APacCHRIE 2024 Conference
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PROCEEDINGS – POSTER PAPER PRESENTATION

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Exploring of Artificial intelligence (AI) Suggestions for Services Marketing Mix on Business Performance and Repurchase Behaviour: A conceptual paper

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Abstract:

This paper explores the dynamic elements of Artificial Intelligence (AI) suggestions within the services marketing mix and their combined impact on business performance and repurchase behaviour in the Bangkok restaurant industry. The study anticipates revealing insights for restaurant owners utilizing predictive analytics systems with AI, offering evidence on benefits such as optimized menu planning, inventory management, and staffing. AI software companies can benefit by tailoring solutions to the specific needs of the Thai restaurant industry, enhancing market share and revenue. The research contributes to literature on predictive analytics with AI in the restaurant sector, serving as a foundation for future studies.

Keywords: Artificial Intelligence, Services Marketing Mix, Restaurant Industry

1. Introduction

In the ever-expanding global restaurant industry, valued at approximately $1.4 trillion and growing at a rate of 4.5% as of 2023 (KROLL, 2023), the use of Artificial Intelligence (AI) is emerging as a pivotal factor in reshaping operational strategies. Particularly in the dynamic landscape of Bangkok's restaurant scene, where recovery from the challenges posed by the COVID-19 pandemic is underway, the integration of AI stands as a promising avenue for sustainable growth. Thailand's restaurant sector, a vibrant part of Asia's foodservice landscape, is poised for a 5.4% recovery in 2023, with varying trajectories for different business sizes (ttbbank, 2022). Against the backdrop of an optimistic outlook, challenges such as high inflation, rising costs, and intense competition persist, notably affecting small-scale enterprises. In this context, the intersection of AI and the services marketing mix becomes crucial for improving business performance and fostering repurchase behavior. As the restaurant industry adapts to the transformative potential of AI, this research endeavors to delve into its specific implications in the context of services marketing mix, with a focus on product, price, place, promotion, people, process, and physical evidence (Kotler, 2020). The overarching goal is to not only understand the impact of AI suggestions on business performance and repurchase behavior but also to uncover the intricate ways in which AI technology is being harnessed within the vibrant restaurant landscape of Bangkok.

The primary aim of this research is to develop a robust conceptual framework that intricately integrates Artificial Intelligence (AI) suggestions within the services marketing mix components—product, price, place, promotion, people, process, and physical evidence—specifically tailored to the Bangkok restaurant industry. This framework will serve to elucidate the combined impact of AI-driven strategies on enhancing business performance metrics such as revenue growth, operational efficiency, and customer satisfaction, while also exploring their influence on fostering repurchase behaviour among customers. Through detailed analysis and synthesis, this study seeks to provide actionable insights and strategic recommendations to restaurant operators and stakeholders on effectively leveraging AI technologies to navigate the evolving landscape, mitigate challenges, and capitalize on growth opportunities in Bangkok's dynamic restaurant industry.

2. Literature Review

2.1 AI and Its Influence on the Services Marketing Mix

The incorporation of Artificial Intelligence (AI) into marketing strategies has garnered considerable attention recently, owing to its potential to revolutionize customer interactions and optimize various facets of marketing strategies (Andreassen, et al., 2018). AI is increasingly being applied to automate and refine elements of the services marketing mix, encompassing product, price, place, promotion, people, process, and physical evidence. By harnessing AI capabilities, organizations can seamlessly integrate external knowledge into their business strategies and product architectures, thereby enhancing the overall efficacy of the marketing mix (Andreassen, et al., 2018).

2.2 AI's Impact on the Restaurant Industry

Recent studies have delved into the application of AI in the restaurant business, revealing a spectrum of applications and benefits. Kumar, Sharma, and Mahdavi (2021) highlight the diverse uses of AI and Machine Learning (ML) in this sector, ranging from customer feedback analysis and recipe innovation to the reinvention of food delivery and the implementation of AI-driven customer feedback systems. These AI-driven solutions offer valuable insights that contribute to improving business performance and shaping repurchase behavior within the restaurant industry (Kumar, Sharma, & Mahdavi, 2021).

2.3 AI and Its Role in Influencing Repurchase Behavior

The potential of AI to shape repurchase behavior has become a focal point of research. By establishing a reciprocal emotional connection with customers, AI has the capacity to foster increased customer loyalty and encourage repeat purchases. Furthermore, AI can be deployed to model customer behavior and satisfaction, providing invaluable insights that aid in enhancing customer retention (Nazir, Khadim, Asadullah, & Syed)

2.4 Technological Disruptions in the Services Sector

The services sector has experienced transformative shifts due to technological disruptions, including the Internet of Things, autonomous devices, advanced analytical capabilities (AI), and immersive media (virtual and augmented reality) (Buhalis, et al., 2019). These disruptions have given rise to smart environments, enabling innovative approaches to service delivery and customer engagement.

2.5 Blockchain's Revolutionary Impact on Supply Chain Management

Blockchain technology stands poised to revolutionize supply chain activities, reshaping key objectives such as cost, quality, speed, dependability, risk reduction, sustainability, and flexibility (Kshetri, 2018). Through leveraging blockchain, organizations can establish secure and transparent supply chain networks that enhance operational efficiency and mitigate risks.
While existing literature has provided valuable insights into the application of AI in marketing, notable gaps still exist that warrant further exploration. Future research should concentrate on understanding the optimization of each element of the services marketing mix through AI and its influence on repurchase behavior across diverse contexts. Additionally, empirical studies are essential to validate and extend existing theoretical findings.

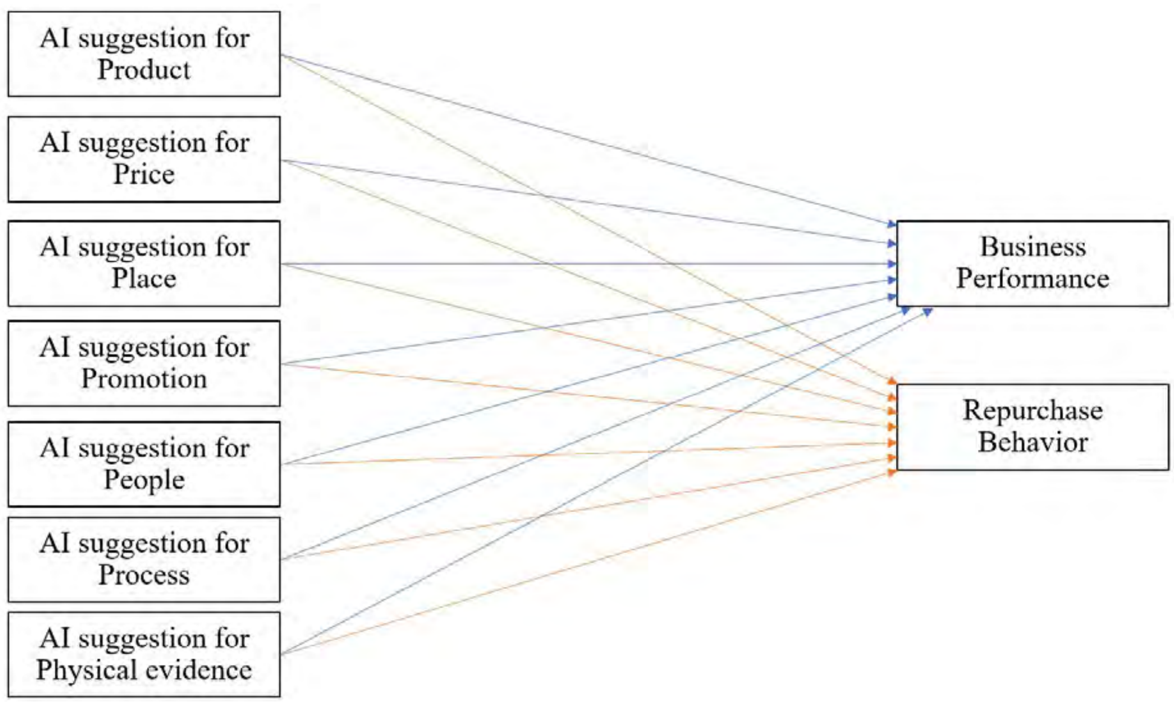

Figure 1: Conceptual framework

3. Methodology

This study employs a mixed-methods approach, incorporating both qualitative and quantitative data collection and analysis methods. The research focuses on Bangkok's restaurant industry, including 100 restaurants utilizing Earlap's AI services and an additional 20 restaurants directly interviewed regarding their use of predictive analytics with AI. Using purposive sampling, a diverse range of Bangkok restaurants operational for at least a year and implementing predictive analytics systems in the last six months were selected. The sample consists of 200 restaurant owners and managers for quantitative insights and 20 for qualitative interviews based on the assumption of Hair, Black, Babin and Anderson (2018). Non-probability purposive sampling was chosen to specifically target restaurants utilizing predictive analytics with AI in their operations, ensuring a representative selection (Creswell, 2012) The independent variable in this study is the integration of AI suggestions into the service marketing mix. The study

examines how this integration influences two dependent variables, business performance and repurchase behavior.
Data collection method refers to the systematic process of gathering information or data relevant to a research study. In this study, a mixed-methods approach is employed, incorporating both qualitative and quantitative data collection methods to provide a comprehensive understanding of the research topic. The data collection methods used included. A structured questionnaire is administered to 200 restaurant owners and managers who are clients of Eatlap in Bangkok. The survey gathers quantitative data on various aspects related to the integration of AI suggestions into the service marketing mix, business performance metrics, and repurchase behavior. Semi-Structured Interviews: In-depth interviews are conducted with a purposive sample of 20 restaurant owners and managers who have implemented predictive analytics systems in their operations. These interviews explore qualitative insights and experiences related to the use of AI in the restaurant industry, providing deeper understanding and context to complement the quantitative data. These data collection methods allow the researchers to gather both quantitative data, providing numerical insights into various aspects of the research variables, and qualitative data, offering nuanced perspectives and contextual understanding from the experiences and viewpoints of restaurant owners and managers. The integration of both quantitative and qualitative data enhances the comprehensiveness and depth of the research findings.

A pilot study with a small sample of Bangkok restaurants will assess the survey questionnaire's validity and reliability, encompassing content, face, and construct validity, as well as reliability using the test-retest method and Cronbach's alpha coefficient. The interview guide for qualitative data will be pre-tested with a small group of restaurant owners and managers. Quantitative data will be collected from 200 existing Eatlap clients in Bangkok. Qualitative insights will be gathered through semi-structured interviews with 20 purposively selected restaurant owners and managers who have implemented predictive analytics systems. SPSS will be utilized for inferential statistics on quantitative data, including means, frequencies, standard deviations, and regression analysis. Thematic analysis will be applied to qualitative data, identifying patterns and themes in interview transcripts. A coding system will categorize data, enabling the identification of common themes. The integration of qualitative and quantitative data will provide a holistic understanding of the impact of predictive analytics with AI on the restaurant industry in Thailand.

According to Jarek and Mazurek (2019) in outlined the domains influenced by AI in the marketing mix to establish a theoretical foundation before crafting specific constructs related to AI recommendations for service marketing such as *“Utilization of AI algorithms to create personalized service experiences based on individual customer preferences and behaviors”*, *“Offering unique value propositions by incorporating AI-driven enhancements into the service, justifying and optimizing pricing structures”, “Introduction of novel distribution channels facilitated by AI to reach and serve customers through diverse platforms.”, “Incorporation of AI into service delivery to create a "wow" factor, providing customers with unique and memorable experiences.”, “Automation of service processes using AI to enhance efficiency and streamline operations.”, “Utilization of AI for 24/7 customer service, such as chatbots, ensuring continuous support and assistance.”* and *“Integration of AI-driven elements to enhance the physical evidence of services, providing a more immersive and innovative service environment.”.* The construction of AI recommendations for the service marketing mix involved employing

Exploratory Factor Analysis (EFA) to systematically group and categorize the constructs. Subsequently, reliability and validity testing were conducted, following the methodology outlined by Hair, Black, Babin, and Anderson (2018). While the business performance items which related to the Average Return on Sales or Average Profit adopted from Jogaratnam (2017) and repurchase intention behavior such as *"I am planning to dine at this restaurant during the next 3 months"* adopted from Han and Ryu (2012).

4. Results

The findings of this research hold significant academic and industrial implications, benefiting both restaurant owners and AI software companies while contributing to the existing literature and guiding future research endeavors.

4.1 Academic Implications

By uncovering the benefits of predictive analytics with AI in the restaurant industry, this study enriches the academic literature on the intersection of AI technology and service operations management. The detailed insights into the impact of AI on menu planning, inventory management, and staffing provide a foundation for further theoretical development and empirical research in this area. Also, the mixed-methods approach utilized in this study sets a methodological precedent for future research endeavors in similar contexts. Researchers can replicate and adapt this methodology to explore the impact of predictive analytics with AI across various industries, contributing to the advancement of research methodologies in the field of AI-driven business analytics.

4.2 Industrial Implications

The evidence-based insights derived from this research offer actionable guidance to restaurant owners who have implemented predictive analytics with AI. By understanding the specific benefits such as optimized menu planning and improved resource allocation, restaurant owners can make informed decisions to enhance operational efficiency, leading to increased revenue and customer satisfaction. Opportunities for AI Software Companies: AI software companies specializing in predictive analytics stand to gain valuable insights from this research. By understanding the unique needs and challenges of the restaurant industry in Thailand, these companies can tailor their AI solutions to better address industry-specific requirements, thereby enhancing their market competitiveness and expanding their customer base.

5. Limitations

The study has certain limitations given its conceptual nature. As a conceptual paper, it lacks empirical evidence to validate and test the proposed model. Therefore, future research endeavors should focus on conducting empirical studies to assess and substantiate the model, providing tangible results that can enhance the robustness and applicability of the proposed concepts. The findings of this research serve as a foundational basis for future studies exploring the impact of predictive analytics with AI on business performance in diverse industry settings. Researchers can build upon the insights and methodology presented in this study to delve deeper into specific aspects of AI-driven analytics and its implications for organizational performance. This study identifies potential areas for further investigation, such as the long-term effects of AI implementation on business sustainability and the role of organizational culture in facilitating AI adoption. Future research endeavors can focus on addressing these gaps, thereby advancing knowledge and understanding in the field of AI-driven business analytics. Hence, this research not only provides practical guidance for industry practitioners but also contributes to the academic discourse on AI technology's role in shaping organizational performance and strategy in the modern business landscape.

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Making sense of the triggers on stress of commercial pilots amidst COVID-19 pandemic in the Middle East

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Abstract:

This study examines job-related stressors and triggers faced by commercial pilots in the Middle East during the COVID-19 pandemic. Through interviews with six pilots, it identifies stressors like communication gaps, family dependence, relocation challenges, skepticism towards organizational support, and adaptation fatigue. Triggers such as financial stability, family security, and safety concerns are also noted. Practical implications include suggestions for transparent communication, family support programs, and fatigue management in human resource and Crew Resource Management (CRM). The study enriches the SCARF model, highlighting social, cognitive, affective, and regulatory factors impacting pilots' stress. It suggests future research should focus on longitudinal studies across various airline settings to better understand occupational stress in aviation.

Keywords: Stress Management, Mental Health, COVID-19 Pandemic, Aviation Industry

1. Introduction

The emergence of the novel coronavirus, COVID-19, has unleashed profound disruptions across industries worldwide, with perhaps none more profoundly affected than the aviation sector. As a critical component of the global transportation network, the aviation industry serves as a linchpin for economic connectivity, facilitating the movement of goods, services, and people on an international scale. However, the onset of the pandemic precipitated a cascade of challenges, ultimately culminating in a seismic impact on global economies.

The reverberations of the pandemic's effects are keenly felt in the Middle East, where approximately 0.9 million individuals employed within the aviation sector faced abrupt redundancy as airlines grappled with mounting financial pressures (Roy, 2020). Iconic carriers, including low-cost airlines like Virgin Australia, were compelled to declare bankruptcy (Reuters, 2020), while others, such as Lufthansa, sought government assistance to weather the storm (Podesta et al., 2020). Against the backdrop of dwindling travel demand and stringent border closures, airlines were compelled to retire fleets of iconic aircraft, like the A380 and B747, in a bid to navigate the unprecedented challenges posed by the pandemic (Liang, 2020).

In response to the imperative of containing the virus's global spread, nations worldwide implemented stringent border control measures, effectively grounding the majority of passenger flights and permitting only cargo operations between continents. Consequently, aviation workers found themselves navigating a landscape marked by uncertainty and upheaval, with thousands facing job losses and significant financial strain (The Star, 2020). Even for those fortunate enough to retain employment, the specter of job insecurity loomed large, as furloughs and extended pay cuts became commonplace (Aero Crew News, 2020).

Moreover, the nature of aviation work, characterized by unavoidable physical proximity and heightened exposure risks, exacerbated the challenges faced by flight crews. Crew members returning from layovers were subject to strict isolation measures, amplifying feelings of isolation and alienation (BBC News, 2021). Regrettably, incidents of discrimination against airline employees surfaced, underscoring the stigmatization faced by individuals associated with a profession synonymous with global mobility (Nicola, 2021).

Beyond the immediate economic ramifications, the pandemic's toll on aviation workers extends to profound psychological repercussions. Studies have documented a surge in mental health challenges among flight crews, with symptoms ranging from depression to acute stress, potentially compromising safety and operational efficacy (Fiorillo & Gorwood, 2020; Gavin et al., 2020; Gunnell et al., 2020). The critical nexus between mental well-being and job performance in aviation underscores the urgent need for a comprehensive understanding of stressors and their implications within this context.

Drawing upon principles of Aviation Psychology and Human Factors, this study seeks to elucidate the intricate interplay between stress, mental health, and operational safety amidst the backdrop of the COVID-19 pandemic crisis. By interrogating the specific stressors experienced by commercial pilots and examining their origins and consequences, this research aims to inform targeted interventions and proactive measures aimed at safeguarding both individual well-being and flight operational integrity. Hence, the study was conducted to address these 2 primary questions – 1) What are the stressors experienced by commercial pilots as a result of the COVID-19 pandemic? 2) How do these stressors evolve and impact pilots' well-being and job performance over time?

Central to this endeavor is the recognition of the pivotal role played by Crew Resource Management (CRM) in mitigating human error and enhancing safety outcomes within aviation. As the industry navigates the complexities of recovery and adaptation in a post-pandemic landscape, the imperative of integrating stress management protocols within CRM frameworks emerges as a cornerstone of effective risk mitigation and operational resilience. Through a comprehensive examination of stress triggers, coping mechanisms, and their implications for flight safety, this study endeavors to illuminate pathways for enhancing pilot well-being and fortifying the resilience of aviation operations in an era defined by unprecedented challenges.

Focusing exclusively on the perspective of commercial pilots amidst the COVID-19 pandemic, this study offers a unique opportunity for aviation training academies and airline organizations to reassess the contextual relevance of their CRM programs. Human Factors Specialists, tasked with designing and implementing such initiatives, along with CRM instructors responsible for delivering training, stand to benefit from the nuanced understanding of pilots' experiences gleaned from this research. Academically, this study enriches the discourse on commercial pilots' emotional and experiential landscapes during times of crisis, offering invaluable insights that may be challenging to access through internal organizational channels.

Moreover, the findings of this research hold potential benefits for pilots themselves, empowering them with knowledge and strategies for self-management of stress. As pivotal figures within flight operations, pilots shoulder the responsibility of ensuring safety and operational efficacy. By enhancing pilots' self-awareness and stress management capabilities, this study not only serves as a preventative measure against mental health issues but also seeks to optimize their performance in the cockpit.

Literature Review

2.1 Stress in Aviation Industry

The aviation working environment presents pilots with a multitude of stressors, encompassing physiological, physical, and emotional dimensions (Homan, 2002). Pilots, operating as both shift-workers and remote-workers, contend with erratic schedules and time zone variances, contributing to physiological stress exacerbated by fatigue from shift work (Bidaisee et al., 2019). Additionally, the nature of their occupation exposes them to dynamic weather conditions, challenging their physical resilience during pre-flight checks conducted in extreme temperatures. Moreover, the prolonged isolation endured during long-haul flights compounds emotional stress, hindering access to vital emotional support (NIMH, 2021).

Such chronic stress can precipitate severe health issues, including mental disorders like depression and anxiety, with studies indicating prevalence rates ranging from 1.9% to 12.6% among airline pilots (Pasha & Stokes, 2018; Wu et al., 2016). Disrupted circadian rhythms and fatigue further exacerbate mood disorders, manifesting in symptoms such as irritability and impaired concentration (DeHoff & Cusick, 2018). The consequences of mental distress extend beyond individual well-being, posing significant safety risks within flight operations. Research underscores the heightened jeopardy posed by mistakes resulting from impaired mental function, potentially leading to catastrophic loss, as exemplified by the Germanwings tragedy in 2015 (Schladebach, 2016; Vuorio & Bor, 2020).

Amidst the COVID-19 pandemic, pilots face intensified stressors, including job scarcity, furloughs, and stringent health measures, exacerbating social, economic, and political risks (Christidis & Christodoulou, 2020). Quarantine requirements and travel restrictions further isolate pilots from crucial social support networks, amplifying anxiety and uncertainty (Martinussen & Hunter, 2017; NIMH, 2021).

Moreover, the inundation of media coverage on infectious disease exacerbates stress levels, impeding cognitive function and perpetuating a cycle of anxiety and uncertainty (Holmes et al., 2020). As travel demand surges with the reopening of borders in a post-pandemic landscape, the mental well-being of aviation crew becomes paramount in ensuring flight safety (Turak, 2022; Symons, 2022). In response, efforts to enhance mental health screening and support mechanisms are underway, with airlines urged to prioritize preventative treatments to ensure the fitness of aircrews for duty (Wu et al., 2016; Cahill et al., 2021).

2.2 Stress Management and Coping

The Germanwings accident prompted a re-evaluation of mental health within aviation safety management. A collaborative effort led by aviation medical professionals, supported by ICAO and FAA, resulted in updated recommendations for aviation medical assessments, placing increased emphasis on addressing common mental health issues such as stress, depression, and anxiety (Bor et al., 2016). Subsequently, the FAA underscored the pivotal role of Safety Management Systems (SMS) in mitigating mental health risks among flight crews.

In response to these developments, researchers have proposed various coping and management strategies. Wilson et al. (2021) advocate for holistic approaches focusing on healthy sleep, diet, and physical activity to nurture pilots' mental and physical well-being amidst the pandemic. Cahill et al. (2019) stress the importance of well-being interventions tailored to both airline initiatives and individual flight crew self-management, recognizing variations in coping abilities. Furthermore, Cahill et al. (2020) advocate for data-driven tools as proactive measures for pilots' health management and airlines' risk mitigation.

Earlier studies, such as that by Homan (2002), have embraced holistic frameworks like the Kobasa Stress Resistance Model, encompassing strategies such as breathing exercises, regular physical activity, and dietary adjustments. Sloan and Cooper (1985) highlight the crucial role of supportive marital relationships and home life as key factors in pilots' stress coping mechanisms.

