistics including Stepwise Multiple Regression Analysis was applied to test the research's hypothesis by examining the impacts of service quality factors on Thai tourists' loyalty. All the speakers presented us dramatic speeches with their professional views on specific topics. And the Conference was very active during the presentations, heated discussions continuing even during the breaks.

UPRE 2024 received a quantity of manuscripts including international ones, but some of the submissions were unfortunately rejected after rigorous review process. By submitting a paper to the Conference, the authors understood and agreed that papers would undergo a rigorous peer-review process. Manuscripts were reviewed by at least two independent, qualified experts in the fields selected by the Conference Committee, who took detailed comments and the authors would submit a revised version in which the feedback was taken into consideration. The Committee of UPRE 2024 invested great efforts in reviewing the papers submitted to the Conference and organizing the conference to enable the participants to gain maximum benefit.

We would like to thank the organizing staff, the committee members, all the reviewers and everyone who had worked for and lent a hand in reviewing papers and making valuable suggestions for the improvement of the Conference. Special acknowledgement to the members of SHS Web of Conferences for their sincere help and high efficiency in publishing this Proceedings.

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