Stress and SCARF Model of Threat and Reward

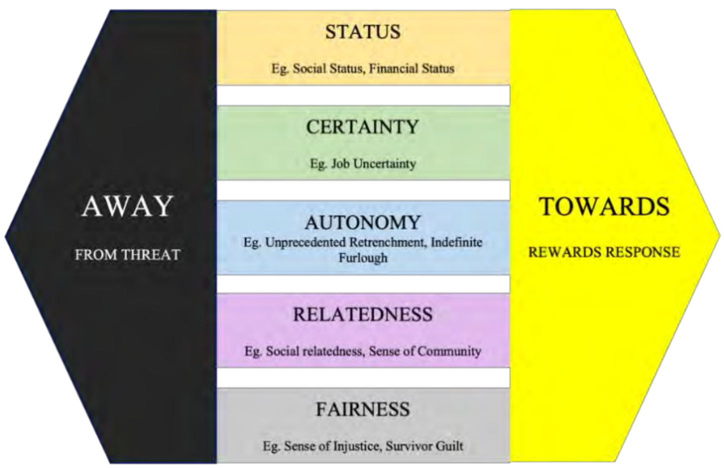

Figure 2: SCARF Model applied on Commercial Pilots under COVID-19 pandemic

The SCARF model, comprising Status, Certainty, Autonomy, Relatedness, and Fairness, elucidates the fundamental factors shaping human behavior in social contexts, with implications for adaptation to change (Rock, 2008). Employed in various studies, such as Pope (2019)'s investigation into school leadership, the model provides insights into navigating organizational transitions. In this study, the SCARF model serves as a framework for formulating probing questions to identify stressors resulting from the COVID-19 pandemic among commercial pilots.

Status, the first factor, underscores the need for individuals to feel valued and secure in their social standing. For pilots facing furloughs or redundancies, the loss of their professional status triggers elevated stress responses. Certainty pertains to one's tolerance for uncertainty, with the pandemic eroding job security and exacerbating stress levels. Autonomy refers to perceived control over one's life, with restricted choices amplifying stress among pilots subject to external decisions affecting their futures. Relatedness emphasizes the importance of social connections, with supportive networks mitigating stressors. Fairness addresses perceptions of equity, with affected pilots grappling with feelings of injustice or survivor's guilt.

Each SCARF factor influences individuals differently based on personal background and values, with varying degrees of threat and reward responses. Recognizing these dynamics is crucial for understanding and addressing the diverse stressors experienced by commercial pilots during the pandemic.

2.3 Research Gap

The current Crew Resource Management (CRM) program primarily focuses on Threat and Error Management (TEM) for team coordination and decision-making, overlooking the significant impact of stress on mental health and safety (ICAO, 2020; NIMH, 2021; DeHoff & Cusick, 2018; Vuorio & Bor, 2020). Existing models, such as Karasek's Job Strain Model, have addressed general work-related stress among pilots, but fail to account for the unique stressors posed by the COVID-19 pandemic (Flight Safety Foundation, 2021). Research by Cahill et al. (2021) reveals a deterioration in mental health among aviation workers during the pandemic, with commercial pilots particularly affected due to their leadership role and lack of organizational prioritization of well-being. Limited studies on stress coping strategies among pilots, such as Joseph's (2016) focus on military pilots in India, underscore the need for comprehensive research in this area.

Moreover, the societal and governmental response to supporting pilots facing redundancy or infection risks remains inadequate (Cahill et al., 2021; Vuorio & Bor, 2020). Reluctance to seek mental health support due to concerns about medical certification processes further exacerbates the issue (Dehoff & Cusick, 2018). Providing psychoeducation, stress management resources, and tailored care options is crucial to addressing pilots' mental health needs (Vuorio & Bor, 2020; Holmes et al., 2020).

This study aims to fill the research gap by investigating the factors influencing stress among commercial pilots, utilizing the SCARF model for insights into pilots' perspectives (Rock, 2008). While quantitative studies by Cahill et al. (2019, 2020) and Wilson (2021) provide factual perspectives, there is a scarcity of qualitative research exploring the behavioral insights of commercial pilots on this critical topic.

Methodology

3.1 Research Design

This study utilizes a qualitative research method to explore the stresses experienced by commercial pilots during the COVID-19 pandemic and the causal relationship between these stresses and job resources. Qualitative research enables an in-depth understanding of pilots' experiences, thoughts, and feelings through open-ended questions, allowing for a dynamic exploration of their reality (Minichiello, 1990). This approach is particularly valuable for uncovering the underlying reasons behind issues and identifying key themes within the data (Boodhoo, 2009).

While limited qualitative research exists on this topic, Alrawashdeh et al. (2021) employed a mixed-method approach to investigate occupational burnout among physicians during the pandemic, providing insight into relevant themes. However, other studies (Cahill et al., 2021;

Wilson et al., 2021) predominantly utilized quantitative methods, focusing on numerical comparisons and statistical inferences. By adopting a qualitative approach from the perspective of commercial pilots, this study contributes valuable practical insights to the aviation industry.

3.2 Research Techniques and Sampling

Participants was recruited purposively using homogeneous sampling method because the study focuses only on commercial pilots. Purposive sampling is a suitable method to employ when the contribution of amount of primary data sources are bounded (Saunders, 2012). Commercial pilots were recruited both verbally and through phone calls. Given the background of the researcher, participants are mainly previous colleagues which are already in contact with the researcher. Though there was minor difficulty occurred during the recruitment process as pilots were not convinced for their audio to be recorded, however the issue was resolved after the explanation and reassurance of the use and storage of the recorded audio. It is understandable that Commercial pilots were skeptical and guarded when their consent to be audio recorded was asked, given the resemblance of their working situation where cockpit are voice recorded for safety purposes throughout flight operations (Noort et al., 2021). It should be mentioned that data saturation was fulfil when it reached the 7th interviews. However, one of the interviews was identified as not relevant during the data analysis. Therefore, a total of 6 interviews was coded manually.

3.3 Research Participants

The study is focused on the perspective of commercial pilots from an international GCC airlines that is based in the Middle East. Research participants were recruited based on Table 1 indicates the brief description of the interviewed commercial pilots.

Table 1: List of the interviewed Commercial pilots and their brief description.

Respondents	Brief Description
Pilot A	More than 10 years in the Aviation industry. He was furloughed more than half year throughout the pandemic when the fleet A380 was grounded.
Pilot B	15 years in the Aviation industry. He was furloughed more than half year throughout the pandemic when the fleet A380 was grounded.
Pilot C	More than 12 years in the Aviation industry. Motivated by the traveling parks of pilot occupation. Flight operations for his fleet, B777 was ongoing throughout the pandemic.
Pilot D	More than 10 years in the Aviation industry. He was furloughed more than half a year throughout the pandemic when the fleet A380 was grounded.
Pilot E	Around 10 years in the Aviation industry. He has recently rejoined the organization whom he was retrenched during the pandemic.
Pilot F	More than 18 years in Aviation industry. Flight operations for his fleet, B777 was ongoing throughout the pandemic.

The research instruments employed a structured set of pre-determined questions, comprising open-ended introductory and closing questions, as well as three main questions derived from the Job Demand-Resource (JDR) model. Probing questions based on forecasted themes of Job Resources and the SCARF model were also prepared in advance, with additional themes emerging during the interviews due to the inductive approach of qualitative research (Thomas, 2006).

The JDR model, delineating job demands and resources, guided the formulation of questions aimed at identifying pandemic-induced stress among commercial pilots and the triggers associated with job resources. Job demands encompassed aeromedical requirements, social isolation, and dynamic operations, while job resources included financial stability, organizational support, and safety measures. Respondents were briefed on the definition of job resources to ensure mutual understanding. Probing questions aligned with the five key factors of the SCARF model—Status, Certainty, Autonomy, Relatedness, and Fairness—were also incorporated. Each interview session lasted approximately 35 to 45 minutes, with respondents choosing interview locations based on their comfort and convenience. Three pilots opted for home interviews, while the remaining three preferred public café settings near their residences.

Data collection for this study occurred from October to November 2022, focusing solely on in-depth interviews with six commercial pilots. Conducted face-to-face in a semi-structured format, this approach facilitated observation and emotional distress protocols if needed (Draucker et al., 2009). However, potential participant reactivity due to the personal and detailed questions posed was acknowledged, highlighting the importance of maintaining respectful relations and minimizing researcher bias (Schonfeld & Mazzola, 2013).

As the researcher, I am a former aviation worker with experience in the industry, posing a potential bias. To mitigate this, prolonged engagement was prioritized at the start of each interview, fostering rapport and setting aside assumptions (Caelli, 2001). Consent was obtained for audio recording, and hand-written notes complemented the recordings. Familiar language and aviation terms were used to establish trust, crucial for discussing sensitive topics (Murray, 2003). Besides, member checks were conducted throughout the interviews for data reliability, with frequent clarification questions ensuring accuracy (Carcary, 2009). Additionally, positive final questions aimed to ease respondents from intense topics back to normal conversation (Dempsey et al., 2016).

Data analysis, done concurrently with collection, involved manual coding due to technical issues with electronic coding software. Despite challenges, this method allowed for detailed analysis. Findings were validated by two pilots to enhance credibility, with saturation reached at 81 initial codes for part one and 27 for part two (Boyatzis, 1998). Thematic analysis results are presented in Tables 2 and 3.

Findings and Discussion

4.1 Stresses resulted by COVID-19 pandemic

a. *Constraints Stress*

Three out of six pilots emphasized the stress brought about by the restrictions imposed during the COVID-19 pandemic. They particularly highlighted the challenges related to movement control, such as mandatory quarantine and stay-at-home orders. One pilot described the requirement to stay at home unless permitted by the police, which significantly limited their movement and affected their daily lives, especially concerning their children (Pilot A).

The stress experienced by these pilots primarily revolved around movement restrictions and financial constraints. The severe impact of the pandemic on the airline industry led to cost-cutting measures, including pay reductions, furloughs, and layoffs. In addition to the financial impact, pilots and their families had to adhere to movement restrictions imposed to curb the spread of the virus. This meant foregoing social activities, travel, and other recreational pursuits, which are essential for many in regulating emotions (Lassri & Desatnik, 2020). Overall, the pandemic restrictions posed significant challenges for pilots, both professionally and personally.

b. Disruption Stress

The pilots experienced significant stress due to disruptions caused by the pandemic, impacting both their careers and personal lives. This disruption was particularly pronounced in terms of life planning, with four out of six pilots highlighting its significance. One pilot expressed concerns about the completion of a newly purchased house due to banks' reluctance to provide loans to airline employees, leading to worries about financial security and job prospects (Pilot E).

The disruption stress encompassed various aspects of the pilots' lives, including routine, career progression, and livelihood. Many pilots had made long-term plans based on the benefits provided by their employers, such as educational coverage for their children and accommodation allowances. However, retrenchment and furlough during the pandemic disrupted these plans, affecting not only their life planning but also their children's education and daily routines (Krause et al., 2022; NIMH, 2021). Furthermore, the disruption in airline operations posed challenges for pilots in maintaining their license validity and finding alternative employment. Research suggests that career disruptions, such as furlough and retrenchment, can have long-term negative effects on well-being (Mauno et al., 2010). Thus, the disruption stress experienced by the pilots had profound implications for their financial security, career prospects, and overall well-being.

c. Uncertainty Stress

The pilots experienced significant stress due to uncertainty brought about by the pandemic. This uncertainty encompassed various aspects of their lives, including job security, financial stability, family matters, and operational schedules. One pilot described the distress of being on unpaid leave, comparing it unfavorably to being laid off, as the uncertainty of when the pandemic would end and normalcy would return left them in limbo (Pilot E). This feeling of uncertainty was echoed by all six pilots, indicating its pervasive impact across different domains of their lives.

The aviation industry typically emphasizes risk management, with pilots trained to assess and mitigate hazards. However, the unprecedented circumstances of the pandemic presented novel risks that were not covered in standard training protocols. The uncertainty surrounding job security, in particular, had a profound effect on the pilots' well-being and job performance, as highlighted by previous research (Holmes, 2020). Notably, the stress associated with uncertainty was closely linked to job resources, a factor that will be further explored in the subsequent findings.

d. *Psychosocial Stress*

Five out of six pilots described experiencing stress during the pandemic characterized by feelings of discomfort or anxiety, which they collectively referred to as uneasiness. Among them, three pilots specifically mentioned how quarantine measures and the uncertainties surrounding the pandemic affected the anxiety levels of their family members. One pilot recounted how their daughter developed a fear of strangers after the quarantine period, highlighting the profound impact of isolation on social development and mental well-being (Pilot A).

The stress of uneasiness experienced by these pilots encompassed various factors, including family anxiety, adversity-related anxiety, loss of confidence, fatigue from unpredictable work schedules, and feeling like social outcasts in public settings. They expressed concerns about the long-term effects of quarantine on mental health, with studies confirming that prolonged isolation can lead to conditions such as PTSD and depression (Veldhuis et al., 2021). Moreover, the constant worry about job security and the discrimination faced by airline crews as potential virus carriers exacerbated their stress levels. Such environmental stressors can have detrimental effects on mental health, leading to depression, anxiety, and decreased self-esteem (NIMH, 2021; Schmitt et al., 2014).

e. *Work-Life Imbalance Stress*

Three out of six pilots described experiencing stress during the pandemic as an opportunity for deep reflection, with two of them specifically reflecting on their passion for their occupation. One pilot expressed that despite financial concerns, their love for flying outweighed monetary considerations, highlighting the intrinsic value they derived from their work (Pilot F)

The stress of reflection experienced by these pilots revolved around their passion for their job, the perceived cost of pursuing that passion, reevaluation of priorities, and the practicality of their occupation. The pandemic-induced restrictions on social activities forced individuals to confront their emotions and priorities, as traditional coping mechanisms became unavailable (Lassri & Desatnik, 2020). The uncertainty surrounding job security prompted pilots to introspect about the intrinsic rewards of their profession and the practical implications of their career choices. The disruption of routine work schedules during lockdowns also provided pilots with extended time for introspection and contemplation.

This stress of reflection underscores the importance of understanding one's own motivations and beliefs, as well as the need to reassess priorities in times of crisis. The ability to engage in reflective functioning, as described by Luyten et al. (2020), allows individuals to gain insight into their conscious states, including beliefs, feelings, goals, and attitudes. By embracing this reflective process, pilots were able to navigate the challenges of the pandemic with a deeper understanding of themselves and their aspirations.

f. Relatedness Stress

Two out of six pilots expressed experiencing stress related to their sense of social connectedness during the pandemic. Both pilots highlighted the negative impact of social interactions, whether through public aviation news or private pilot forums, on their well-being (Pilot B).

The stress of relatedness faced by these pilots primarily stemmed from the negativity surrounding social interactions. Despite seeking updated information and a sense of community from private forums and news updates during the COVID-19 pandemic, they encountered unfavorable news such as furloughs and redundancies, exacerbating their concerns about job security. This heightened uncertainty threatened their sense of self-actualization and relatedness, potentially leading to feelings of detachment and depression if prolonged (Godinic et al., 2020).

g. *Social and Emotional Isolation Stress*

Four out of six pilots expressed the emotional strain they experienced during the pandemic, with Pilot B highlighting the profound sadness associated with farewells to valued friendships, which transcended mere colleagues in a foreign land. The emotional stress faced by these pilots primarily revolved around being distant from loved ones, the sorrow of peer relationships, and the farewells of friendships in a foreign land. Due to border closures and strict travel restrictions imposed to contain the spread of the virus, individuals worldwide, including air crew, were prohibited from traveling, forcing many to endure separation from their families and loved ones. This separation, coupled with the uncertainty of their occupation, contributed to feelings of distress among the pilots. Long-distance relationships strained by the lack of emotional support further exacerbated their distress (Bhugra, 2004). Moreover, the bonds forged within the pilot community during the pandemic served as a source of solace amidst adversity. These friendships provided crucial social support, a vital resource for pilots navigating the challenges of the pandemic (Cutrona & Russel, 1987).

h. *Operational Adaptation Stress*

Three out of six pilots expressed their stress as being unprecedented, with Pilots C and F, both operating the B777 fleet, highlighting the significant operational changes experienced during the pandemic. The stress of unprecedented challenges mainly revolved around the changes in operations and travel procedures. Pilots described how the pandemic necessitated new procedures, such as mandatory PCR tests and stringent monitoring, significantly altering their usual routines. They recounted experiences of being escorted by authorities upon arrival and closely monitored throughout their journey, highlighting the loss of freedom and autonomy.

These unprecedented operational changes posed significant challenges for pilots, requiring them to adapt to new protocols and navigate unfamiliar procedures. Compliance with border restrictions and regulations amid the pandemic introduced novel scenarios and logistical hurdles, pushing pilots to navigate uncharted territory in their careers. The stress of adapting to these unprecedented challenges extended beyond operational concerns, potentially contributing to occupational fatigue and mood disorders. The need to operate flights under constrained conditions, such as extended flying hours due to border closures, further exacerbated the strain on pilots' well-being (Pasha & Stoke, 2018).

i. Regulatory Compliance Stress

Among the six pilots interviewed, three highlighted the stress associated with compliance as an inherent aspect of their occupation. Pilots C and F specifically emphasized the challenges posed by compulsory isolations before or after duty during the pandemic. The stress of compliance primarily revolved around obligatory isolations and concerns about license validity. As frontline workers in the airline industry, pilots were required to adhere to strict isolation protocols to protect themselves and their loved ones from potential exposure to the virus. Pilots expressed distress over prolonged periods of isolation, which limited social activities and support, contributing to feelings of anxiety and uncertainty (Holmes et al., 2020).

For pilots like Pilot F, who operated flights on a regular basis, the frequency of mandatory isolations significantly impacted their daily lives and well-being. Spending extended periods without leaving the house took a toll on their mental health and overall morale, highlighting the challenges of balancing professional obligations with personal needs. Additionally, the fear of job loss compounded the stress of compliance, as pilots faced uncertainty about the future of the aviation industry. Being grounded or furloughed jeopardized their ability to maintain the recency requirements necessary for license validity, further exacerbating concerns about career progression and professional competency (Mizzi et al., 2022).

j. Operational Restructuring Stress

Three of the six pilots interviewed expressed significant stress related to the survival of their employers during the pandemic. These pilots shed light on the operational downsizing measures implemented by their organizations to navigate the challenging circumstances. The stress of organizational survival primarily revolved around concerns about reduced operational demand and downsizing within the company. Pilots, like Pilot C, noted the tangible impact of these measures, observing a decrease in resources and personnel, particularly in areas such as engineering and cabin crew.

The operational downsizing undertaken by airlines was a response to the unprecedented decline in air travel demand caused by border closures and grounded fleets. While these measures were deemed necessary from an organizational perspective to improve financial viability, they instilled a sense of insecurity among pilots regarding their job security. Even those who were not directly affected by layoffs or furloughs experienced indirect repercussions, such as reduced resources and support within the company. The fragile employment bond for pilots, especially amidst the uncertainty of the pandemic, exacerbated concerns about job security and future career prospects (Mizzi et al., 2022). Pilots found themselves grappling with the dual pressures of ensuring their own livelihoods while also contending with the broader challenges facing their employers.

Table 2: Thematic analysis of the interview findings for Part I – Types of Stressors caused by Pandemic.

<table>
<tr><th colspan="3">PART I</th></tr>
<tr><td>Initial Codes</td><td>Category Codes</td><td>Thematic Codes</td></tr>
<tr><td>1. Travel Restrictions</td><td rowspan="8">1. Stress in coping with COVID-19 Control Measures on Mobility</td><td rowspan="10">1. Constraint Stress</td></tr>
<tr><td>2. Mandatory Stay-at-Home Orders</td></tr>
<tr><td>3. Room Confinement Challenges</td></tr>
<tr><td>4. Police-Escorted Transfers</td></tr>
<tr><td>5. Surveillance Measures</td></tr>
<tr><td>6. Extended Home Confinement</td></tr>
<tr><td>7. Locked-down Destination Restrictions</td></tr>
<tr><td>8. Restricted Travel Freedom</td></tr>
<tr><td>9. Financial Constraint Adjustments</td><td rowspan="2">2. Stress in adapting to Financial Constraints</td></tr>
<tr><td>10. Lifestyle Downgrading</td></tr>
</table>

11. Socialization Prohibitions	3. Disruption of Routine	2. Disruption Stress
12. Education Interruptions		
13. Lifestyle Uncertainty		
14. Property Evaluation for Sale	4. Disruption of Life Planning	
15. Forced Relocations		
16. Plan Disruptions		
17. Deferred Life Plans		
18. Flight Inactivity	5. Disruption on Career Progression	
19. Career Stagnation		
20. Prolonged Unemployment		
21. Deferred Life Milestones		
22. Layoff Anxiety		
23. Financial Stability Concerns	6. Disruption of Livelihood	
24. Income Loss		
25. Mortgage Financing Challenges		
26. Financial Strain Adaptation		
27. Limited Career Prospects		
28. Financial Security Worries	7. Prolonged Uncertainty of Financial Instability	3. Uncertainty Stress
29. Long-term Financial Planning		
30. Financial Risk Mitigation		
31. Job Security Anxiety	8. Job Security Uncertainty	
32. Employment Uncertainty		
33. Job Retention Doubt		
34. Uncertain Employment Notifications		
35. Hesitant Career Decisions		
36. Schedule Instability	9. Unstable Operation Schedule	
37. Future Life Impact	10. Unforeseeable Circumstances of Life Changes	
38. Uncertainty Acknowledgment		
39. Managing Unknowns		
40. Family Planning Concerns	11. Family Positioning	
41. Child Anxiety	12. Anxiety of Family Members	4. Psychosocial Stress
42. Spousal Concerns		
43. Family Stability Anxiety		
44. Initial Anxiety Response	13. Anxious for Adversity	
45. Email Alert Anxiety		
46. Job Insecurity Caution		
47. Performance Pressure	14. Loss of Confidence	
48. Fatigue Impact	15. Fatigue from Unstable Operation Schedule	

49. Observer Fear	16. Social Pariah in Public eyes	
50. Social Stigma		
51. Isolation Experience		
52. Visitor Avoidance Concerns		
53. Cost Savings Benefit	17. Impractical of Job benefits	5. Work-Life Imbalance Stress
54. Career Passion Uncertainty	18. Professional Identity Strain	
55. Job Love Acknowledgment		
56. Sacrificing Family Time	19. Family Time Sacrifice	
57. Expense Evaluation	20. Priority Reorientation	
58. Negative External Information	21. Negative Social Relatedness	6. Relatedness Stress
59. Industry Layoff Concerns		
60. Negative Influence Avoidance		
61. Complaint Overload		
62. Positive Influence Prioritization		
63. Witnessing Layoffs	22. Employment Insecurity	7. Social and Emotional Isolation Stress
64. Layoff Fear		
65. Friend Farewells	23. Farewells of Friendships in Foreign land	
66. Child Separation Impact		
67. Relationship Strain	24. Distant from loved ones	
68. Spousal Separation		
69. Unpredictable Schedules	25. Unprecedented Operational Changes	8. Operational Adaptation Stress
70. Unfamiliar Tasking		
71. Challenging Flights		
72. Complex Travel Procedures	26. Unprecedented Changes of Traveling Procedure	
73. Unprecedented Situations		
74. Mandatory Isolation Requirements	27. Obligatory Isolations	9. Regulatory Compliance Stress
75. Post-flight Quarantine		
76. Return-to-Work Concerns	28. Issue of License Validity	
77. Recent Work Importance		
78. Reduced Staffing Resources	29. Operational Downsizing	10. Operational Restructuring Stress
79. Forced Layoffs		
80. Global Industry Layoffs		
81. Workforce Reductions	30. Reduce in Operational Demand	

4.2 Causes of stresses triggered by Job Resources during COVID-19 pandemic

a. Organizational Communication Deficiencies

Three out of six pilots expressed significant stress stemming from the insensitivity of their organization, particularly in terms of occupational support and internal communication. These pilots highlighted dissatisfaction with the lack of transparency and coordination within the company. The stressors related to organizational insensitivity were primarily evident in the pilots' dissatisfaction with the organization's failure to communicate effectively with employees. Pilot D articulated frustration over the lack of transparency, emphasizing the need for management to share essential information regarding company plans and potential redundancies.

The absence of internal communication channels exacerbated feelings of uncertainty among pilots, who were forced to seek information from external sources such as social media and news outlets. This lack of transparency and coordination within the organization contributed to heightened stress levels as pilots grappled with the unknown future of their employment. The findings underscored the detrimental impact of organizational insensitivity on pilots' well-being, particularly in the context of the COVID-19 pandemic. Li et al. (2021) support the importance of transparent communication within companies to facilitate employee coping mechanisms and minimize uncertainty during times of organizational change.

b. *Role as a Provider*

Four out of six pilots emphasized the significant stress caused by their role as providers for their families, particularly concerning job security and financial stability as crucial job resources. Three of these pilots elaborated on the concept of family dependency, highlighting the priority of maintaining financial stability to support their dependents. The stressors related to the provider role were evident in pilots' prioritization of financial stability over career progression. Pilot B articulated the dilemma of balancing financial stability with career advancement, emphasizing the responsibility of providing for their dependents as the primary concern (Pilot B).

The findings underscored the importance of financial stability as a fundamental job resource for pilots, given their role as providers for their families. Pilots recognized that the stress stemming from job insecurity and financial instability directly impacted their ability to fulfill their family's basic needs (Pilot B). Moreover, the study revealed that family security emerged as a terminal value for the majority of pilots, highlighting the profound importance of ensuring the well-being of their families. However, the potential loss of employment and subsequent financial strain posed a significant risk to pilots' mental health, potentially leading to psychological distress (Pedrosa et al., 2020).

c. *Complexity of Relocation*

Four out of six pilots highlighted the stress associated with the complexity of relocation, especially when faced with the prospect of moving to another country or returning to their home country. Among them, two pilots expressed frustration with the employment-dependent visa offered in their current country of residence. Pilot A underscored the significant impact of job security on their life, particularly as an expatriate living in a Middle Eastern country. Losing the job would necessitate relocating to another country, potentially without employment opportunities, adding to the existing uncertainty and stress (Pilot A).

The stress triggered by job security was exacerbated by the complexity of relocation, especially for pilots holding employment-dependent visas. Relocating involves not only logistical challenges but also psychological adjustments, particularly when considering the disruption to settled lives and familial stability. Bhugra (2004) highlights the potential impact of relocation on mental health and academic performance, especially for children adapting to new environments.

d. Organizational Support Scepticism

Two out of six pilots emphasized the ineffectiveness of organizational support as a significant cause of stress. Pilot C pointed out the understatement of mental health importance by the organization during the pandemic, indicating a lack of tangible support for mental well-being (Pilot C). The findings suggest that organizational support ranked lowest among stress influences, likely due to its perceived ineffectiveness. Pilot C's observation highlights a gap between organizational rhetoric and practical support for mental health. This discrepancy may contribute to a false belief among pilots that professional competence necessitates suppressing personal stress, potentially compromising safety (Helmreich et al., 1999).

e. *Adaptation Fatigue*

Pilots C and F, both of whom continued flight duties throughout the pandemic, highlighted organizational safety concerns as a significant source of stress, particularly regarding COVID-19 safety protocols. Pilot C underscored how adherence to these protocols induced fatigue among pilots, potentially compromising safety margins (Pilot C).

The findings suggest that pandemic safety measures indirectly jeopardized flight operation safety, contributing to pilot stress. Pilot C, who ranked Safety Measurement as the most influential stress factor, emphasized fatigue resulting from dynamic operational changes. The prolonged working hours and disrupted schedules, exacerbated by border closures and crew restrictions, increased fatigue levels among pilots (Pasha & Stokes, 2018). Such fatigue is associated with mood disorders and heightened stress hormone levels (Bidaisee et al., 2019).

Table 3: Thematic analysis of the interview findings for Part II – Triggers of stressors during Pandemic.

<table>
<tr><th colspan="3">PART II</th></tr>
<tr><th>Initial Codes</th><th>Category Codes</th><th>Thematic Codes</th></tr>
<tr><td>1. Lack of transparency and communication</td><td rowspan="3">1. Lack of Transparency</td><td rowspan="8">1. Organizational Communication Deficiencies</td></tr>
<tr><td>2. Non-transparent retrenchment</td></tr>
<tr><td>3. Expectation of transparent management</td></tr>
<tr><td>4. Absence of airline communication</td><td rowspan="5">2. Lack of Internal Communication</td></tr>
<tr><td>5. Relying on media for essential updates</td></tr>
<tr><td>6. Silence from management</td></tr>
<tr><td>7. Importance of communication</td></tr>
<tr><td>8. Inadequate communication leading to rumors</td></tr>
</table>

9. HR neglecting stress reduction efforts	3. Lack of Department Coordination	
10. Financial pressure overshadowing personal achievement	4. Needs Fulfillment as Priority	2. Role as a Provider
11. Survival needs prioritized over personal fulfilment		
12. Fulfilling basic needs and supporting family	5. Family Dependency	
13. Family responsibilities taking precedence		
14. Sense of duty towards dependents		
15. Stress of being an expat in a foreign country	6. Employment dependent Visa	3. Complexity of Relocation
16. Adapting to foreign surroundings		
17. Relocating to a new country	7. Occupational Migration	
18. Strain of potential relocation		
19. Adjustment difficulties in a new country	8. Settled in a familiar place	
20. Reluctance to change lifestyle		
21. Limited effectiveness of organizational support	9. Organizational Support Scepticism	4. Organizational Support Scepticism
22. Fear of career repercussions hindering mental health support seeking		
23. Scepticism regarding genuine organizational mental health support		
24. Encountering unfamiliar scenarios	12. Unfamiliar Operations	5. Adaptation Fatigue
25. Disrupted rest patterns		
26. Balancing fatigue and safety concerns	13. COVID protocols induced fatigue	

Conclusion

In conclusion, the research findings shed light on the multifaceted stressors experienced by commercial airline pilots during the COVID-19 pandemic. One notable challenge was the deficiency in organizational communication, leading to heightened uncertainty and dissatisfaction among pilots. Additionally, the responsibility of providing for their families weighed heavily on pilots, especially amidst job security concerns and financial instability. The complexities of potential relocation added further strain, particularly for expatriate pilots facing visa-related hurdles. Moreover, scepticism regarding organizational support for mental health underscored the need for more tangible and effective support mechanisms. Finally, the adaptation fatigue resulting from stringent safety protocols highlighted the importance of addressing pilot well-being to ensure operational safety. Thus, addressing these stressors requires comprehensive strategies that prioritize effective communication, financial stability, support structures, mental health resources, and fatigue management initiatives within the aviation industry.

5.1 Practical Implications

The research findings suggest several practical implications for Human Resource Management (HRM) and Crew Resource Management (CRM) in aviation organizations. Firstly, HRM departments should prioritize improving internal communication channels to ensure transparency and information dissemination. For example, organizations can implement regular town hall meetings, newsletters, and digital platforms to keep pilots informed about organizational updates, policies, and support resources. Additionally, HRM strategies should include comprehensive support programs addressing pilots' financial stability and family well-being. This could involve offering financial planning workshops, mental health counselling services, and family support initiatives such as childcare assistance or spousal employment opportunities.

From a CRM perspective, training programs should focus on enhancing communication, teamwork, and resource management skills among flight crews. For instance, organizations can conduct scenario-based training sessions where pilots practice effective communication and decision-making in high-stress situations, such as emergencies or operational disruptions. Moreover, integrating resource management practices into CRM training can optimize crew coordination and workload distribution. This could involve implementing standardized procedures for task delegation, cross-checking, and workload sharing during flight operations. By implementing these practical examples of HRM and CRM strategies, aviation organizations can foster a supportive and resilient culture, ultimately enhancing operational safety and pilot well-being.

5.2 Theoretical Implications

The new findings of this study contribute to enhancing the SCARF model by providing empirical evidence of how its domains manifest within the specific context of commercial airline pilots' experiences during the COVID-19 pandemic. Specifically, the study highlights novel insights into how stressors related to organizational transparency and communication deficiencies impact pilots' sense of Certainty. By elucidating the role of organizational insensitivity in exacerbating uncertainty and anxiety among pilots, the study adds nuance to the Certainty domain of the SCARF model, emphasizing the importance of clear communication in fostering a sense of security and predictability in the workplace.

Furthermore, the study expands upon the Autonomy domain of the SCARF model by elucidating how stringent safety protocols and operational changes during the pandemic diminish pilots' decision-making autonomy and increase fatigue. This novel insight underscores the relevance of autonomy in navigating dynamic operational environments and highlights the need for organizations to balance safety imperatives with pilots' autonomy needs to optimize performance and well-being.

Overall, the study's findings enrich the SCARF model by providing empirical support for its domains within the aviation industry context and offering new insights into how these domains interact with stressors unique to pilots' experiences during crises such as the COVID-19 pandemic. By incorporating these insights, the SCARF model can be further refined to better capture the complexities of social needs and stressors in high-stakes occupational settings, ultimately enhancing its utility for guiding interventions aimed at promoting well-being and performance in aviation organizations.

5.3 Limitations and future studies

While this study provides valuable insights into the stressors and job resources experienced by commercial pilots during the COVID-19 pandemic, several limitations should be acknowledged. Firstly, the study's reliance on a small sample size of respondents, albeit reaching data saturation, raises concerns about the generalizability of the findings. The exclusive focus on pilots in the Middle East further limits the generalizability of the findings to other geographical regions or cultural contexts. To address this limitation, future studies should aim to replicate the research design across diverse airline settings, encompassing various income levels, working durations, and airline types (e.g., international vs. domestic, full-service vs. low-cost carriers).

Moreover, while this study captures a broad spectrum of stress causes and job resources, future research could delve deeper into exploring potential variations among commercial pilots with different income levels and working durations. By examining how these factors intersect with stress experiences and resources, researchers can provide more nuanced insights into the complex interplay between occupational stressors and individual well-being in the aviation industry. Overall, these limitations emphasize the need for continued research efforts to refine our understanding of the factors influencing pilots' stress experiences and inform targeted interventions to support their mental health and performance.

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Destination image, gastronomy experience, and destination satisfaction: Predictors of revisit intention in food tourism

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Abstract:

This study responds to the growing importance of gastronomy tourism in the post-COVID-19 recovery context by exploring the unique case of Shunde, a designated UNESCO Creative Gastronomy City. This study aims to elucidate the dynamics between gastronomic experiences and destination image, and examine the impact on revisit intention and the mediating role of destination satisfaction. This research aspires to offer strategic insights for the tourism industry in Shunde City and contribute valuable findings to the broader gastronomy tourism literature.

Keywords: gastronomy tourism, destination image, satisfaction, revisit intention

1. Introduction

Revisit intention, denoting an individual's propensity to revisit a specific location, has been extensively examined in the literature (Stylos et al., 2016). Within the domain of gastronomy tourism, existing research emphasizes the pivotal role of revisit intention as a fundamental metric for measuring destination loyalty. Nevertheless, the determinants of revisit intention in this context remain a subject of uncertainty, with both destination image and gastronomy experience identified as influential factors concurrently (Luvsandavaajav et al., 2022; Batinić, 2017). Previous studies underscore the significant impact of destination image and gastronomic experience on overall satisfaction, subsequently influencing revisit intention (e.g., Abbasi et al., 2021; Lee et al., 2005; Moral-Cuadra et al., 2023).

Recognizing these dynamics, our research aims to contribute to the existing knowledge by investigating the mediating role of destination satisfaction in the relationships between destination image, revisit intention, and gastronomy experience. By addressing these gaps in the current literature, our study endeavors to elucidate the intricate interconnections among destination image, gastronomic experience, destination satisfaction, and revisit intention within the distinctive context of Shunde city's food tourism.

2. Literature Review

2.1. Gastronomic Experience

Gastronomic experiences are defined as interactive outcomes encompassing unique encounters beyond local cuisine, impacting the entire tourism process (Karaca & Baran, 2022). While gastronomic experiences are not the sole determinant for revisiting a location, they undeniably stand out as one of the most significant attractions (Huang et al., 2023).

Presently, research predominantly centers on gastronomic tourism in Western countries, leaving a noticeable dearth of studies investigating cities in China (Hossain et al., 2023). The implications of gastronomic experiences extend across various domains, influencing tourists' overall travel experiences and subsequently shaping the trajectory of the hotel and tourism industry (Carpio et al., 2021). Mora et al. (2021) underscore gastronomic tourism as a pivotal factor driving tourism development, while Kareem and Venugopal (2023) assert that gastronomic experiences significantly and positively impact consumers' revisit intentions. When reviewing literature, previous study largely overlooking the insights of local stakeholders concerning gastronomic experiences. To address this gap, our study adopts Park et al.'s (2021) model, focusing on on-site and post-travel gastronomic experiences. This comprehensive approach aims to explore variables influencing revisit intentions. The exclusion of pre-travel experiences distinguishes our research, emphasizing a nuanced investigation into the multifaceted dynamics of gastronomic tourism (Park et al., 2021).

2.2. Destination Image

Destination Image in tourism is individuals' beliefs shaped by various aspects (Baloglu & Brinberg, 1997). In gastronomy destinations, the concept of destination image extends to include perceptions of the local culinary scene. Previous studies on gastronomy destinations explore how factors like food culture, taste experiences, and local culinary offerings influence destination image (e.g., Kaçar & Yarış, 2022; Park et al., 2021).

Cognitive image involves understanding and knowledge, influenced by external stimuli (Pike & Ryan, 2004). Affective image delves into emotional responses, significantly impacting overall destination perception (Hallmann et al., 2015; Hosany, 2012). Conative image, representing travelers' actions in sharing positive feedback, proves indispensable in shaping perceived image and influencing tourist behavior (Chen et al., 2014; Stylos et al., 2016). Supported by existing study, these dimensions set the foundation for investigating their impact on tourists' revisit intentions.

Hjalager and Richards (2002) asserted that the culinary experience contributes to enhancing the overall destination image. Kovalenko et al. (2023) highlighted that travelers with a strong affinity for a destination's cuisine develop a more comprehensive destination image within the realm of gastronomy tourism. Empirical investigations have consistently demonstrated the pivotal role of destination image in shaping satisfaction and revisit behavior (Fakeye & Crompton, 1991). For instance, Lee et al. (2005) established a positive and significant relationship between destination image and satisfaction. This relationship has been reaffirmed in subsequent studies (Iqbal et al., 2023; Loi et al., 2017). Moreover, destination image is known to influence revisit intention (Echtner & Ritchie, 1993). Despite the acknowledged impact of destination image on revisit intention, such exploration remains uncharted within the specific context of gastronomy tourism.

2.3. Destination Satisfaction and Revisit Intention

Destination satisfaction is the comprehensive sentiment that an individual experiences both during and in the aftermath of a visit to a particular location (Acharya et al., 2023). Numerous investigations suggest that destination satisfaction may vary among individuals, with overall satisfaction being accumulated through each experience (e.g., De Vos, 2017; Aliman et al., 2016; Iqbal et al., 2023). The tourism industry relies heavily on satisfaction towards destination (Silvestri et al., 2017); it is the sole mean where operators can generate revenue and attract more visitors (Sangpikul, 2018; Iqbal et al., 2023).

The concept of “revisit intention” refers to the desire to revisit a previous destination within a period (Stylos et al., 2016; Abbasi et al. 2021). The assessment of revisit intention is widely utilized due to its strong correlation with repeat tourism, which posits that the long-term viability and expansion of a destination depend on the patronage of returning guests as opposed to solely attracting first-time visitors (Acharya et al., 2023). The task of acquiring new customers from competitors is challenging (Luo et al., 2021). Thus, studying revisit intention has been crucial in the fields of marketing and tourism research.

Previous investigations have explored factors influencing destination satisfaction and revisit intention in the tourism industry (Loi et al., 2017). Agyeiwaah et al. (2019) identified the positive impact of gastronomic experiences on destination satisfaction, highlighting their role in fulfilling travel satisfaction (Acharya et al., 2023). Additionally, Kareem and Venugopal (2023) emphasize the significant and positive influence of gastronomic experiences on consumers' revisit intentions. The context of gastronomic tourism lacks specific scrutiny regarding the impact of gastronomic experiences on revisit intentions (Huang et al., 2023). Established relationships between destination satisfaction and revisit intention in tourism research (Abbasi et al., 2021; Damanik & Yusuf, 2021) underscore the pivotal role of destination satisfaction in enhancing the overall destination experience (Acharya et al., 2023).

3. Methodology

This study investigates the influence of two dimensions, namely gastronomic experience and destination image, on revisit intention, mediated by customer satisfaction. To provide comprehensive insights into the research question, a descriptive research method, following the approach outlined by Saunders et al. (2022), will be employed. Ensuring generalizability, the research adopts probability sampling techniques based on Stephen's (2023) recommendation.

The research sample consists of 400 Chinese tourists visiting Shunde city, chosen due to its designation as a UNESCO Creative Gastronomy City in 2014, indicating its potential in the tourism industry (Jiang et al., 2023). Data collection involves a 5-section questionnaire, utilizing a seven-point Likert scale for respondents to rate alternatives from "Strongly Disagree" to "Strongly Agree" (Joshi et al., 2015). Measurement variables align with previous research standards. SPSS software will facilitate the testing of the structural model and analysis of sample characteristics. Notably, SPSS is chosen for its higher usability and a broader range of applications compared to other data analysis software (Iqbal et al., 2023).

4. Discussion and Conclusion

In terms of academic contributions, this study enriches the information systems literature by delving into the interplay of destination image and gastronomic experience on visitors' behavior within the gastronomic tourism context. A notable theoretical advancement emerges as the study addresses the literature gap through its examination of the influence of gastronomic experiences and destination image in Shunde City, a locale that has received limited scholarly attention. Furthermore, the model optimization enhances our understanding of the factors shaping revisit intention, thus contributing to the broader research on gastronomic experience and destination image.

From a practical standpoint, this research adopts a comprehensive perspective in exploring factors influencing revisit intention, offering valuable insights for tourism industry managers. The findings aid in formulating effective management strategies, leveraging gastronomic tourism to attract audiences and stimulate the local economy. Furthermore, the study contributes to the preservation and inheritance of local culinary culture, aligning with the dedication to the development of the destination and promoting the overall advancement of Shunde city.

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The millennials at the table: The effects of brand credibility on loyalty in the luxury restaurant

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Abstract:

The purpose is to understand the critical influence of brand credibility on brand loyalty at Taiwan luxury restaurants, focusing on Generation Y customers. The results show that the luxury restaurant's credibility can affect trust, customer trust could affect corporate reputation, and corporate reputation affects brand loyalty; interestingly, customer trust could not affect brand loyalty.

Keywords: Brand credibility, Brand loyalty, Corporate reputation, Luxury restaurants, Millennials (Generation Y), Trust

1. Introduction

Bain & Company (2018) assessed the global personal luxury goods and services sales at US $320.8 billion in 2018. Luxury hospitality services (restaurants) are placed third in the market share. Luxury restaurants are full-service restaurants with high prices and good quality in food and beverage, decoration, style, influence, and likely a combination of all traits (Chen et al., 2015). They typically serve innovative menus that create excellent customer experiences (Jin et al., 2016) and are more expensive than ordinary restaurants (Dwivedi et al., 2018). Recently, luxury restaurants have developed in number and profitability despite being widely serviced at a higher price than other restaurants (Kiatkawsin & Han, 2019). Millennials, or Generation Y (Gen Y), are growing to be the main driving force of the luxury market (McKinsey & Company, 2019). Millennials, born between 1977 and 2000 (Paul, 2001), have paid attention to a materialistic society (Bakewell & Mitchell, 2003). Compared to Gen X (born between 1965 and 1979) or Baby Boomers (born between 1946 and 1964), Gen Y has the highest motivation to consume for status (Eastman & Liu, 2012). Generation Y is remarkably receptive to novel ideas in hospitality offerings, such as luxury restaurants/cafes/hotels, reflecting their lifestyle emblems. Some studies have examined young customers' perceptions of luxury restaurants and hotels in Korea and China (Kim & Jang, 2014; Wu & Yang, 2018). In Taiwan, young customers are keen on holding leisure social dining events at luxury restaurants (Chen et al., 2015). However, the existing hospitality marketing literature on luxury restaurants in Taiwan needs to be more extensive (Peng & Chen, 2021). Thus, understanding Millennials' tendency to consume at luxury restaurants is essential.

Building sustainable relationships with luxury restaurant customers relies significantly on brand credibility because it enhances customers' perceptions. Scholars have argued that brand credibility enriches customers' trust (Ngo et al., 2020) and reduces their tendency to switch. In turn, brand credibility helps maintain the price premium, which is closely associated with a brand reputation (Wang et al., 2021). Corporate reputation concerns management commitments to service quality in the industry (Amperawati et al., 2020). However, what are the antecedents and subsequences of corporate reputation? Ngo et al. (2020) argued that company trust correlates with customer-based corporate reputation. Recently, Foroudi (2019) also found that consumers perceive a company's corporate reputation as impacting consumers' attitudes toward the company and increasing brand loyalty. In the hospitality business, Gen Y consumers know trends and brands and usually visit particular brands to connect their self-identification with a wished social group (Wu & Yang, 2018). Gen Y's formative experiences of status-seeking consumption for marketers are valuable references. Thus, it is critical to investigate how brand credibility affects younger consumers' purchase behavior in luxury restaurants.

Considering the aspects of brand credibility and brand loyalty in the luxury restaurant sector, the proposed framework of this study could shed light on the behavioral patterns of Millennial patrons dining at luxury restaurants in Taiwan. To achieve the aim, the objectives of this study are:(1) to explore the perceived brand credibility, (2) to investigate the impact of the proposed antecedents in explaining the customers' perceived corporate reputation, and (3) to fully comprehend the connection between perceived corporate reputation and brand loyalty in the context of luxury restaurants Finally, the authors discussed the practical and academic implications of this study.

2. Literature Review

2.1. Millennial or Gen Y consumers

The definition of Generation Y (or Millennials) is in the birth years, typically starting in 1977 (Chen & Choi, 2008) and ending in 2000 (Brown et al., 2015). Gen Yers has focused on a materialistic society (Bakewell & Mitchell, 2003) where highly materialistic people believe possessing and purchasing things are necessary to attain essential life goals, e.g., happiness, success, and desirability (Awanis, 2018). Facing different consumption choices, they usually purchase products and services carefully and are willing to enjoy high quality at premium prices (Parment, 2012). Recent studies also confirmed that Gen Y consumers enjoy consuming luxury restaurants/hotels to express their lifestyles (Kim & Jang, 2014; Wu & Yang, 2018). Therefore, this consumer cohort tends to be lifestyle-oriented, with a strong sense of representing self-identity and seeking particular luxury restaurant dining experiences.

2.2. Brand credibility

Keller (2001) presented a customer-based brand equity model and stated that brand credibility is crucial. Brand credibility is one aspect of the consumer's response to the brand. Brand credibility requires the brand to be ready (trustworthiness) and to have the ability (expertise) to provide what the company affirmed (Sallam, 2015). Thus, brand credibility represents the relationship between a customer and a brand (Gupta et al., 2016). Studies also suggested that brand credibility relates to customer cognitions of trust (Othman et al., 2017; Ngo et al., 2020). Recent studies show that trust is a belief or expectation about selecting a company that results from its reliability and expertise. Consumers always focus their brand trust on their products (Ngo et al., 2020). Therefore, a reliable brand will show the best concerns to its customers and maintain its promises (Kim & Kim, 2017). For those reasons, hospitality companies should concentrate on brand credibility to develop specific customer trust. Considering the effects between customer trust and brand loyalty, some hospitality research found that customer trust positively impacts brand loyalty (Ngo et al., 2020; Liu et al., 2020). Thus, while brand credibility fosters customer trust in restaurants and can affect brand loyalty. The author proposes that:

H1. Brand credibility has a positive effect on customer trust.

H2. Customer trust has a positive effect on brand loyalty.

2.3. Corporate reputation

Corporate reputation is a significant intangible asset for a business (Jang et al., 2016). Companies with a strong product reputation can have the highest sales prices, thereby being more robust than competitors (Wang et al., 2021). In addition, corporate reputation is what all stakeholders think they know about the firm; a recent study defined *corporate reputation* as the whole image of how related stakeholders (current and potential customers, employees, partners, and investors) think, feel, and talk about a company (Rust et al., 2021). In sum, corporate reputation concerns the customer's overall perceptions of a firm, company communication activities, interactions with the workplace and employees, known corporate activities, trust, company quality or capability, and profitability (Parker et al., 2019). Although past studies found that better financial performance can be attributed to an excellent corporate reputation, researchers also considered behavior-related antecedents of corporate reputation. Many researchers have mentioned trust as a critical antecedent of corporate reputation. For example, hospitality research found that customer trust positively impacts corporate reputation (Ngo et al., 2020; Liu et al., 2020). While customer trust in restaurants can affect corporate reputation, few studies have examined this relationship in the luxury restaurant sector, specifically among young customers. The author, therefore, proposes that:

H3. Customer trust has a positive effect on corporate reputation.

2.4. The effect of corporate reputation on brand loyalty

What is the outcome of corporate reputation? Helm and Tolsdorf (2013) stated that corporate reputation helps build and develop a good consumer partnership. Thus, the study has suggested that when corporate reputation performs well, it should diminish the customer's perceived risk and transaction costs and induce greater brand loyalty (Hetze, 2016). Recent hospitality studies have also identified that corporate reputation, which depends on reliability and benevolence, can impact brand loyalty (Foroudi, 2019; Islam et al., 2021). The author asserts that a favorable reputation for a luxury restaurant cultivates positive brand loyalty, giving rise to an additional hypothesis:

H4. Corporate reputation has a positive effect on brand loyalty.

3. Methodology

3.1. Measurement

The study developed all validated corresponding measurement items based on previous studies. All items were assessed via a 7-point Likert-type scale, ranging from strongly disagree to strongly agree. Each measurement item was English-based and demanded double translation. To assure a high-quality translation and equivalence in word meaning, the translation of the English questionnaire into the Chinese version used the method developed by Chan and Pollard (2001). This study used an online survey to collect the data in Taiwan. An online survey has several benefits compared to traditional paper-based surveys, for example, fast response & cost efficiency, and no geographical limitations (Bhattacherjee, 2001). The data was collected through Foodie Taiwan, which sent an e-mail invitation to its followers for the survey. It asked the screening questions to identify the respondents who dined at five-star hotel restaurants, Asia's 50 Best Restaurants, or Michelin-starred restaurants. Following the study by Kim and Jang (2014), a sample of the target Millennial customers was collected from 274 guest respondents who were 20~35 years old for further analyses.

4. Results

4.1. Profile of the respondents

The study shows that most respondents were female (67.5%), self-identified as students (50%), and held a bachelor's degree (71.9%). Regarding dining behavior, most (79.6%) were first-timers or had never dined in luxury restaurants. The most reported dining purpose was for friend/family gatherings (71.2%). 85% of respondents reported a "less than once or once monthly" dine-in frequency. Finally, most respondents (58.4%) were recommended by social media to know their dining restaurants

4.2. Measurement model

Studies assessed each factor loading indicator to the validity of the proposed measurement model; the standardized loading values requirement should be above 0.5 and ideally 0.7 or higher with a significant p-value (Hair et al., 2010). Reliability is another essential index of convergent validity (Hair et al., 2010). The study used Cronbach's alpha, rho_A, and composite reliability to evaluate the internal consistency reliability of each construct (Dijkstra & Henseler, 2015; Hair et al., 2010); each construct must exceed the standard 0.7 to be consistent and reliable by all three measures. In addition, the discriminate validity of the model was assessed using the average variance extracted (AVE) for each construct. The AVE collectively should be greater than 0.5 to attain convergent validity. This study showed that the composite reliabilities were between 0.922 and 0.944, and all the Cronbach's alpha values were between 0.875 and 0.911, which reached adequate levels. The AVEs for all constructs ranged from 0.798 to 0.849, surpassing the required standard. It indicated that convergent and discriminant validities were proven for all model constructs, as presented in Tables 1 and 2. Finally, the study provided the SRMR (Standardized Root Mean Squared Residual), reflecting the observed and predicted correlation difference as an absolute fit measure. It indicated a good fit with a value of 0.054 for this proposed model, within the acceptable range between 0 and 0.08 (Hu & Bentler, 1999).

Measures construct	Loading	VIF	STDEV	T Statistics
BC1.This restaurant brand delivery what it promises.	0.903	2.629	0.015	58.643
BC2. Service claims from this restaurant brand are believable.	0.934	3.711	0.010	95.505
BC3.This restaurant brand is committed to delivering on its claims.	0.928	3.346	0.010	94.972
TR1. The service of this restaurant make me feel a sense of safe.	0.923	3.273	0.014	67.910
TR2. I trust on the quality of this restaurant company.	0.944	4.015	0.008	117.746

TR3. This restaurant is honest with its customers.	0.938	3.857	0.009	108.298
CR1.This restaurant is highly regarded.	0.926	3.144	0.008	109.021
CR2.This restaurant is very successful.	0.945	4.612	0.008	125.996
CR3.This restaurant is well-established.	0.942	4.440	0.008	112.801
BL1. I will come to this brand the next time I want to dine.	0.888	1.975	0.013	69.371
BL2. I am an advocate of the restaurant.	0.892	2.758	0.019	48.095
BL3. I feel I am a loyal customer of the restaurant.	0.900	2.778	0.013	69.873

Table 1. Weights and loading of measures (n = 274).

Brand Credibility (BC); Trust (TR); Corporate Reputation (CR); Brand Loyalty (BL)

Note: Both standard deviation and t-value are for each loading; VIF < 5.

4.3 Structural model and hypothesis testing

The study used partial least squares structural equation modeling (PLS-SEM) to analyze the proposed model. The advantage of using PLS-SEM is typical distributional assumptions (Hair et al., 2019). The proposed model investigated the relationship between brand credibility, trust, corporate reputation & brand loyalty. The results shown that brand credibility significantly affected customer trust ($\beta = 0.819$, $p < 0.001$). However, customer trust has no significant positive effects on brand loyalty ($\beta = 0.083$). Customer trust affected corporate reputation significantly ($\beta = 0.364$, $p < 0.001$). It also found that corporate reputation affects brand loyalty positively ($\beta = 0.336$, $p < 0.001$). Therefore, all the hypotheses are supported except for Hypothesis 2.

Table 2. Results of reliabilities and AVE (*n* = 274)

Measures construct	**Cronbach's Alpha**	**rho_A**	**Composite Reliability**	**AVE**
Brand Credibility (BC)	0.911	0.912	0.944	0.849
Trust (TR)	0.928	0.930	0.954	0.874
Corporate Reputation (CR)	0.932	0.933	0.956	0.880
Brand Loyalty (BL)	0.875	0.889	0.922	0.798

Note: AVE (Average variance extracted) > 0.5; rho_A (Dijkstra-Henseler rho_A coefficient) > 0.7.

5. Discussion and Conclusion

5.1. Discussion

By examining the perspective of Millennial consumers in the proposed conceptual model, the results found that luxury restaurant brand credibility positively influences customer trust. It found that brand credibility significantly impacts customer trust when dining at a specific restaurant, making the customers feel "I trust the quality of this restaurant company." Thus, the findings verify that brand credibility plays a significant role in developing customer trust (Kiatkawsin & Sutherland, 2020; Ngo et al., 2020).

Past research has considered evaluating the relationship between customer trust and corporate reputation. In this study, the participants thought that the consumers' trust could build a corporate reputation. The respondents believed that customer trust affected corporate reputation positively. The customers trusted with a restaurant's well-established brand significantly impacted the corporate reputation. From this exploration, younger customers may ponder their perceptions of trust in forming a corporate reputation. These results consistently reveal that customer trust influences reputation (Ngo et al., 2020; Liu et al., 2020).

On the other hand, this research tries to identify that a good restaurant reputation relates to younger customers' repeat patronage. Recent studies have mainly examined corporate reputation positively influencing brand loyalty (Foroudi, 2019; Islam et al., 2021). The present study confirms that younger consumers are re-toward dining at luxury restaurants when they receive an excellent corporate reputation. Potentially exciting results are that the effect of luxury restaurant trust on brand loyalty is insignificant and that some consumers think trusting this restaurant to themselves may not increase repurchasing. Similar studies showed that consumers would be loyal to the brand because trust is a preeminent driver of loyalty (Ngo et al., 2020; Liu et al., 2020). Most respondents (79.6%) identified that first-timers dining at the restaurant may be the possible reason and that they are concerned with the corporate reputation to enhance their loyalty.

5.2 Theoretical & managerial implications

This research adds to the existing literature on luxury restaurant marketing, addressing the scarcity of hospitality studies on buying behaviors among luxury restaurant consumers in Taiwan (Peng & Chen, 2021). Recent studies on luxury product consumption emphasize luxury goods instead of services (Chen & Peng, 2018). While some previous studies have explored various facets of brand credibility effects (e.g., Ngo et al., 2020), this study enhances the luxury restaurant literature by incorporating the substantial impact of brand credibility on trust, specifically among Gen Y customers. Hence, researchers can use this study's outcomes to validate perceived brand credibility in luxury restaurants and gain insights into customer trust across regions. Second, this study also postulated that customer trust increases corporate reputation. The empirical results support that younger customers felt high confidence about service and honesty and were likelier to enhance luxury restaurants' corporate reputations. It confirmed the study finding by Ngo et al. (2020) that a successful and well-established brand name is possible when consumers feel safe (Kim & Kim, 2017). Luxury restaurant research needs to be better explored (Peng & Chen, 2021). Thus, the study contributes to research on building a luxury restaurant's corporate reputation by making younger consumers feel intense trust. Third, the finding corresponds with Islam et al. (2021) that corporate reputation positively affects brand loyalty in luxury restaurants. Younger customers usually dine in luxury restaurants to celebrate a special occasion or relax with family/friends. The visit relates to restaurant reputation (Foroudi, 2019), and corporate reputation influences customer repurchases. Thus, a restaurant with a highly regarded and successful brand can attract customers. In particular, an excellent luxury restaurant name with brand reliability and benevolence elements, including trust and consumer satisfaction (Foroudi, 2019), and serving as a competitive advantage will increase customer loyalty. However, the relationship between corporate reputation and brand loyalty can change in different settings or contexts. This study should be replicated in different hospitality contexts to represent the service sector fully. Future studies should explore this finding since only luxury restaurants were chosen to be examined for the current research.

Beyond theoretical contributions, this study holds practical implications for the luxury restaurant industry. Establishing credible brand credibility is vital for a competitive advantage (Ngo et al., 2020), as it significantly impacts customer trust. Luxury operators should consistently deliver the distinctive products/services promised to enhance brand credibility. For example, these restaurants can use unique cooking methods (e.g., fermentation, oil soak, sous vide) to create an exceptional taste experience to satisfy younger guests' needs. Luxury restaurant guests require exceptional personal service from well-trained staff with excellent manners and professional expertise for an enjoyable dining experience in a relaxed environment. Moreover, the luxury restaurant sector should always provide innovative measures to secure its market position. Millennials were born in the information age and usually receive commercial messages and make consumption choices through communication technologies. To engage this breed of young customers, luxury restaurant managers should maintain high brand credibility on various interaction platforms (Huerta-Alvarez et al., 2020). This study found that over half of the respondents (58.4%) used social media to learn about restaurants, indicating the importance of brand communication through such platforms. Managers should use social media to promote positive reviews and recommendations, enhancing brand credibility (Yu et al., 2021). Restaurant managers are suggested to attract potential or engage return customers through online brand community tools, such as official Facebook fan pages, Instagram fan groups, and X (formerly Twitter) Amplify, with specific brand-connected content. Finally, luxury restaurants can improve brand reputation and patronage by enhancing consumers' sensory experiences. Adopting sensory branding practices such as creating a unique restaurant ambiance to meet emotional customer needs can raise brand reputation and increase loyalty. Therefore, the winning recipe for branding a successful luxury restaurant business should consider logo-based interior design, coordinated background music, distinctive scents, high-quality tableware/linens, and signature tastes, enhancing visual, acoustic, olfactory, tactile, and gustatory experiences.

5.3. Limitations of this study and suggestions for future studies

Some limitations should be noted, as data was only collected in Taiwan, limiting the generalizability of the findings. Further research in diverse regions could investigate cultural differences in brand credibility and behavioral intentions in luxury fine-dining restaurants between Eastern and Western cultures. The study collected only online cross-sectional data, providing a limited snapshot. Future studies could collect on-site longitudinal data using traditional surveys to capture customers' fundamental conceptions and behaviors at luxury restaurants to ensure model stability. Recently, Michelin-starred restaurants have become increasingly profitable (Kiatkawsin & Han, 2019). The authors suggest that Future research replicate the study on worldwide Michelin-starred restaurants (one to three stars) to contribute to the global luxury restaurant consumption literature. Finally, the most current generation of interest is Generation Z. Future studies should consider Generation Z to understand the new generation's consumption intention.

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The effects of service quality and brand image on consumer behavior intention: A case study of smart fish

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Abstract:

This study explores the impact of brand image and service quality on consumer behavioral intentions within the context of the Smart Fish Restaurant, using these elements to predict the positive influence of brand perception on customer actions. By applying a questionnaire survey and statistical analysis to gather 318 valid responses, findings indicate that brand image significantly affects consumer behavioral intentions and service quality, while service quality also positively influences consumer intentions and acts as a mediator between brand image and consumer actions. The results underline the importance of developing strategic brand images and ensuring high service quality in enhancing consumer engagement and intentions in Taiwan's restaurant industry.

Keywords: Brand image, service quality, consumer behavior intention

1. Introduction

1.1. Background and Motivation for Research

The service sector stands as the world's predominant industrial domain, with the food service segment distinguished by its swift expansion and intense competitive landscape. As societies and economies evolve, the food service sector increasingly asserts its significance within the global economic framework. Studies have highlighted the sector's substantial influence on lifestyle choices and its pivotal role in the perpetuation and innovation of culture (Lee & Chen, 2006; Lovelock, Wirtz, & Chew, 2009).

In Taiwan, the food service industry is characterized by its labor-intensive nature, high costs of materials, and variety, experiencing remarkable growth in recent years and making notable contributions to the nation's economy (Ma, Chen, & Hong, 2012). With ongoing market evolution, it is imperative for restaurateurs to innovate continually to align with consumer expectations and maintain a competitive edge (Yi, Zhao, & Joung, 2018).

The concept of brand image is recognized for its profound influence on customer behavior within the food service sector. Studies indicate that a positive brand image significantly boosts customer satisfaction and loyalty (Jin, Lee, & Huffman, 2012; Lee, Back, & Kim, 2009). Moreover, the delivery of high-quality service is deemed essential for achieving financial prosperity and long-term growth (Parasuraman, Berry, & Zeithami, 1991).

1.2. Research Objectives

This research is designed to investigate the interconnections among brand image, service quality, and consumer intentions within the specific context of the Smart Fish Restaurant. The study will address the following inquiries:

1. How does brand image correlate with service quality?
2. What is the nature of the relationship between service quality and consumer intentions?
3. How does brand image relate to consumer intentions?
4. Does service quality act as a mediator in the relationship between brand image and consumer intentions?

2. Literature review

2.1. Brand image

Brand image is a pivotal factor in the consumer decision-making process, representing the overall perception of the brand that encompasses both emotional and logical assessments. This perception significantly influences their buying intentions and brand loyalty (Verhoef et al., 2009; Dobni & Zinkhan, 1990; Keller, 1993). Specifically, in the restaurant sector, the brand image is heavily influenced by the consumer's dining experience and their perceived quality of service, which subsequently impacts their choices for future dining (Ha & Jang, 2010; Jin, Line, & Goh, 2013; Ryu, Lee, & Kim, 2012). The development of a brand's image is built on both tangible elements, such as the restaurant's location, the variety of the menu, and the ambiance, as well as intangible elements like the quality of service and staff interactions (Jalilvand et al., 2017; Baker et al., 2002).

A positive brand image is essential for the success of restaurants, as it enables consumers to anticipate the quality of service, leading to brand preference amongst numerous options (Pavesic, 1989). It has a direct impact on consumers' buying behavior and intentions by fostering a sense of trust, acknowledgment, and quality perception (Dobni & Zinkhan, 1990; Lau & Lee, 1999; Dodds et al., 1991). Studies have demonstrated that a robust brand image enhances customer loyalty towards a restaurant and encourages the likelihood of revisits (Ryu et al., 2008; Faullant et al., 2008).

As such, it's imperative for restaurant managers to prioritize the cultivation and upkeep of a positive brand image and to bolster consumer trust and contentment through effective brand management tactics, aiming to drive business growth and elevate competitive edge (Erkmen & Hancer, 2019). This involves elevating service quality, enriching the dining experience, and crafting compelling brand narratives that resonate emotionally with customers, thereby establishing a distinctive brand identity in a crowded market space.

2.2. Service quality

The cornerstone of business success lies in service quality, which encompasses a holistic evaluation of behavior, processes, and outcomes (Zeithaml & Bitner, 1996). The assessment of service quality by consumers hinges on the gap between their anticipations and the actual services received, incorporating both physical and abstract aspects (Parasuraman et al., 1988;

Cronin & Taylor, 1992; Oliver, 1997). In the context of the restaurant sector, service quality extends beyond the food's quality to encompass the staff's service demeanor, the ambiance of the establishment, and the overall customer experience (Benshid & Elshennawy, 1989; Wall & Berry, 2007). The intangible, diverse, perishable, and inseparable nature of service quality underscores its significance in boosting customer satisfaction and carving out a competitive edge (Kotler & Keller, 2012; Ladhari, 2009).

Grönroos (1984) and Lehtinen & Lehtinen (1991) highlight the technical and functional aspects of service quality, including the significance of the qualities related to the entity, the corporation, and interactions. The SERVQUAL model, introduced by Parasuraman et al., (1985), breaks down service quality into dimensions such as accessibility, communication, competence, courtesy, trustworthiness, responsiveness, reliability, safety, understanding, and tangibility. It further distills these into five key facets—tangibles, reliability, responsiveness, assurance, and empathy—offering a tailored framework for the restaurant industry to assess and enhance service quality.

Elevating service quality not only boosts customer satisfaction and loyalty but also encourages favorable word-of-mouth and increases the likelihood of repeat business (Bitner, 1990; Zeithaml, Berry, & Parasuraman, 1996; Heskett et al., 1994). Namin (2017) underscored the positive link between service quality and consumer behavioral intentions, stressing the necessity of delivering superior services to attract and retain customers and achieve distinction in a competitive arena. Consequently, restaurant managers are advised to focus on all dimensions of service quality, continually seeking ways to refine and innovate from the customer's vantage point to surpass expectations and foster ongoing business growth and development.

2.4 Behavioral Intention

Behavioral intention is understood as a pivotal step in any action, encapsulating the resolve to perform a behavior (Ajzen & Driver, 1991). It further denotes the actions or intentions consumers might exhibit towards products or companies after consumption (Engel, Blackwell, & Miniard, 1995). Behavioral intentions manifest in two advantageous forms: the decision to buy or utilize a product or service, and the decision to recommend it to others (Casaló, Flavián, & Guinalíu, 2010). This concept is fundamental in experiential marketing, as it signifies both a precursor to future consumer actions and a source of organic endorsements. Distinct from perceived value, which aggregates assessment, behavioral intention articulates a targeted plan or aspiration towards a behavior, particularly in the context of repeat consumption. Behavioral intentions serve as a forecast for future consumer actions (Lee, 2009).

Given the literature review, the research posits the following hypotheses:

Hypothesis 1: A positive relationship exists between brand image and consumers' behavioral intentions.

Hypothesis 2: Service quality positively influences consumers' behavioral intentions.

Hypothesis 3: Brand image has a positive impact on service quality.

Hypothesis 4: Service quality acts as an intermediary in the linkage between brand image and consumers' behavioral intentions.

3. Methodology

3.1. Variable Definitions and Measurements

This research focuses on evaluating the service quality at Smart Fish Restaurant and seeks to identify the discrepancy between expected and actual service quality as perceived by the general consumer base in the chain restaurant sector. Surveys were conducted among patrons who visited Smart Fish Restaurant within the past year, employing a convenience sampling method. The survey is segmented into four sections: service quality, brand image, consumer behavioral intentions, and demographic information.

- Brand Image: The study employs an adapted scale from Biel (2009) and Aaker (1996), consisting of five items. Responses were recorded using a five-point Likert scale ranging from "strongly disagree" to "strongly agree."

- Service Quality: The evaluation of service quality in the restaurant sector has been a subject of study for numerous scholars aiming at enhancing service quality management (e.g., Berry & Wall, 2007; Gu & Heung, 2012; Ryu & Han, 2011). This research utilized the PZB service quality model (Parasuraman et al., 1985), which breaks down service quality into five dimensions across 15 questions. These dimensions are tangibility, reliability, responsiveness, assurance, and empathy. The SERVQUAL scale, developed by Parasuraman et al., (1985) after analyzing the gap between anticipated and perceived services, is extensively applied across various service sectors for assessing service quality. It was discovered that factors such as the dining environment, cleanliness, quality of food, and the conduct of service staff significantly influence guests' perceptions of service quality. The study indicates that the quality of food and service staff conduct might have a more profound impact on the dining experience than the ambiance (Berry & Wall, 2007). Namkung & Jang (2007) highlighted that food quality is a fundamental element of the dining experience, influencing customer satisfaction and repeat patronage. The demeanor of service personnel also plays a crucial role (Berry & Wall, 2007), as it reflects the establishment's service ethos (Farrell, Souchon, & Durden, 2001). Additionally, Ryu & Han (2011) noted that the dining setting could elicit a positive reaction from newcomers and foster loyalty. The ambiance sets the initial impression before the service quality and food are experienced (Ha & Jang, 2010). Cleanliness, an aspect often regarded as a crucial component of environmental or tangible quality in many studies (e.g., Bujisic, Hutchinson, & Parsa, 2014; Lee, Chho, & Ahn, 2012; Liu & Jang, 2009), is vital for service quality and public perception, affecting trust and reputation (Barber, Goodman, & Goh, 2011). A clean environment can enhance customer response and modify behavior by fostering a pleasant dining experience and trust in service (Yavetz & Gilboa, 2010). A five-point Likert scale from "strongly disagree" to "strongly agree" was used for responses.

- Behavioral Intention: This measures the likelihood of a consumer revisiting the same restaurant or recommending it to others, based on a modified scale from Zeithaml, Berry, & Parasuraman (1996) tailored to this study's focus. It includes three items, utilizing a five-point Likert scale from "strongly disagree" to "strongly agree."

3.2. Sampling Method

In this research, a quantitative approach was employed, utilizing a convenience sampling strategy for survey distribution. The initial step involved defining the research matrix, which in this case, centered around patrons of the Smart Fish Restaurant. Following the guidance of Tinsley & Tinsley (1987), the study aimed for a ratio of questionnaire items to sample size of at least 1:10, necessitating the distribution of over 230 questionnaires. The data collection occurred from October to December 2020, resulting in 353 questionnaires being distributed. After excluding 35 questionnaires due to incompleteness or invalid responses, a total of 318 valid responses were obtained, yielding an effective response rate of 90.08%.

3.3. Analysis Techniques

This study applied various analytical methods, including reliability analysis, tests for convergent and discriminant validity, model fit assessment, regression analysis, and mediation analysis, utilizing SPSS version 21.0 and AMOS version 20.0 for data processing.

- Descriptive Statistics: The research employed descriptive statistical techniques to examine the composition of the sample and gain insights into data distribution. It involved conducting basic descriptive analyses like frequency distributions, percentage calculations, and assessing mean and standard deviation values to comprehend the respondents' perceptions.

- Reliability Analysis: This analysis checks the internal consistency of data within a scale, deeming a stability coefficient above 0.7 as acceptable, indicating reliable data (Willson, 1980).

- Validity Analysis: This pertains to how well the test measures and analyzes the intended content. Higher validity is indicated when test results closely match the target content. Convergent validity is confirmed when combined reliability (CR) exceeds 0.6 and the Average Variance Extracted (AVE) is above 0.5, suggesting strong internal consistency. Discriminant validity is assessed by ensuring the square root of the AVE is greater than the correlation coefficients among variables, indicating distinctiveness (Hu & Bentler, 1999).

- Regression Analysis: This involves determining the significance of regression coefficients in the model relating independent and dependent variables. A model is considered significant if the p-value of the regression coefficient is 0.05 or less (Mackinnon, 2011).

- Mediation Analysis: For a mediating effect to exist, four criteria must be satisfied: significant relationships must exist from brand image to service quality, from service quality to consumer behavioral intention, and from brand image to consumer behavioral intention. Additionally, when predicting consumer behavioral intentions using both brand image and service quality, the influence of brand image becomes non-significant while the impact of service quality remains significant. This suggests that the effect of brand image on behavioral intentions is primarily through service quality. Meeting these conditions confirms the mediating role of service quality between brand image and consumer behavioral intentions (Mackinnon, 2011).

4. Analysis of Results

4.1. Analysis of Demographic Data

The research gathered data through questionnaires from patrons of Lin Smart Claypot Fish Head, resulting in 353 collected questionnaires. After excluding 35 for being invalid, 318 questionnaires were deemed valid, leading to an effective response rate of 90.08%. The demographic breakdown revealed 138 male respondents (34.4%) and 180 female respondents (56.6%), indicating a higher female participation. In terms of income, 101 respondents (31.8%)

reported monthly earnings between 30,001 and 50,000 yuan, suggesting that the restaurant attracts consumers with higher income levels. The age group with the highest representation was 35 to 44 years, consisting of 88 individuals (27.7%), pointing to a predominantly middle-aged clientele. Occupation-wise, the largest group was from the service sector, with 113 respondents (35.5%), followed by the manufacturing sector with 81 individuals (25.5%).

4.2 Analysis of Reliability
The reliability of the scales was confirmed through Cronbach's alpha values for brand image (0.952), service quality (0.875), and consumer behavioral intention (0.881), all surpassing the threshold of 0.7. This indicates robust internal consistency across the variables (Willson, 1980).

4.3 Analysis of Validity
The overall model's chi-square to degrees of freedom ratio ($\chi 2/df$) was 1.363. Model fit indicators such as RMR (0.042), SRMR (0.032), RMSEA (0.027), GFI (0.90), AGFI (0.898), NFI (0.917), RFI (0.912), IFI (0.976), TLI (0.974), and CFI (0.976) all met the required standards, demonstrating a strong fit for the model. For convergent validity, the combined reliability values for brand image (0.844 with AVE=0.643), service quality (0.882 with AVE=0.597), and consumer behavioral intention (0.812 with AVE=0.590) exceeded 0.6, indicating high internal consistency (Hu & Bentler, 1999). Furthermore, the square roots of the AVE values for each variable (0.802, 0.772, and 0.768, respectively) were greater than the inter-variable correlation coefficients, affirming strong discriminant validity in line with the standards set by Hubley (2010).

4.4 Testing of Hypotheses
Analysis of Brand Image's Effect on Consumer Behavioral Intention:

It presents the regression analysis results of brand image on consumer behavioral intention, incorporating control variables into model M2. The model's R2 value is 0.361, explaining 36.3% of the variance, with an adjusted R2 of 0.354, indicating 35.5% of the variance explained after adjustment. The F-statistic is 53.567***, and the Durbin-Watson (DW) statistic is 1.867, confirming the model's overall significance. The analysis reveals a standardized regression coefficient of 0.591*** (p=0.000), demonstrating a significant positive influence of brand image on consumer behavioral intention, thus supporting Hypothesis 1.

Analysis of Brand Image's Impact on Service Quality:

It displays the regression analysis of brand image's influence on service quality, adding control variables to model M2. The model's R2 is 0.211, accounting for 21.2% of the variance, with an adjusted R2 of 0.204, reflecting 20.3% of the variance explained after adjustment. The F-statistic is 18.585***, and the DW statistic is 2.065, indicating the model's overall significance. The analysis shows a standardized regression coefficient of 0.434*** (p=0.000), suggesting a significant positive effect of brand image on service quality, thereby affirming Hypothesis 2.

Analysis of Service Quality's Effect on Consumer Behavioral Intention:

It illustrates the regression analysis of service quality's impact on consumer behavioral intention, incorporating control variables into model M2. The R2 value is 0.274, explaining 27.5% of the variance, with an adjusted R2 of 0.266, indicating 26.7% of the variance explained after adjustment. The F-statistic is 35.774***, and the DW statistic is 1.973, underscoring the model's overall significance. The analysis indicates a standardized regression coefficient of 0.514**** (p=0.000), showing a significant positive impact of service quality on consumer behavioral intention, thus confirming Hypothesis 3.

Service Quality as a Mediator Between Brand Image and Consumer Behavioral Intention

In Model M2, control variables were integrated into the regression analysis of brand image on service quality. The model's R2 is 0.361, explaining 36.2% of the variance, with an adjusted R2 of 0.354, indicating an adjusted variance explanation of 35.5%. The F-statistic is 53.566***, and the Durbin-Watson (DW) statistic is 1.867, confirming the model's significance. The regression analysis, with control variables included, reveals a standardized regression coefficient of 0.590*** (p=0.000), signifying a substantial positive influence of brand image on service quality.

In Model M4, upon adding control variables to the regression model analyzing the impact of brand image on consumer behavioral intention, the R2 is 0.211, with the model explaining 21.2% of the variance. The adjusted R2 stands at 0.202, showing an adjusted explanation of 20.3%. The F-statistic is 18.585***, and the DW statistic is 2.064, indicating significant model results. Further analysis within this model demonstrates a standardized regression coefficient of 0.434*** (p=0.000), thus indicating a significant positive effect of brand image on consumer behavioral intention.

Model M5 expands the regression analysis to include both brand image and service quality as predictors of consumer behavioral intention, with control variables added. The model achieves an R2 of 0.441, explaining 44.0% of the variance, and an adjusted R2 of 0.432, indicating an adjusted explanation rate of 44.3%. The F-statistic reaches 61.613***, and the DW statistic is 1.911, showcasing the overall significance of the model. Analysis of this expanded model reveals standardized regression coefficients of 0.454*** (p=0.000) for brand image and 0.314*** (p=0.000) for service quality. This highlights the crucial mediating role of service quality in the dynamic between brand image and consumer behavioral intention, thereby confirming Hypothesis 4 that service quality mediates the relationship between brand image and consumer behavioral intention.

5. Conclusions

5.1. Theoretical Implications

This investigation delves into the interplay among brand image, service quality, and consumer behavioral intentions through a focused case study on Smart Fish Restaurant. It explores how the revamped Smart Fish Restaurant shapes and embeds its new brand image within consumer perceptions and examines the dynamics between service quality, consumer behavioral intentions, and other related factors. The study zeroes in on the connections between brand image, service quality, and consumer behavioral intentions specific to Smart Fish Restaurant’s establishment, offering a comprehensive discussion on this research avenue. This approach aligns with Ismail and Rahman's (2016) guidance on enhancing a restaurant's brand image and consumer behavioral intentions through superior service delivery. It underscores the importance of sustaining customer satisfaction with the brand, securing managerial support, and fostering positive relationships with both employees and customers to boost brand loyalty and consumer behavioral intentions.

5.2. Practical Recommendations

The findings also yield actionable insights for veteran players in the catering sector. The data indicate that both brand image and service quality significantly and positively influence consumer behavioral intentions. Furthermore, the study finds that brand image can bolster consumer behavioral intentions via service quality's mediating role. Consequently, it is recommended that seasoned restaurant operators should devise and implement brand strategies and market their culinary offerings effectively. This strategy should prioritize enhancing brand images and service quality to elevate consumer behavioral intentions, thereby augmenting customer loyalty and satisfaction as suggested by Ismail & Rahman (2016). Additionally, marketing efforts should leverage brand communication and establish diverse channels, such as Facebook and Instagram, facilitating consumer engagement in shaping behavioral intentions (Kumar, Lee, & Kim, 2009). Such strategies will aid long-standing restaurant businesses in crafting a brand identity that resonates with consumer perceptions (Ismail & Rahman, 2016).

5.3. Limitations of the Study and Directions for Future Research

The current research is subject to certain constraints, notably the limited size of the participant pool. Future studies are encouraged to enlarge the sample size to enhance the generalizability of the findings. In examining the nexus between brand image, service quality, and consumer behavioral intentions, it would be beneficial for subsequent inquiries to incorporate additional variables or moderators, such as brand awareness and brand personality, to enrich the analysis. While this investigation employed a quantitative approach, future research could benefit from adopting qualitative methodologies to gain deeper insights into consumer perceptions and experiences in dining contexts. The primary objective of this study was to formulate and evaluate a model by investigating the impact of brand image and service quality on the behavioral intentions of patrons at Smart Fish Restaurant. This exploration aims to augment understanding of the theoretical framework and offer strategic guidance and recommendations for the evolution of well-established local eateries in Taiwan.

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The effects of short video features on postmodern tourists' travel planning behavior: The mediating role of travel inspiration

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Abstract:

Social media have greatly influenced tourists' travel decision-making behavior. On the basis of this background, this study is aimed at surveying postmodern short video users, identifying the dimensions of tourism short video features perceived by postmodern tourists through semi-structured interviews, and verifying the chain mediation role of travel inspiration and tourists' travel planning behavior through a quantitative analysis. The results of the study will identify the marketing value of short tourism videos and provide relevant insights for tourism destinations

Keywords: Tourism Short Video, Travel Inspiration, Postmodern, Travel Planning

1. Introduction

The popularity of social media has changed the distribution patterns of tourism information; tourists are no longer satisfied with travel texts and photos, as this static contents often lack a certain vividness and attractiveness. In this context, tourism short videos have emerged. A short tourism video is considered a necessary tool for the development of the tourism industry, as it presents content that can help tourists generate travel inspiration and thus travel decisions (Abbasi et al., 2022).

Previous research has shown that pre-travel inspiration not only motivates potential tourists to quickly select destinations but also influences tourists' future travel decisions (Gretzel, 2021). As the proportion of postmodern tourists grows, they have developed new desires and behaviors in terms of travel experience, destination choice, and interactivity. This group of people has received little attention. In addition, previous studies on short tourism videos have hardly captured the features of short tourism videos through qualitative methods. Therefore, the aim of this study is to identify the features of tourism short videos that affect the behavioral decisions of postmodern tourists by conducting semi-structured interviews and a quantitative analysis. In addition, this study will examine the chain mediation role of travel inspiration.

2. Literature Review

2.1. Tourism short video

In the field of tourism, tourism short videos are a vivid and intuitive way of presentation, thereby the destination images of tourism destinations can be better presented on social media platforms. However, current studies have often focused only on one element of short videos, such as their content credibility (Cheng et al., 2020) and the attractiveness or credibility of celebrities (Yang et al., 2022). No studies have systematically investigated these factors in a single study. As many factors are involved in short videos, a single-aspect study may fail to capture the complexity of the combined impact of short videos on the tourism industry.

2.2. Postmodern tourists

Postmodern tourists have their own way of traveling and seek symbolic tourism benefits (Wang et al., 2023). In contrast to modern tourists, they can be described as tourists who enjoy varied experiences and seek out genuine tourist attractions while still having to embrace the surreal (Kim et al., 2021). However, the current research on social media is not sufficient to characterize postmodern tourists. Thus, researchers should reexamine the role of social media in postmodern tourism, which is important for promoting destinations or attractions characterized by postmodern tourism.

2.3. Travel inspiration

In the context of social media, tourists' pre-trip travel inspiration is considered to be formed by the ideas and images that inspire them to travel, which can be obtained through social media platforms (Nguyen & Tong, 2023). The mechanism of travel inspiration is illustrated in Figure 2.1. Pre-trip travel inspiration is an emerging topic in tourism research. Existing studies have mainly focused on travel inspiration as an excellent experience that tourists have during a trip, which may lead to positive outcomes such as tour planning behavior, revisit intention, and tourist participation. However, only few studies have focused on pre-travel inspiration, which is important for enhancing the understanding of travel inspiration and its contribution to destination marketing.

Figure 2.1 Mechanisms of travel inspiration (Dai et al., 2022)

2.4. Travel planning behavior

The tourism planning process consists of three stages: before, during, and after the trip. This study focuses on tourists' pre-trip planning behavior, while the other stages are relevant only after tourists have arrived at the destination. Pre-trip planning behavior refers to the gathering of various forms of travel information early in the travel decision-making process to minimize the risk of making a poor destination choice (Jeng & Fesenmaier, 2002). However, current research provides limited understanding of tourists' pre-trip planning behavior, and tourism providers could gain a competitive advantage by improving their understanding of these processes and responding to them accordingly.

3. Methodology

3.1. Semi-structured interview (Study 1)

The semi-structured interview questions to be used in this study are mainly focused on the basic perceptions of postmodern tourists about the features of tourism short videos. In this study, postmodern users will be the target group, the respondents will be selected from the TikTok platform, and postmodern tourists will be screened according to the three screening questions provided by İkiz (2019). After determining that the respondents meet the criteria for inclusion in the study, the researcher will conduct the interviews according to the interview outline. The number of respondents will be based on the principle of information saturation, and the interviews will be coded to generate the initial dimensions and measurement items after the interviews.

3.2. Questionnaire design (Study 2)

Forty-one measurement questions, adapted from Khoi et al. (2020) and Sigala (2012), were designed using a 7-point Likert scale, with the exception of the dimensions related to the features of short travel videos, which were included in the remaining variables. The second part consists of demographic information. In this study, a pre-survey will first be conducted to ensure the validity of the questionnaire, and 500 valid questionnaires are expected to be collected from the respondents. The data will be analyzed using SPSS 23.0 and Amos 24.

4. **Expected** Implications

In terms of theoretical contributions, this study will provide a promising new perspective for the study of tourism short videos by identifying the key factors that stimulate travel inspiration from the perspective of postmodern tourists. In addition, this study will apply the inspiration theory to further examine the internal mechanism by which short video travel drives potential tourists' travel intentions and successfully verify the chain mediation effect of inspiration and motivation in this mechanism.

On a practical level, this study has important implications for destination marketing. Understanding the features and preferences of postmodern tourists for short videos can help better design and produce appealing short tourism videos for destinations, thus increasing their attractiveness. Postmodern tourists prefer highly experiential, interesting, and personalized content. Thus, the results of this study should highlight short video features that would attract postmodern tourists' attention to and interest in target destinations.

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Investigating the effect of travel vlogger's characteristics and video content characteristics towards travel intention

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Abstract:

The travel vlog has emerged as a prevailing trend in recent years. This study reveals that the characteristics of vloggers and the characteristics of travel vlog video content can be categorized into three distinct dimensions, respectively, that exert a positive influence on tourists' wishful identification, travel confidence, and travel intention. The research findings outlined in this paper are used to provide recommendations for enhancing other travel vlogs.

Keywords: Travel Vlog, Travel Vloggers' Characteristics, Travel Vlog Content Characteristics, Wishful Identification, Travel Confidence

1. Introduction

The travel vlog not only offers tourists a immersive and authentic travel experience but also offers a platform on which to exchange information with other viewers or travelers (Hu et al., 2024). It plays a pivotal role in shaping the perception of tourist destinations. Two key factors that attract tourists to watch these videos are the characteristics of (a) the vloggers who create them and (b) the content features inherent in the videos themselves. Understanding whether tourists intend to visit certain destinations based on these two aspects of travel vlogs can greatly enhance travel vlogs' quality and appeal.

2. Literature Review

2.1. Travel Vlog
According to Frobenius (2014), factors such as vloggers' recording environment, their gestures, their speech patterns or rhythm, and the content itself significantly influence the communication effectiveness of vlogs and impact audience perception. Therefore, it is necessary to determine the dimensions of travel vlogs and the factors that are affected by travel vlogs.
2.2. Social Learning Theory

According to the social learning theory proposed by Bandura and Walters (1977), individuals can acquire new behaviors through observational learning. Specifically, people perceive and interact with each other, replicating observed behaviors during communication. This study employs the social learning theory to (a) investigate the mechanism of Chinese tourists' subjective identification with travel vloggers and video features and (b) explore the relationship between this mechanism and Chinese tourists' travel intentions.

2.3. Travel Vlogger Characteristics

Social media influencers are regular users of social networking websites who establish themselves as independent and private spokespersons by creating content and shaping audience attitudes (Freberg et al., 2011). Previous research has emphasized the significance of the personal attributes of social media influencers (SMI) in influencing SMI–consumer relationships and consumers' inclination to imitate these influencers (Hudders et al., 2021). The literature review in this paper leads to the conclusion that travel vloggers' characteristics encompass three dimensions: perceived attractiveness, perceived credibility, and perceived uniqueness.

2.4. Travel Vlog Content Characteristics

In the digital era, social media influencers have emerged as influential sources of information for consumers, making endorsement content published by them a crucial marketing tool for brand promotion (Ouvrein et al., 2021). Simultaneously, these influencers create a significant megaphone effect through their creative, informative, and engaging content (McQuarrie et al., 2013). The literature review in this paper leads to the conclusion that vlog content characteristics encompass three dimensions: creativity, design quality, and information quality.

2.5 Wishful Identification

The concept of wishful identification stems from the theoretical construct of identity, frequently discussed in traditional mass media, and refers to the process of social influence that occurs when viewers adopt a character's perspective and engage in the character's experiences (Maccoby & Wilson, 1957). In this study, idealized identification was defined as Chinese tourists' aspiration to emulate behaviors similar to those observed in travel vloggers.

2.6 Travel Confidence

Park et al. (1994) proposed that confidence serves as the antecedent to perceived product knowledge. It can be observed that if tourists acquire greater preexisting knowledge about a tourist destination or tourism product through means such as tourism vlogs, their level of travel confidence correspondingly increases. This study determines the influencing mechanism of travel confidence in the context of travel vlogs.

3. Methodology

3.1. Measurement

Through a comprehensive literature review, this study identifies 14 items that demonstrate high applicability based on the overall scale of travel vloggers and video content features developed by previous researchers. These items have been carefully summarized, organized, and screened. Additionally, valuable input from esteemed experts in the field of tourism academia has been taken into account in designing a final set of 36 items. Each item has been assessed using a 7-point Likert scale.

3.2. Data Collection

The target population of this study is Chinese tourists. A survey was conducted on the highly authoritative online questionnaire platform "WJX" in China. Respondents were asked to rate each item in the questionnaire on a scale of 1 to 7. Following a pretest, an official questionnaire was distributed, resulting in a total distribution of 548 questionnaires and an effective response rate of 85.9%.

3.3. Analytical Methods

The data will be analyzed using quantitative analysis and a structural equation model (SEM). Software such as SPSS 23 and Smart-PLS 3 will be utilized for this purpose.

4. Results

4.1. Profile of the respondents

In this study, individuals aged between 21 and 30 years accounted for the largest proportion of respondents (40.5%), followed by those under the age of 21 (37.7%); 94.2% of all participants in this study came from mainland China who had travel vlog watching experience before. In terms of travel vlog viewing time, six to ten minutes (32.4%) per video was the most common duration. Food-related content was found to be the most popular among viewers (80.2%). Among the various viewing platforms available online, TikTok emerged as the top choice, with 225 users selecting it.

4.2. Hypothesis model testing

4.2.1 Verification of second-order model

Path	Path Coefficient Value	T value	P value
Travel vloggers' characteristics -> Perceived attractiveness	0.779	37.624	0.000
Travel vloggers' characteristics-> Perceived credibility	0.771	34.51	0.000
Travel vloggers' characteristics-> Perceived uniqueness	0.731	36.167	0.000
Travel vlog content characteristics-> Creativity	0.786	38.578	0.000
Travel vlog content characteristics-> Design quality	0.783	36.275	0.000
Travel vlog content characteristics-> Information quality	0.792	44.557	0.000

Table 1. Verification of second-order model.

The analysis shows that the six first-order variables exhibit significant correlations with their corresponding second-order variables. The second-order variables of vlogger characteristics consist of three variables (perceived attractiveness, perceived credibility, and perceived uniqueness), while the second-order variables of content characteristics consist of three variables (creativity, design quality, and content quality).

4.2.2 Hypothesis testing

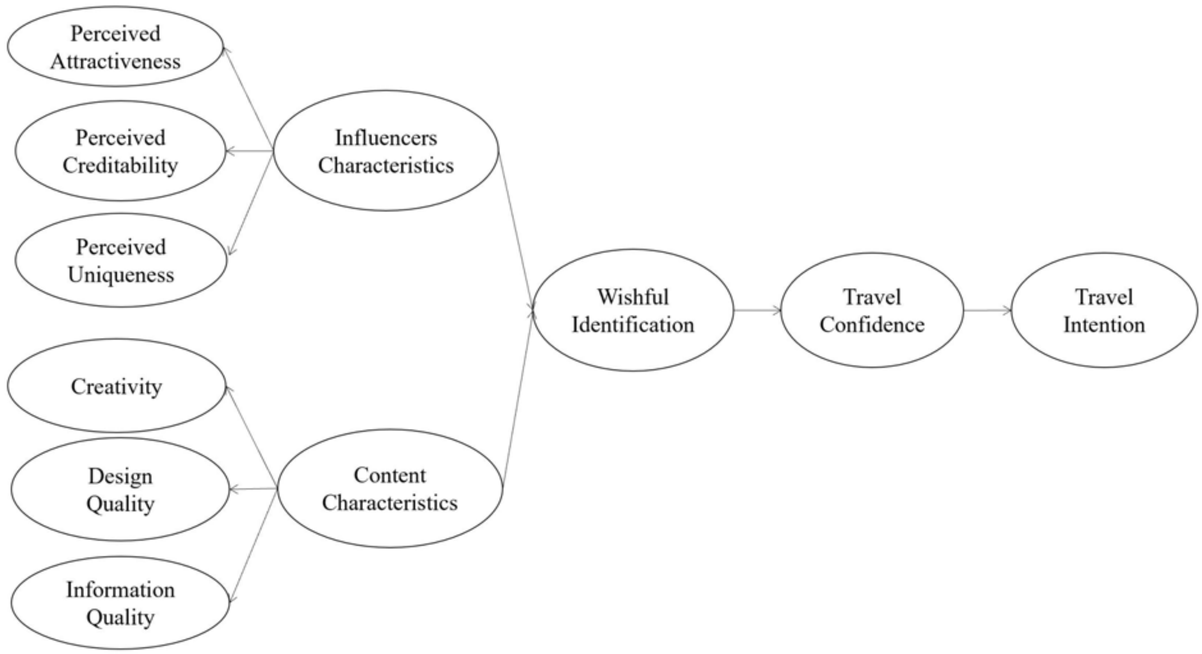

Figure 1. Proposed conceptual model.

Structural equation modeling (SEM) was conducted to test hypotheses 1 to 4 in proposed model.

Path	Path Coefficient Value	T value	P value	Hypothesis
Travel vlogger's characteristics -> Wishful identification	0.276	5.76	0.000	Supported
Travel vlog content characteristics -> Wishful identification	0.284	5.261	0.000	Supported
Wishful identification -> Travel confidence	0.352	8.476	0.000	Supported
Travel confidence -> Travel intention	0.383	8.789	0.000	Supported

Table 2. Results of the hypothesis model.

H1: Travel vlogger's characteristics have a positive influence on wishful identification.
H2: Travel vlog content characteristics have a positive influence on wishful identification.
H3: Wishful identification have a positive impact on travel confidence.
H4: Travel confidence have a positive impact on travel intention.

5. Discussion and Conclusion

5.1. Discussion, implications and conclusion

The contribution of the study are twofold. Theoretically, this paper uses the social learning theory to examine how the characteristics of travel vlogger individuals' wishful identification and travel confidence and, thereby, impact individuals' intention to travel. Additionally, this research provides a theoretical framework with practical implications for the mechanism of travel vlog influence tourist's travel intention.

Practically, the research findings indicate that, from the perspective of travel video producers, enhancing the attributes of vloggers and videos can enable tourists to optimize their sense of wishful identification to travel vlog. This provides a valuable reference for improving the production quality of travel vlogs. From the viewpoint of tourism destinations, high-quality travel vlogs have the potential to enhance tourists' confidence in traveling and their intention to visit. This positively impacts the promotion of tourist destinations.

5.2. Limitations of this study and suggestions for future studies

The main subjects of this study are respondents from mainland China and cannot fully represent the opinions of tourists from other countries and regions. Therefore, the conclusions of this study have certain regional limitations, and future research can select a wider range of target respondents to examine the perception of tourism vlog features by respondents from different countries and cultural backgrounds.

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Motivation, air quality, ecotourism experience and revisit intention: The case of fanpu ecolodge

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Abstract:

This study investigated the relationship between tourists' ecotourism motivation, evaluation of their experience at Fanpu and their revisit intention, the moderating effect of air quality difference between tourists' place of residence and the destination was also examined. A survey was conducted with 427 Chinese tourists who visited the Fanpu Ecolodge with the permission and assistance of the owner of the ecolodge. The results showed that ecotourism motivation was positively associated with experience evaluation and revisit intension. Tourists with high ecotourism motivation were more likely to immerse into local life, and were satisfied with their experience, different dimensions of experience evaluation have impact differences. In addition, the air quality difference between ecotourists' residences and destination had a moderating effect on the relationship among ecotourism motivation, experience evaluation and revisit intention.

Keywords: Air Quality, Ecolodge, Motivation, Ecotourism Experience, Revisit Intention

1. Introduction

Tourists are more perceptive to the threat of their surrounding environment, and tend to choose destination close to nature (Chua, et al., 2021; Gössling, et al., 2020; Kumari and Toshniwal, 2020). Ecotourism could facilitate nature-based tourism activities, protection of environment, and generate tourism-related benefits to local communities in ecotourism destinations. According to Megan Epler-Wood (2010), the founder of the International Ecotourism Society (TIES), ecotourism accounts for 5% to 10% of the global tourism market. Most of the existent ecotourism research concentrates on tourist behavior patterns and motivations (Hvenegaard, 2002; Ma et al, 2018; Carvache-Franco et al., 2019), segmentation of market (Perera et al, 2012; Sheena et al, 2015; Neuts et al, 2016), ecological awareness (Ghidouche and Ghidouche, 2019), and ecotourism benefits (Wondirad, 2017; Aseres and Sira, 2021). It is critical for the strategic success of the products in ecotourism through paying attention to ecotourists' satisfaction to assess their travelling experiences (Blamey and Hatch, 1998; Chan and Baum, 2007; Page and Dowling, 2002).

Destinations attempt to become more distinctive in an increasingly competitive ecotourism market. In particular, air quality, one of the most significant parts of climate and weather, has a dramatic impact on tourists' activity participation, tourism demand and the holistic travelling satisfaction externally (McKercher et al., 2015; Xu and Reed, 2017). Moreover, influencing 90% of the whole world population, air pollution has been recognized as not only a threat to the destination but also a growing health risk to human being (World Health Organization, 2018). In accordance with WHO's official website, many problems of physically well-beings including ischemic heart disease, lung cancer and stroke are all triggered by air pollution (Di, Wang, Zanobetti, Wang, Koutrakis, Choirat, Dominici and Schwartz, 2017). Although the impact of air pollution on health has been fully confirmed now, limited information and research were related to this area, how air quality influences the personal mental state is worthy of further discussing. In terms of eco-tourism, although studies have emphasized the effect of air quality on tourists' eco-tourism experience and quality (Li, 2004; Cheng et al., 2017; Xiang & Yin, 2020), few studies have discussed the influence of air quality differences between locals between destinations and residences on tourists experience of eco-tourism and willingness to revisit. As one of the important stages of consumer decision-making process (Engel et al., 1986), problem recognition represents the discrepancy between consumers' desire and their perceived state (Urbany et al., 1989). Thus, due to the occurrence of covid-19, customers are more likely to perceive the threat of their surrounding environment, and pay more attention to health during their travel and desire to choose the destination close to nature. Therefore, this study provides guidance for the practice of eco-tourism during the epidemic by exploring the impact of differences in air quality of tourists' residences and destinations on tourist experience and revisiting intension.

Although ecolodges have a great positive impact on eco-tourism, few studies have explored the relationship between eco-tourists' motivation, satisfaction and loyalty in the domain of an ecologically home stay, and paid attention to the impact of air quality index. Hence, the aim of this paper is to examine the relationship between ecotourism motivation, evaluation of experience and revisit intention and explore the moderating effect of air quality difference between tourists' place of residence and destination. The remainder of the article proceeds as follows. The second section reviews the motivation, evaluation, and revisit Intention of ecotourism, and presents the study hypotheses, which followed by a description of our case study-Fanpu Ecolodge, located in China. Subsequent sections describe the method, the results, and the conclusions and main implications of this study.

2. Literature Review and Research Hypothesis

2.1 Ecotourism

Ecotourism is a form of tourism takes place in a natural setting, with the goal of providing environmental education, respecting nature protection, and maintaining sustainable management of the integrated environment (Tao et al., 2004). The word 'ecotourism' describes not only the motivation of tourists to visit the natural ecosystem, but also the expected conservation benefits from it (Clifton and Benson, 2006; Cobbinah, 2015; Pornprasit and Rurkkhum, 2019). Kiper

(2013) found that ecotourism facilities the utilization of environmental resources sustainably with the generation of economic benefits. In addition, ecotourism is defined by The International Ecotourism Society (TIES) as, "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (The International Ecotourism Society, 2015). The definition of ecotourism was on account of six main concepts according to: 1) minimize influence; 2) establish cultural and environmental respect and recognition; 3) provide favorable experiences for both guests and hosts; 4) offer immediate economic benefits for conservation; 5) offer economic well-beings and empowerment for local community; and 6) increase the awareness of travelers in the aspect of the host countries' politics, current social situation, culture and environment.

2.2 Motivations for Ecotourism

Scholars have defined motivation as the psychological requirements and desires which enable behavior and activity get provoked, guided, and integrated (Pearce, 2013). People with motivation are passionate and stimulated to conduct the specific action. Tourism motivation is a series of needs that affect one's participation in tourism activities (Meng, Tepanon and Uysal, 2008), and is the main element in the course of decision making (Yolal, Rus, Cosma, and Gursoy, 2015). Additionally, the motivators are also seen as mental needs to make people feel a sense of psychological imbalance, which tourism experience can make up (Crompton, 1979; Kim, Crompton and Botha, 2000).

Previous studies have shown that both destination values and internal values of tourists are important motivations for tourists to choose eco-tourism. Specifically, destination values consist cultural features, historical features and natural scenery including plant and animals of the ecotourism destinations (Wight, 1996, 2001; Wood, 2002; Ma et al., 2018); Internal values of tourists for visiting eco-tourism could be summarized as the pursuit of personal physical values and spiritual values. Personal physical values include relaxing in the natural environment, exercising actively, and gaining relaxation and physical as well as mental health (Holden and Sparrowhawk, 2002; Chow et al., 2017; Ma et al., 2018; Carvache-Franco et al., 2019); Spiritual values of the tourists include the pursuit of entertainment needs, happiness, relationship enhancement, escape from daily life, learn new knowledge in certain fields (for instance, nature, wildlife, native and culture), self-development, self-defense function and reward achievement (Wight, 1996, 2001; Page and Dowling, 2002; Pearce and Lee, 2005; Panin and Mbrica, 2014; Lee et al., 2014; Hultman et al., 2015).

2.3 Evaluation of Ecotourism Experience

Evaluation about tourists participating in ecotourism was generally discussed as satisfaction in previous studies and is considered a crucial element to sustain the competitive business. For example, satisfaction can be demonstrated as "the evaluation that a product or service characteristic, or the product or service itself, providing the pleasant degree of consumption-related gratification, including degree below or above the gratification"(Meng, Tepanon and Uysal, 2008). A number of researchers mentioned that satisfaction was considered as a capability of consumer perceptions. Meanwhile, In the context of tourism, the perception of each visitor is very tough to be measured, because of the intrinsic quality of the product (Jankingthong and Gonejarat, 2012). Furthermore, plenty of intellectuals have attempted to measure consumer satisfaction in a more reasonable method in terms of manufacturing theoretical and methodological frameworks. According to Peterson and Wilson (1992), the measurement of tourist satisfaction is crucial to promote destination marketing since it is straightly associated with local community's choice, consumption of products and services, and repeat customer. Therefore, the evaluation provides information related to the extent to which the destination currently meets the needs of tourists, and thus helps destination managers adjust their efforts to improve the quality of products and services, or provide products and services that truly attract tourists.

To be specific, there are many factors in the aspect of ecotourism that can be evaluated for travelling experience. For instance, Baral, Sterna, and Hammett (2012) discussed that the degree of ecotourism satisfaction for tourists who went to the Nepalese conservation area is up to whether they used a local guide Through the analysis of various requirements of potential ecotourists, Chan and Baum (2007) explored multi-dimensional evaluation of ecotourism experience, including ecotourism activities, information acquired during the visit, as well as interaction with service staff and other ecotourists. Besides, since ecotourism may include observation and exploration of wild animals, existing studies also believe that the experience of tools used during the tourism process (such as boats), combined with the experience of visiting the landscape and wildlife are also an integral part of the evaluation of eco-tourism experience (Romão et al., 2014).Other indicators that can represent the evaluation of ecotourism experience include：the destination image, experiential learning, interpersonal interaction (tourist to tourist interaction and host-guest interaction) and the assimilation effect of experiences (Chen and Tsai, 2007).

Existing studies have proved the importance of tourism motivation to the evaluation of tourism experience. (Mason, Gos and Moretti, 2016; Fielding, Pearce and Hughes, 1992). The significance and performance of the motivators with regard to travel to Australia are discussed through using importance-performance analysis for Taiwanese tourists (Kao, Patterson, Scott and Li, 2008). Other studies have pointed out that, the stronger relationship exists between travel motivations and tourist satisfaction for certain types of tourism such as tourism related to religion and nature (Battour, Ismail, Battor and Awais, 2014). In terms of ecotourism research, studies have shown that various motivations of ecotourists have different effects on their satisfaction (Adam et al., 2019). Thus, we propose Hypothesis 1 as follows:

H1: Ecotourism motivation can affect tourists' evaluation of experience in a positive way.

2.4 Revisit Intention of Ecotourism

According to Zeithaml, Berry and Parasuraman (1996), the favorable behavioral intentions consist of five parts including to spread positive words about a provider, to recommend the provider to other consumers, to maintain loyalty to the provider, to spend more money with the provider, and to pay premium prices. Besides, it is found by Hsu and Crotts (2006) that, intention was considered as individuals' expectation related to the specific action that may occurs under the certain conditions and the tendency of repeating travel afterwards. This intention has a positive impact on tourists' future travelling behaviors which means the tourists prefer to visit a destination again and participate in the same tourism activities as a result of the satisfied experience in the past and attitudes towards the specific tourism products and services (Chen and Gursoy, 2000). What's more, it is revealed that conative loyalty can interpret revisit intentions perfectly, which is also in accordance with the loyalty model founded by Oliver (1999).

Moreover, Blut, Evanschitzky, Vogel and Ahlert (2007) pointed out that, conative loyalty can be defined as customer loyalty with a desire to take an action.

As for the association between evaluation of experience and future travelling intention, it has widely recognized in tourism literature that the satisfaction of products, services and other resources offered by the tourism destinations could lead repeat visit of tourists (Chen and Gursoy, 2001; Meng, Liang and Yang, 2011; Lee, Jeon and Kim, 2011). According to Popichit and his colleagues (2013), tourists' high evaluation of experience affected the willingness to revisit a site and recommend to others significantly. For eco-tourism, existing studies have shown that tourist satisfaction has played an important role in eco-tourism destinations (Bulus and Samdi, 2016), tourist satisfaction has a positive effect on their revisit intention in ecotourism destinations (Chan et al., 2021).Moreover, the recommendations with regard to attractions have become an important source for tourists to obtain tourism information. It is found that the high-satisfied tourists are willing to revisit the site and promote it through word-of-mouth (Tonge and Tonge, 2006). Through the study in terms of rural heritage festival in Missouri, U.S, Cole and Illum(2006) have found that the satisfaction of tourists' experience has a positive impact on their willingness to revisit the destination as well as the recommendation intentions to others. Taher and his colleagues (2015) have found that high satisfaction is a vital prerequisite for tourists' willingness to return to a destination, especially for destinations at the mature stage of the life cycle. Other researchers also claimed that the decision-making process and the loyalty of tourists may be affected by the positive evaluation of the destination, which is a direct antecedent of behavioral intention (Chi and Qu, 2008； Rodríguez-Molina, Frías-Jamilena and Castañeda-García, 2015). Besides, high-satisfied aspects during the last trip usually play a dominant role of the tourists' future behaviour and different types of tourists have different satisfied points, which could also influence tourists' future behaviour. For example, older tourists paymore attention to the comfort level of room than the activity planning; Female tourists concern more about whether the attractions can provide photography services than male tourists (Canny, 2013; Cole, Crompton and Willson, 2002; Chen and Gursoy, 2001). Therefore, different dimensions of experience evaluation could have different impacts on tourist behavior. Thus, we propose Hypothesis 2 and Hypothesis 3 as follows：

H2: Tourists' evaluation of experience can affect revisit intention in a positive way.

H3: Different dimensions of experience have different impact on revisit intention.

2.5 Air Quality and Ecotourism

With the continuous increase, plenty of tourism destinations are deeply troubled by air pollution including haze, sulfur dioxide particulate and nitrogen oxide etc.; Beijing, Cairo, Mexico and Naples City are among the top 50 polluted cities in the world (Numbeo, 2019). It is estimated that about 20% of tourist cities in the top rank are considered to have serious air pollution (Hedrick-Wong and Choong, 2016). Since tourism industry is highly dependent on weather, weather and climate are the essential study field in tourism (Becken and Wilson 2013; Wilkins, Urioste-Stone, Weiskittel and Gabe, 2018). In terms of ecotourism demand, air quality, as an indicator of environmental quality, attracted plenty of attention in the recent year, air quality of the destination can ensure ecotourists' well-developed both in mind and body.

As the awareness of environmental protection increased rapidly, tourists pursue healthy and green tour style and are concerned more about the air quality of the destinations (UNWTO, 2015). Wang, Fang, and Law (2018) found that tourists tend to go to the destinations where are less polluted and poor air quality has a negative impact on the image of destinations in China, and potential tourists are increasingly concerned about the travel risks caused by poor air quality (Becken, Jin, Zhang and Gao, 2016). Meanwhile, the engagement of activities and satisfaction will also be reduced under these circumstances. At the end, the future behavioral intention of such natural attractions will be obscured (Poudyal, Paudel and Green, 2013). Although air quality issues is gaining more and more attention in the tourism industry, most studies mainly concentrate on the impact of air pollution on the tourism variables in macro level, including total tourism demand, local economy, destination image, etc. A few studies have emphasized the importance of air quality on tourists' eco-tourism experience and quality (Li, 2004; Cheng et al., 2017; Xiang & Yin, 2020), but there is a lack of research discussing the influence of air quality on the relationship among tourists' motivation, experience evaluation and revisit intention in ecotourism. On the basis of the Consumer Problem Recognition Process, a consumer may perceive a discrepancy between the desired and actual state but, for a variety psychological reasons, engage in denial activities (Bruner and Pomazal , 2014). Therefore, we believe that if there is a difference in air quality between tourists' residences and destinations, the differences between desired and actual state may exists, thus influencing the decision-making process. Thus, this study assumes that the difference in air quality between tourists' residences and destinations will exist a moderating effect in the relationship among ecotourists' motivation, experience evaluation, and revisit intention. Hypothesis 4 and Hypothesis 5 are proposed as follows：H4: Air quality difference between tourists' residences and destinations have a moderating effect on the relationship between ecotourism motivation and experience evaluation.

H5: Air quality difference between tourists' residences and destinations have a moderating effect on the relationship between evaluation of experience and revisit intention.

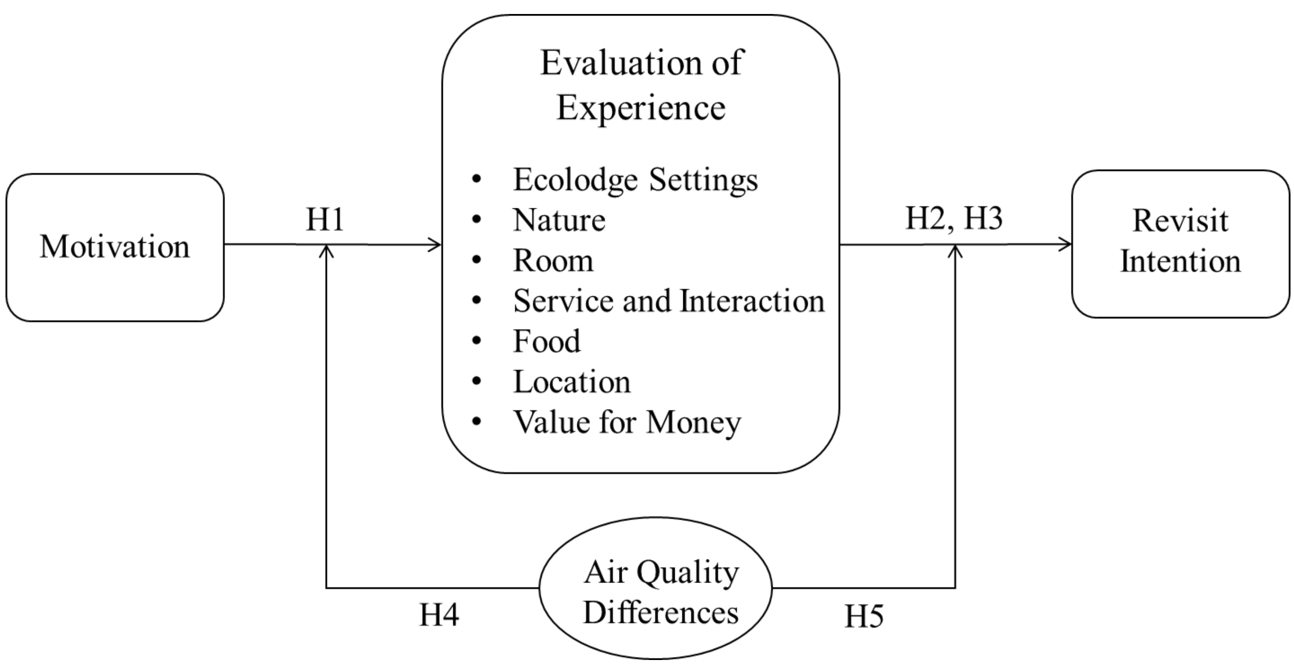

Figure 1 Hypothesized Model

2.6. Case study: Fanpu Ecolodge

Ecolodge is an important ecotourism attribute, providing not only accommodations but also ecotourism experiences, as ecotourists staying at ecolodges have immediate access to natural resources surrounding the accommodation (Lai & Shafer, 2005). As a tourism destination transformed from a dump for decades into an ecolodge, the uniqueness of our research area-Fanpu Ecolodge is that several experience activities, such as home stay, organic farm, light food restaurant, nature school and library can be offered, tourists will experience plenty of ecotourism elements in such an ecolodge. Fanpu ecolodge is located in Xujiadu village, Chengdu City, Sichuan Province in China. It is an idyllic complex with the theme of ecological sustainability, education, art, creativity, cultural exchanges and environmental protection, which attracts hundreds of tourists every year. The ecolodge followed the concept of ecological development by maximizing the use of waste wood and keeping the original land perfectly. In order to make the ecolodge develop more internationalized, Fanpu Ecolodge cooperates with international communities, and expands market and philosophy throughout the country by utilizing various channels including online promotion (Ctrip, Airbnb, Douban.com) and offline promotion (cooperation with primary schools and local companies) (Fanpu Ecolodge, 2017).

3. Research Methods

3.1 Sample and Data collection

Samples of the study were obtained from individuals who visited the Fanpu Ecolodge. The lodge owner was contacted through Wechat (an online chat software) and by phone prior to conducting the survey. The owner agreed for researchers to invite guests to participate in the survey. In order to keep the sample consistent, the respondents used for this study were ones who had finished traveling the route. Then, an online questionnaire sent by Fanpu owner and employees was conducted through Questionnaire Star and simple random sampling was accepted to achieving more exact statistics. As a result, responses from a total of 520 samples were obtained over 10 days from April 4 to April 14, 2020, including working days and weekends from 8:30 to 20:30. Among the paper questionnaires received, 427 were valid, and the effective questionnaire recovery rate was 82.12%.

The measurement items developed for this study were based on a number of tourism studies; motivation(Wight, 1996； Wight, 2001); evaluation of experience(Lu and Stepchenkova, 2012)； willingness to revisit(Canny, 2013); air quality index(China National Environmental Monitoring Centre, 2020). Details of relevant scales can be seen in Table 1. The Seven-point Likert scale is used to evaluate related variables according to the degree of agreement on these variables (“1” = strongly disagree; “7” = strongly agree).

Table 1: Measurement of variables

Variables	Measurement Dimension	Resources
Ecotoursim Motivation	To visit uncrowded locations and remote nature reserve	

		To learn about nature and wildlife To learn about natives and cultures To learn about community benefits To view plants and animals To exercise actively To meet like-minded people	Wight (1996,2001)
Evaluation of Experience	Ecolodge settings	Grounds/surroundings Ecofriendliness Lodge amenities Climate	Lu& Stepchenkova (2012)
	Nature	Nature-based activities Weather Natural attractions	
	Room	Room/bathroom facilities Room/bathroom décor and layout Insect problem	
	Service and Interaction	Reservation process Communication with staff Tour/tour guide service Interaction with other customers Nature-based activities	
	Food	Food quality Food taste	
	Location	Accessibility Closeness to scenery	
	Value for money	Food/drink price Room rates Other prices (Souvenir price, activity price etc.) Overall evaluation of experience	
Revisit intention		I will recommend Fanpu ecolodge to other people I will actively introduce my experience in Fanpu Ecological Ecolodge to others I will revisit Fanpu Ecolodge in the future	Canny (2013)
Air quality differences		According to the difference of the Annual Air Quality Composite Index between the place of residence and Chengdu	China National Environmental Monitoring Centre (2020)

4. Results

Results have shown that about 56.1% of the respondents were females, and about 30.18% of them were within the age range of 21–30 years, followed by 24.82% within 31–40 years, and 24.59% within 41–50 years. A monthly income between RMB 3001-6000 was reported by over one-quarter of the sample, and more than half (67.1%) of them had a bachelor’s degree, as shown in Table 2.

Table 2: Demographic characteristics of samples

Variable	N	%	Variable	N	%

Gender			**Occupation**		
Male	187	43.79	Students	70	16.39
Female	240	56.21	Civil servant	73	17.1
Age			Enterprise staff	150	35.13
Under 18	0	0	Individual business operator	64	14.99
18-30	170	39.81	Freelancer	52	12.18
31-40	106	24.82	The retired	7	1.64
41-50	105	24.59	Others	11	2.58
51-60	37	8.67	**Monthly income**		
Above 60	9	2.11	3000¥ and below	118	27.63
Education level			3001-6000¥	144	33.72
Junior high school and below	33	7.73	6001-9000¥	98	22.95
Junior College	96	22.48	9001-12000¥	52	12.18
Bachelor degree	261	61.12	Above 120000¥	15	3.51
Master degree and above	37	8.67			

The Cronbach's Alpha of all variables mentioned in the study, including ecotourists' motivation, experience evaluation, and revisit intention showed acceptable internal consistency (0.943, 0.921 and 0.922) (Neal, Uysal, & Sirgy, 2007). As the regression results shown in Table 3 and Table 4, tourists' motivation positively influences customers' evaluation of experience ($b=0.388$, $p<0.01$) and revisit intension ($b=0.516$, $p<0.01$), indicating there are positive relationships among ecotourism motivation, evaluation of experience and revisit intention.

Table 3: Impact of Motivation on Evaluation of Experience

Model		Coefficients	t value	Sig
1	(Constant)		12.834	.000
	Motivation	.388	8.684	.000

Dependent Variable: Evaluation of experience

Table 4: Impact of Evaluation of Experience on Revisit Intension

Model		Coefficients	t value	Sig
1	(Constant)		9.192	.000
	Evaluation of Experience	.516	12.434	.000

Dependent Variable: Revisit intension

In addition, we examine how different dimensions of experience evaluation influence customer revisit intension based on multiple regression method. Results have shown that the value for money was found to be the most significant predictor of the respondents' intentions to revisit the Fanpu Ecolodge (b=0.252, p<0.01), indicating value for money is the most influential dimension in evaluation of experience on revisit intention, tourist satisfaction depends on value for money to a great extent. The second- most powerful items that contribute to the evaluation of experience came from the ecolodge settings (b=0.243, p<0.01). Therefore, H3 was partially supported.

Table 5: T-Test Results Between Different Dimensions of Experience Evaluation

Model	Beta	t value	Sig.
Ecolodge settings→Revisit intention	.243	4.473	.000
Room→Revisit intention	.028	.562	.574
Service and interaction→Revisit intention	.026	.514	.608
Food→Revisit intention	.069	1.432	.153
Location→Revisit intention	.012	.266	.790
Value for money→Revisit intention	.252	4.573	.000

Moreover, we tested the moderating effect of air quality difference in the relationship between ecotourism motivation and evaluation of experience as well as the relationship between evaluation of experience and revisit intention. After adding the moderator, the R Square Changes of the models were both statistically significant increased (0.012 and 0.018, respectively), indicating the addition of the moderator enhances the explanatory ability of the model. As shown in Table 6, air quality difference has a significant moderating effect in the relationship between ecotourism motivation and evaluation of experience (coefficient =0-0,11, p = 0.11), which means air quality difference weakens the influence of ecotourism motivation on experience evaluation. Moreover, results from Table 7 also demonstrates that air quality difference has a significantly negative moderating role in the relationship between ecotourism motivation and evaluation of experience (coefficient = -0.133, p = 0.01), indicating air quality difference weakens the influence of experience evaluation on revisit intension in ecotourism well. Therefore, H4 and H5 were supported.

Table 6: Impact of Motivation and Air Quality Difference on Evaluation of Experience

Model		Coefficients	t value	Sig
1	(Constant)		97.275	.000
	Motivation	.349	8.020	.000
	Air quality difference	-.254	-5.842	.000
2	(Constant)		96.297	.000
	Motivation	.344	7.928	.000
	Air quality difference	-.260	-6.006	.000
	Motivation* Air quality difference	-.110	-2.562	.011

Dependent Variable: Evaluation of Experience

Table 7: Impact of Air Quality Difference and Evaluation of Experience on Revisit Intension

Model		Coefficients	t value	Sig
1	(Constant)		92.072	.000
	Air quality difference	-.096	-2.207	.028
	Evaluation of experience	.487	11.206	.000
2	(Constant)		87.341	.000

Air quality difference	-.109	-2.523	.012
Evaluation of experience	.475	11.008	.000
Air quality difference * Evaluation of experience	-.133	-3.242	.001

Dependent Variable: Revisit intension

5. Discussions and Conclusions

This paper examines the relationship of ecotourism motivation, evaluation of experience, revisit intention and discusses the impact of different dimensions of experience evaluation on tourists' loyalty. Meanwhile, the moderating role of air quality differences between ecotourists' place of residence and the destination was also discussed among the relationship of ecotourism motivation, evaluation of experience and revisit intention.

Firstly, it is shown in this research that ecotourism motivation has a positive influence on the experience evaluation. Ecotourists who went to Fanpu ecolodge have different motivators related to nature, culture and relaxation etc. in various degree. Tourists who are highly interested in Fanpu Ecolodge will get better understanding of the activities hold by Fanpu and better integrate into local life, and they are more likely to achieve high satisfaction for the whole trip. Our findings echoes pervious research by Fielding and his colleagues (1992) and Mason, Gos and Moretti (2016).

Secondly, the study indicate that satisfaction with experience by ecotourists has a positive effect on the future travelling intention. In Fanpu Ecolodge, tourists' satisfaction about ecolodge services, food, facilities and environment is relatively high and most of them prefer to visit again and recommend friends, families and even companies to Fanpu Ecolodge. As Fanpu Ecolodge grows rapidly and has many new activities with the season change, tourists can experience sense of fresh but deja vu. Although the life cycle of Fanpu Ecolodge in this study has not come into the consolidation stage yet, it still seems to be in accordance with the earlier research related toecotourism, the positive evaluation for ecotourism experience can increase the revisit intention and recommendation rate to others (Taher et al., 2015). Besides, the word-of-month promotion is the main way for ecotourists to recommend others, which is in line with the previous researches that the high-satisfied tourists are usually willing to revisit the site and promote it through saying positive words (Tonge and Tonge, 2006; Cole and Illum, 2006; Lee, Jeon and Kim, 2011).

Thirdly, the findings of study show that different dimensions of experience evaluation have different influential impact on revisit intention. It is worth mentioning that the value for money has more important impact on customer loyalty, followed with the ecolodge settings that is also crucial for ecotourists to make future decisions. These findings further extend prior studies that tourist satisfaction has a positive effect on their revisit intention in ecotourism destinations (Chan et al., 2021).Finally, air quality difference between ecotourists' residences and destination have a negative moderating effect in the relationship among ecotourism motivation, experience evaluation and revisitintention. According to findings of the research, apart from some tourists from local, in other provinces go to The intension of tourists from other regions to visit Fanpu Ecolodge were influenced by the factors of air quality and environmental condition , which extend previous studies that tourists tend to go to the destinations where are less polluted and potential tourists are increasingly concerned about the travel risks caused by poor air quality (Wang, Fang and Law 2018; Becken, Jin, Zhang and Gao, 2016).

The findings of this study provide valuable insights to ecotourism especially ecolodge associates. First, the motivator of many ecotourists who have been to Fanpu ecolodge is related to local culture. Since most of activities in Fanpu ecolodge are natural-based, cultural events can be organized in Fanpu ecolodge to increase the chance of contacting local culture. Secondly, ecotourism managers can target generating markets where the air quality is below the destination and stress the good air quality as a selling point. Taking Fanpu Ecolodge as example, "oxygen yoga" and "flower picking" activities can be hold for attracting people to get close to nature and enjoy fresh air. Thirdly, local authority should reduce the tax in order to accelerate the green transformation of the tourism business. At the same time, the subsidy will be achieved by the ecotourism companies who do the great job in the aspect of sustainability. In this way, not only air quality and environment can become better but also ecotourism can develop more rapidly by increasing destination image as well as tourists' overall satisfaction and willingness to revisit. In addition, the owners should understand the customer demand, provide better services, and pay much intention to the cost performance of services, products and other aspects in order to increase tourists' willingness to revisit.

6. Limitations and Future Research Directions

This study is not free with limitations. First of all, data for this study were collected from an ecolodge in China, so the findings of the study should be further verified in other regions. Furthermore, since the data were collected utilizing an online survey, individuals without Internet access in ecolodge may have been excluded from the sample. In addition, this study utilized a convenience sample derived from a snowball sampling approach, due to the difficulty of sample acquisition in ecolodge.

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Development of operational evaluation standards for sustainable contract foodservice

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Abstract:

As contracted food services grow, the competition among providers sharpens, underscoring the need for sustainable operational management and evaluation standards. Despite extensive research into menu attributes, hygiene, and working conditions, there is a significant gap in studies focused on operational evaluations. This study aims to develop objective and valid operational evaluation standards for sustainable contracted food services. Utilizing a Delphi survey with expert panels and an AHP analysis from 500 food service personnel, the developed standards are expected to improve service quality and assist in selecting the best providers.

Keywords: Sustainability, Operation evaluation standard, quality control, contract foodservice

1. Introduction

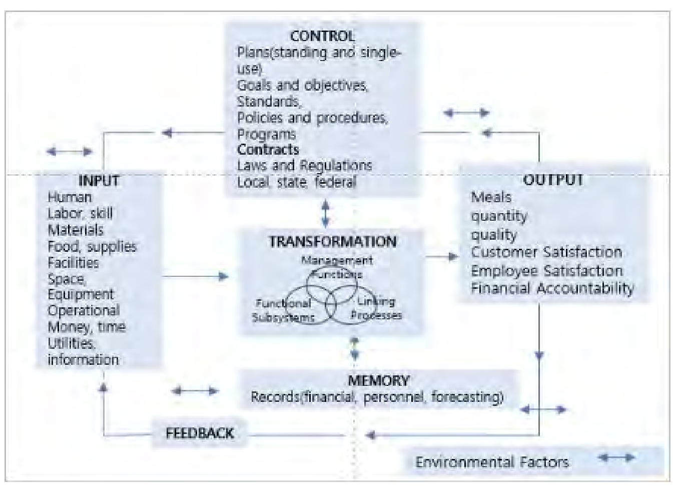
The trend in institutional catering has shifted from self-operated to contract-based catering since the activation of the domestic contract catering market in 1988, with an increasing recognition of the efficiency of contract catering (Hong, 2013). In light of this, Park (2004) emphasized the need for objective criteria for assessing the quality of catering services, as public institutions, schools, and businesses seeking contract catering need suitable catering specialist companies that can meet their respective environments and conditions. Domestic institutional catering is divided into self-operated and contract-based catering, categorized into private and public sectors depending on the operating entity. As of 2022, there were 57,842 institutional catering facilities, with contract catering accounted for 19% of the total institutional catering facilities(Ministry of Food and Drug Safety, 2023). The institutional catering market size was estimated to have grown from 4.3 trillion won in 2001 to 17.5 trillion won in 2020, with contract catering having exceeded 5 trillion won in 2017. However, the recent contract catering market faces saturation, with an average annual growth rate of 2-3%, and fierce competition among approximately 4,500 contract catering companies, including major corporations, for new contracts (aT Agricultural and Food Marketing Research Institute, 2017). Nevertheless, the increasing interest in the quality and operational efficiency of contract catering is due not only to cost savings through bulk purchasing and efficient personnel management but also to the ability to operate an effective catering system that can enhance customer satisfaction through systematic food hygiene management and diverse menu development (Choi, 2006). Despite the growing attention to the quality and operational efficiency of contract catering, research in this field has been lacking. Most of the research related to 'catering operation evaluation' in Korea has focused on the development of evaluation indicators and quality management criteria and tools, mainly in the school catering and hospital catering sectors, with studies on the development of operational evaluation indicators for military catering aimed at improving the satisfaction of military personnel (Seo, 2016). In the field of 'contract catering,' there have been previous studies focusing on quality management and objective verification of contract catering, such as Han's (2002) investigation of the performance of contract catering quality management standards, Yang's (2004) selection of evaluation criteria for contract catering companies in Korea, and Kim's (2013) analysis of the difference in importance and performance of catering quality between clients and contract catering companies. However, recent comprehensive studies reflecting the changing social issues and catering environments have been lacking.

Such operational evaluation is expected not only to provide mutual benefits to both contract catering companies and contracting agencies but also to contribute to improving the qualitative level of domestic contract catering. The purpose of this study is to fulfill these needs by developing an objective and valid operational evaluation system for sustainable contract catering, and thereby contributing to the selection of suitable companies in the contract catering sector and the establishment of standards for catering operation evaluation.

2. Literature Review

2.1. A foodservice systems model

Research on foodservice systems began in the mid-1960s. Among them, Spears' foodservice system model is the most widely known and is a highly important concept for understanding foodservice organizations systematically (Spears & Gregoire, 2004).



foodservice system model

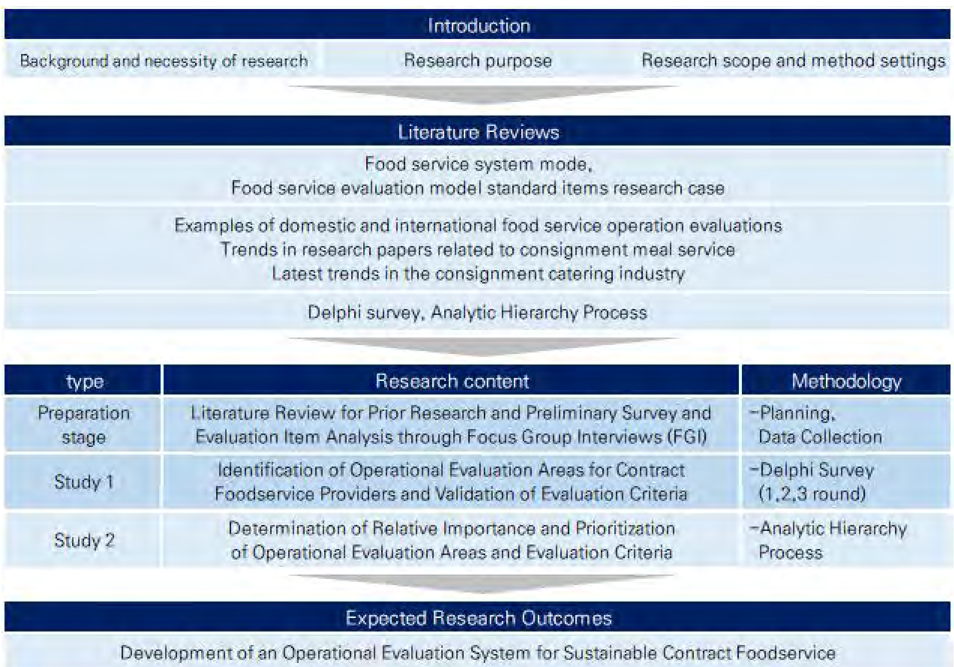
2.2. Evaluation Study of Contract Food Services

The expertise verification of contracted companies possessing characteristics of foodservice industry and performance evaluations regarding food quality management standards have been a consistent focus since the introduction of contract food services (Han et al., 2002; Yang et al., 2004; Jeon et al., 2012; Kim, 2013).

2.3. CHOOSING BEST VALUE IN CONTRACTING FOOD SERVICES

To assist in selecting high-quality food service providers, Europe has provided guidance through foodservice Europe (representing the catering industry) and EFFAT (representing European food and catering workers). They have presented guidelines and criteria for contract catering in food service contract bidding, along with EU regulatory frameworks, definitions of quality metrics, various standards, and considerations in the bidding and selection process (foodservice EUROPE, 2018).

2.4. Research flow chart



3. Methodology

3.1. Survey design

This study, grounded in prior research and Spears' food service system model, plans to utilize methodologies such as the Delphi method and the Analytical Hierarchy Process (AHP) as outlined in section 2.4, the research flowchart. These methodologies will be applied to derive operational evaluation criteria for contracted food services, drawing on practices from general management, hospitality, and the broader dining sector. The survey will target 500 senior-level contracted food service personnel (nutritionists, contract managers, etc., with at least two years of experience) working in Seoul, Gyeonggi, and Incheon. Conducted online as a self-survey, it will explore detailed criteria across various domains including financial management, operational processes, human resources, customer management, innovation and development, and social value.

3.2. Data collection & analysis

The survey for this study is scheduled to run for three months from June to August 2024, utilizing both online and offline methods. The analysis will be conducted using the Delphi technique, Analytical Hierarchy Process (AHP), and SPSS 26.0 software. The Delphi survey will involve expert panels consisting of academics, researchers, and senior contracted food service professionals (with over ten years of experience). Each panel session will last at least one and a half hours and will be conducted over three rounds to derive and validate operational evaluation criteria.

Following this, the AHP method will be used to determine the priority of the evaluation criteria based on their relative importance. Additionally, the SPSS Windows 26.0 program will be employed to analyze the general perceptions of contracted food services among participants, their understanding of the main evaluation criteria, changes in the environment by type of contracted food service, and sociodemographic characteristics.

4. Expected Outcome

This study is expected to have the following effects:

First, it is significant as the first research to derive and validate operational evaluation criteria for sustainable contracted food services. This will provide a new theoretical framework and methods that can be utilized as a basis in the related academic fields.

Second, through systematic evaluation criteria, contracted food service providers can improve their service quality and establish service standards across the catering industry. This will directly contribute to enhancing competitive edge, ensuring regulatory compliance, and increasing customer satisfaction.

Third, the evaluation criteria developed can also be applied to various types of food services not only in contracted settings but also in directly managed institutions such as schools, hospitals, and military bases, potentially setting a foundation for global standards.

Fourth, a limitation of this study is the difficulty in generalizing the evaluation criteria due to diverse cultural and regional requirements for food service management. This calls for continual research and customized adjustments. Additionally, ongoing updates are necessary to adapt to rapidly changing environments.

Ultimately, the outcomes of this research are expected to aid in government policy proposals and improvements in industry regulations, thereby enhancing social and environmental responsibilities, and bringing substantive benefits to both providers and consumers through sustainable food service operations.

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Can high-quality restaurants in the vicinity increase hotel demands?

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Abstract

This study confirms that high-quality restaurants can play a pull factor in the destination and increase hotel demands. Furthermore, the spillover effect of restaurant quality is stronger for full-service hotels than for limited-service hotels.

Keywords: Quality of Restaurants, Pull Factor, Tourism Demands, Hotel Demands

1. Background

The excellent reputation of a restaurant can be an important pull factor for tourists (Daries, Marine-Roig, Ferrer-Rosell, & Cristobal-Fransi, 2021; De Albuquerque Meneguel, Mundet, & Aulet, 2019). In the recent digitalized era, the trend has become stronger since information about specific restaurants, including the menu, taste, price, service, and overall quality, is posted online constantly and evaluated vividly with photos and comments by former customers. Under the circumstances, for some tourists, the exceptional restaurant experience can be a primary motivation (or pull factor), but for some other tourists, the other attractions of the destination, including beautiful scenery or historically valuable sites, are their primary motivation for their trips.

At a certain level, the quality of the restaurants near the hotel would act as a pull factor, which would positively impact the hotel demands or tourism demands. In other words, only some tourists consider the quality of the dining experience seriously when they choose the destination, but not most of them. That is, the strengths of its effect on tourism demands (e.g., how much would tourist demands be increased by the quality of restaurants in the vicinity?) have not yet been fully verified and quantified. Furthermore, the impacts of the quality of the restaurants near the hotel would be substantially different between full-service and limited-service hotels.

Therefore, this study aims to identify the impact of the nearby restaurant quality on hotel demands and compare their performance between full-service and limited-service hotels.

This study would be different from previous approaches in several aspects. First, the research questions of this study are the quantifiable business impacts of nearby restaurant quality on hotels. Although a lot of research focuses on the impacts of restaurant quality on customers' satisfaction and behavioral intentions (Bilgihan, Seo, & Choi, 2018; Camilleri & Filieri, 2023; Zhao, Wen, Feng, Li, & Lin, 2020), they have relied mostly on survey data and no studies examine its effects on actual business performance. Second, this study intends to identify the spillover effects of restaurant quality on the business performance of full-service hotels and limited-service hotels. The findings would be practically important for both the restaurant industry and the hotel industry because they need to compete but also cooperate with each other for better business performance. Last but not least, this study uses longitudinal panel data for both customers' restaurant reviews (e.g., subjective data) and hotel performance (e.g., objective data), which provide more robust implications than cross-sectional data.

2. Literature Review

According to Daries et al. (2021), local food can represent the local culture (Du Rand & Heath, 2006; Lee & Arcodia, 2011; Sánchez-Cañizares & López-Guzmán, 2012), add value to the destination (Fields, 2002; Frochot, 2003; Henderson, 2009), improve tourists' experience (Hall et al., 2003; Y. Kim et al., 2009; McKercher et al., 2008; Pizam et al., 2004), and, thus, be an important part of destination attractions (Henderson, 2009; Horng & Tsai, 2012; Y. Kim & Eves, 2012; Kivela & Crotts, 2006; Sánchez-Cañizares & López-Guzmán, 2012). They argued that, especially, high-quality restaurants could generate tourist flows to the destinations in their own right (Daries, Marine-Roig, Ferrer-Rosell, & Cristobal-Fransi, 2021). In addition, food and gastronomy became an important element for diversification and authenticity of destinations to satisfy tourists' needs and expectations (De Albuquerque Meneguel, Mundet, & Aulet, 2019; Hjalager, 2010). That is, the quality of restaurants can play a critical role for tourists in their destination choices and substantially influence the tourism demands of the destinations (Daries, Marine-Roig, Ferrer-Rosell, & Cristobal-Fransi, 2021; De Albuquerque Meneguel, Mundet, & Aulet, 2019).

Most previous research used the survey data to understand the motivations of tourists and asked about the importance of food and gastronomy in their destination choices (Daries, Marine-Roig, Ferrer-Rosell, & Cristobal-Fransi, 2021; De Albuquerque Meneguel, Mundet, & Aulet, 2019). One of the uniqueness of this study is that we used the measurements of hotel demands as the proxy for tourism demands and restaurant review scores as the proxy for the quality of restaurants in the vicinity. For example, if high-quality restaurants could attract tourists, hotel occupancy would be increased when all other conditions were constant. However, based on the spillover theory, the impacts of high-quality restaurants on hotel occupancy would be different between full-service and limited-service hotels.

3. Methodology

For statistical analysis, this study used the time-fixed (months and years) ordinary linear regression (OLS), county and firm fixed random-effects (RE), and county and firm-fixed generalized estimating equations (GEE) models. This study used the customers' restaurant review scores as the independent variable and linked it with the operating performance (average daily rate (ADR), occupancy rate, and revenue per available room (RevPAR)) of property-level hotels in the U.S. (California (CA) and New York (NY)) from STR (former Smith Travel Research) reports as dependent variables.

For control variables, the length of review, the number of reviews, the types of hotels (Full), hotel operation types (Chain, Franchised, and Independent), size of hotels (Size), classes of hotels (Class), the years of operation (Age), locations of hotels (Location), and place of hotels (County) were included in the models.

4. Conclusions

This study confirms that the quality of restaurants within the destination has a significantly positive impact on hotel occupancy if its average room rate is constant. As a result, when a hotel increases its room rate, its revenue per available room increases (e.g., the hotel room revenue is inelastic to its room price). In general, full-service hotels have lower occupancy rates than limited-service hotels. However, the quality of restaurants in the vicinity has a stronger positive impact on full-service hotel occupancy than limited-service hotel occupancy. That is, there is a moderating effect of full-service hotels on the relationship between the quality of restaurants in the vicinity and hotel occupancy.

In addition, this study verifies that the quality of restaurants within the destination has a significantly positive impact on the average room rate of hotels when the occupancy rate is constant. Accordingly, the hotel's occupancy rate shows a positive relationship with its revenue per available room (e.g., the hotel room revenue is inelastic to its occupancy). Overall, full-service hotels have a higher room rate than limited-service hotels. However, the model shows that the quality of restaurants nearby has a stronger positive impact on full-service hotels' average daily room rate than limited-service hotels' average daily room rate, which indicates their moderating effect on the relationship.

In summary, this study confirms that high-quality restaurants can play a pull factor in the destination and increase hotel demands. Furthermore, the spillover effect of restaurant quality is stronger for full-service hotels than for limited-service hotels.

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Impact of hotel occupancy on energy consumption

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Abstract

With the growing attention to sustainability and energy management, understanding the dynamics of utility expenses in hotels has become important. This study confirms that full-service hotels have a positive moderating effect when they have a lower occupancy rate but a negative moderating effect when they have a high occupancy rate. The moderating effect of larger hotels and higher-class hotels is the same as that of full-service hotels. Therefore, the findings represent that full-service, larger-size, and higher-class hotels need to improve energy efficiency when they have a lower occupancy rate relative to limited-service, smaller-size, and lower-class hotels.

Keywords: utility expense, occupancy rate; abnormal temperature, abnormal rain

1. Introduction

The record-breaking high temperature of the earth has been fueling numerous unpredictable side effects causing tremendous life-threatening damages. The sciences of climate change clearly point out that human activities are the main sources of the current global warming encounter (Ramaswamy et al., 2006; Santer et al., 2003). Among others, the hotel industry has been consuming significant amounts of energy (e.g., electricity and water) and contributing considerable carbon emissions into the atmosphere (Gokmenoglu & Eren, 2020; Kahn & Liu, 2016; Deng & Burnett, 2002). However, surprisingly, the concerns of increasing energy consumption in the hotel industry have not been fully highlighted (Chan, Okumus, & Chan, 2020; Erdogan & Baris, 2007), due to the lack of feasible data or its inherent business characteristics.
This study aims to fill the gap by investigating the effect of the hotel occupancy rate on its utility expense. We expect that the hotel occupancy rate would positively impact its utility expenses (e.g., electricity and water) if the hotel uses most of its energy for guests or is consumed mostly by guests. However, the impact of the hotel occupancy rate on its utility expense would be weak

or even insignificant if the hotel manages its energy inefficiently or if the hotel substantially wastes its energy for non-revenue generating areas. Besides, the efficiency of the hotel's energy consumption would be influenced by various other factors, such as hotel service type, hotel class, and hotel size. Therefore, this study intends to identify the energy management efficiency in hotels by comparing the relationship between hotel occupancy rate and its utility expense in various circumstances.

2. Literature Review

Electricity and water consumption in hotels should be significantly influenced by both external (i.e., weather) and internal (i.e., guest activities) factors. Most of all, weather conditions have a strong and direct influence on electricity consumption (Chan, 20011; Priyadarsini et al., 2009). Another influential factor for hotels' electricity and water consumption would be the variances of energy use among participants that differed by the number of guests or occupied rooms and by their activities within hotels (Neto & Fiorelli, 2008).

Chan (2005) suggested that human behaviors were highly related with electricity usage in hotels based on finding a positive relationship (0.052) between the number of occupied rooms and the annual electricity consumption of 17 hotels in Hong Kong. Other scholars, including Wang (2012), Becken et al. (2001), and Trung and Kumar (2005), designated that room occupancy had a significant positive relationship with total electricity use in hotels.

On the contrary, Priyadarsini et al. (2009) found insignificant correlations between the number of occupied rooms and electricity consumption of hotels in Singapore. The occupancy rate also was not a significant factor for electricity consumption of hotels in Hong Kong (Deng & Burnett, 2002). Similarly, Yao, Zhuang, and Gu (2015) and Idahosa, Marwa, and Akotey (2017) could not identify a significant variance in total energy use based on the annual average hotel occupancy in Shanghai and South Africa, respectively.

Without a doubt, a hotel's energy consumption could/should be reduced to some extent when its occupancy rate is low, even if it would not be likely to have a simple proportional relationship (Deng & Burnett, 2002; Priyadarsini et al., 2009). In other words, a hotel's energy consumption should have a significantly positive relationship with its occupancy rate if the hotel manages its energy consumption efficiently (e.g., more (less) guests will use more (less) electricity and water). However, if the hotel wastes too much energy on non-guest related areas, the relationship would be weak or insignificant. In this sense, the relationship between hotel occupancy and energy consumption would play an important role in understanding the hotel's energy consumption management efficiency.

3. Methodology

For statistical analysis, this study used the time-fixed (months and years) ordinary linear regression (OLS), county and firm fixed random-effects (RE), and county and firm-fixed generalized estimating equations (GEE) models. This study used the hotel occupancy rate as the independent variable and the utility expense (log of total utility expense) of the hotel as a

dependent variable. The sample includes the hotels in California (CA) and New York (NY) collected from STR (former Smith Travel Research) reports.
For control variables, the monthly abnormal temperature, the monthly abnormal rain, the types of hotels (Full), hotel operation types (Chain, Franchised, and Independent), size of hotels (Size), classes of hotels (Class), the years of operation (Age), locations of hotels (Location), and place of hotels (County) were included in the models.

4. Conclusions

Overall, the effect of the hotel occupancy rate on its utility expense is increasing exponentially. In other words, the strength of the relationship is stronger in hotels with lower occupancy rates than in hotels with higher occupancy rates. As expected, the abnormal temperature and rain increase the utility expense of hotels, and their impacts are statistically significant. Furthermore, full-service, larger-size, and higher-class hotels consume more energy than limited-service, smaller-size, and lower-class hotels. However, interestingly, full-service hotels have a positive moderating effect when they have a lower occupancy rate but a negative moderating effect when they have a high occupancy rate. The moderating effect of larger hotels and higher-class hotels is the same as that of full-service hotels; they (e.g., larger hotels or higher-class hotels) show a positive moderating effect when hotels have a lower occupancy rate but a negative moderating effect when hotels have a high occupancy rate. Therefore, we suggest that full-service, larger-size, and higher-class hotels need to improve energy efficiency when they have a lower occupancy rate relative to limited-service, smaller-size, and lower-class hotels.

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Creating a sustainable leadership framework for the hospitality industry: Scale development and validation

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Abstract

In the hospitality industry, businesses are increasingly considering sustainable management as a core long-term strategy, recognizing their responsibility towards economic, social, and environmental issues. While previous studies have yielded meaningful results, they fall short in understanding leadership for sustainable management. Therefore, this study aims to achieve three objectives: first, to identify the qualities of sustainable leadership based on previous research; second, to develop a new measurement tool for sustainable leadership using the Delphi method; and third, to validate the developed measurement tool through a research model that examines the impact of sustainable leadership on employees' sustainability-related organizational behaviors, mediated by employees' intrinsic motivation, also known as psychological empowerment. The findings provide theoretical and managerial implications for future sustainability research.

Keywords: sustainable leadership, hospitality industry, measurement scale

1. Introduction

The hospitality sector has increasingly recognized the importance of sustainable management as a fundamental aspect of its long-term strategy, acknowledging its responsibility towards economic, social, and environmental concerns. This shift in strategy has led companies to seek new ways of creating value, necessitating leaders and managers who embody sustainable leadership qualities. Scholars emphasize the significance of sustainable leadership in shaping organizational culture and fostering sustainable values among employees and stakeholders, ultimately leading to a sustainable competitive advantage (Slankis, 2006).

Despite progress in sustainability research, studies within the hospitality field often overlook the role of corporate leaders in advancing sustainability initiatives (Ali & Hassan, 2023; Freire & Goncalves, 2021). While previous research has applied various leadership theories to the hospitality sector (Jang, Zheng, & Bosselman, 2017; Bavik, Bavik, & Tang, 2017; Kara et al., 2013; Kim et al., 2020; Wood, Eid, & Agag, 2021), many of these theories have limitations in addressing organizational sustainability issues. Previous studies have used diverse measurement scales, with some modifying existing scales to assess specific social and environmental sustainability aspects, indicating a need for appropriate measurement tools to evaluate sustainability-oriented leadership.

This research seeks to address this gap by adopting an integrated approach to understanding hospitality sustainability and sustainability-specific leadership. It aims to identify leadership qualities discussed in previous sustainability studies and highlight essential leadership traits for sustainable leadership through qualitative research, fostering collaboration between academia and practitioners to enhance the current understanding of sustainable leadership in the hospitality industry. This paper represents an initial effort to define sustainable leadership qualities and comprehend the psychological mechanisms driving employees' sustainable behaviors, offering insights for future research directions.

The specific objectives of this research is to 1) identify the qualities of sustainable leadership based on existing leadership-related research focusing on sustainability; 2) develop a measurement scale for sustainable leadership applicable to the hospitality industry using the Delphi method; and 3) validate the new scale within a framework that suggests sustainable leadership influences employee sustainable behavior through psychological mechanisms. By achieving these objectives, this study aims to provide theoretical and practical implications for sustainable leadership in the hospitality sector.

2. Literature Review

2.1. Literature on Leadership in Understanding Hospitality Sustainability

Limited research exists on sustainable behavior, particularly environmental or citizenship behavior. For example, transformational leadership theory has been frequently used to understand its connection to corporate social and environmental responsibility (Kara et al., 2013; Kim et al., 2020; Singh et al., 2020). Ethical leadership has been explored in the context of employees' social behaviors (Wood et al., 2021), and servant leadership has been associated with hospitality employees' citizenship behavior (Bavik et al., 2017; Luu, 2018). Responsible leadership has been found to enhance employees' views of social responsibility or sustainability, leading to improved social or environmental performance (Jang et al., 2017). Inclusive and authentic leadership has also been investigated as significant antecedents of employees' prosocial service behaviors and creativity pertaining to social activities and well-being (Luu, 2019; Shao, 2022).

Although hospitality researchers have taken a meaningful step in the direction of applying several leadership theories, prior studies failed to take a holistic approach to sustainability and thus have not advanced the theory or practice associated with sustainability-specific leadership. While previous studies in the hospitality sector have utilized various leadership theories, many of these theories have limitations in addressing organizational sustainability issues. Measurement scales in prior research have been diverse, with some researchers adapting existing scales to suit specific social and environmental sustainability dimensions.

2.2. Applying psychological theory to understand sustainable leadership

We aim to test the new leadership scale within a theoretical framework that draws on psychological theories, such as self-determination theory, to enhance our understanding of how sustainable leadership influences employees' sustainable behavior. Incorporating psychological theories allows researchers to gain deeper insights into the underlying psychological processes driving employees' sustainability-relevant behaviors.

Self-determination theory (Deci & Ryan, 2000) has been extensively applied in various fields, including parenting, education, healthcare, and work motivation (Deci et al., 2017). Within the organizational literature, this theory has been used to understand employee motivation, well-being, and performance (Deci et al., 2017). According to self-determination theory, autonomous motivations are a significant determinant of certain behaviors (Deci & Ryan, 1985). It suggests that workplaces supporting the satisfaction of basic psychological needs are conducive to intrinsic or autonomous motivation, leading to self-determined behavior or heuristic activities due to the meaningfulness of that behavior (Deci & Ryan, 2000). Self-determined autonomous motivation is proposed as the key mechanism through which the satisfaction of basic psychological needs influences employees' behavior (Deci & Ryan, 2000).

2.3. Leadership, Psychological Empowerment, and Employee Behavior

The leader's role is to cultivate and sustain subordinates' intrinsic motivation (Zang & Chen, 2013). Intrinsic motivation, as defined by Ryan and Deci (2000), is engaging in an activity for its inherent enjoyment rather than for external rewards or recognition. Therefore, workplace environmental factors, including leadership style, are expected to impact employees' psychological empowerment, a form of intrinsic motivation, and their response to their job roles (Yidong et al., 2013). As noted by Spreitzer (1995), psychological empowerment encourages subordinates to engage in the decision-making process. Amabile (1988) argued that intrinsic motivators, such as meaning (a sense of purpose) and self-determination, are likely to stimulate employees' creative and innovative ideas, thus fostering discretionary behavior. This, in turn, can help organizations create a sustainable work environment capable of addressing challenges in a volatile context.

This study selected two aspects of psychological empowerment, namely, meaningfulness and self-determination, because individuals who possess both qualities are likely to be intrinsically motivated to engage in creative or innovative activities (Sinha, Priyadarshi, & Kumar, 2016).

This intrinsic motivation is particularly crucial in environments that demand sustainable and innovative performance (Bande et al., 2016; Deci et al., 2017).

Figure 1 presents the research model.

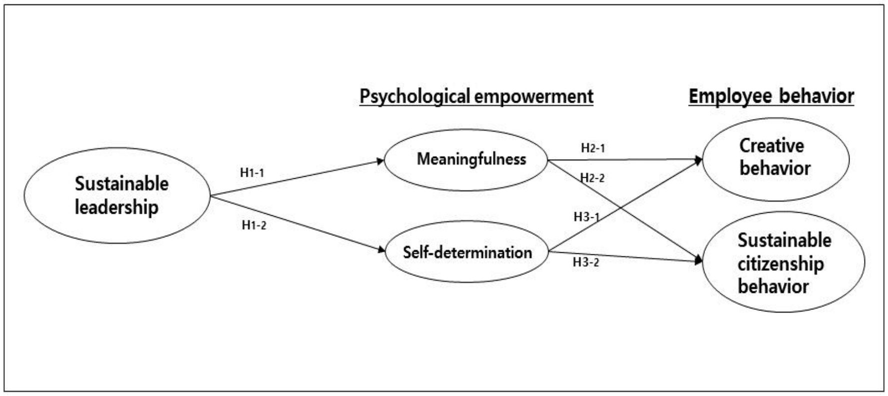

Figure 1. Research framework

3. Methodology

3.1. Study 1: Qualitative research: Delphi method

The Delphi method will be utilized to determine these qualities of sustainable leaders. The purpose of employing the Delphi method is to identify leader qualities or behaviors associated with sustainable leadership that contribute to achieving organizational sustainability. To leverage experts' insights on sustainable leadership, we plan to invite 30 professionals from the hotel industry, including both academics and practitioners, to participate in this study. Using the researcher's industry connections, we will solicit a list of professionals to take part in the study. Questionnaires will be distributed to each respondent three times. Before each round, participants will receive an email containing a link to the Qualtrics survey. Participants will have one or two weeks to complete each round. To ensure completion, individual reminders will be sent to panel members throughout each week.

Study 2: Quantitative research: Survey method

A self-administered and web-based survey of potential participants will be conducted through a market research company. Specifically, an online panel, maintained by Qualtrics, will be used for the study. Participants in this study are employees of full-service hotels located in the United States, and a potential panel list representing the demographic characteristics of hotel employee is completed by checking information such as hotel type, location, and department of employment.

After the survey questionnaire has been developed in Study 1, experts from the hospitality industry will be asked to review the questionnaire to identify any items that may be confusing. Next, a pretest will be conducted by 50 employees from one or two hotel companies. Based on the feedback, the questionnaire items will be revised to improve clarity. Structural equation modeling (SEM) will be used to test the hypothesized relationships among the constructs.

4. Expected results

This study attempts to clarify and validate the concept of sustainable leadership and introduces a novel measurement tool. The utilization of the Delphi method in this study, a qualitative research approach, is anticipated to uncover dimensions and elements crucial for sustainable leadership within the hospitality industry. This methodology offers the benefit of crafting practical sustainable leadership practices by incorporating expert opinions on sustainability and sustainable leadership. Subsequent research endeavors will be essential for refining and verifying the components of the new sustainable leadership measurement tool, building upon the findings of this study.

Additionally, the study aims to deepen the understanding of the role of new sustainable leadership by utilizing the developed leadership measurement tool to examine the structural relationship between psychological empowerment and employees' creative and proactive sustainable behaviors. While previous studies have extensively explored the impact of leadership on employee behavior, there is a notable gap in understanding the underlying psychological mechanisms. Therefore, this study is expected to contribute significantly to comprehending employees' sustainable behaviors by employing a novel measurement tool. Through this research, it is anticipated that the clarification and validation of new sustainable leadership in the hospitality industry will lay the groundwork for future studies on organizational sustainability.

5. Conclusions and implications

This paper creates a novel measurement tool for evaluating sustainable leadership. The initial qualitative study will identify significant and feasible qualities of sustainable leadership. Subsequently, the second study will validate the construct of the new instrument to assess its applicability in measuring sustainable qualities among hospitality leaders. The outcomes of this research will offer implications for both management theory and practice.

While prior studies have demonstrated the efficacy of various leadership styles in predicting subordinates' behavior, there remains a gap in understanding how sustainable leadership specifically influences subordinates' sustainable behavior. Through this research, clarifying and validating new sustainable leadership in the hospitality industry will establish a foundation for future studies on organizational sustainability. Subsequent research endeavors will be essential for refining and verifying the components of the new sustainable leadership measurement tool, building upon the findings of this study.

As for the practical contribution, the newly proposed sustainable leadership elements are expected to have a positive impact on employees' sustainable and creative behaviors. This implies that managers should strive to develop qualities related to sustainable leadership. By demonstrating these newly proposed sustainable leadership behaviors, managers can encourage employees to dedicate themselves to the organization's sustainability goals and activities. The findings of this study are anticipated to provide foundational insights for the development of practical programs.

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Echoes of tourist misbehavior: The role of affective responses and power dynamics

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Abstract:

This study aims to expand the understanding of tourist misbehavior. The findings of the study suggests that negative emotional reactions towards other tourists' misbehavior reduce observers' moral disengagement and intention to mimic such behavior. Perceived power strengthens the negative association between negative emotional responses and moral disengagement.

Keywords: tourist misbehavior, social contagion, moral disengagement, emotional responses, perceived power

1. Introduction

In an era where global tourism continues to flourish, the importance of ethical behavior among tourists has gained significant attention from various stakeholders, including the United Nations World Tourism Organization (UNWTO). The UNWTO's 'Global Code of Ethics for tourism by tourists' emphasizes the pivotal role of ethical behavior in fostering sustainable and responsible tourism practices worldwide. Despite the emphasis placed on ethical tourism practice, empirical evidence suggests that misbehaviors among tourists are still prevalent in many destinations (Sun et al., 2023). Tourist misbehavior, ranging from littering, cultural insensitivity and exploitation to vandalism can have detrimental impact on both the host communities and the natural environment (Tsaur et al., 2019). Therefore, understanding the Constructs surrounding tourist misbehavior is crucial to deal with the issues properly.

2. Theoretical Background

Tourists share destinations with other individuals, which elicits an important question regarding how other tourists' misbehavior influences on observers. While social contagion of unethical behavior has been studied in various disciplines (Chen et al., 2023; Gino et al., 2009), the knowledge of such phenomenon in the context of tourism is limited. To illustrate how the social contagion affects tourist misbehavior, the current study relies on the Stimuli-Organism-Response (SOR) framework (Mehrabian & Russell, 1974). The SOR suggests that various types of stimuli, encompassing both internal and external circumstances influence on individuals' organisms, such as affective and cognitive internal states, which impact their behavioral responses. Accordingly, the study pays attention to the role of emotional appraisal processes in the relationship between stimulus (i.e. observed tourist behavior) and behavior (i.e. observers' misbehavior) given that emotion plays an essential role in determining behavior (Baumeister, 2007).

The existing literature supported the role of individual moral disengagement with their unethical behavior (Im & Kim, 2023). The concept of moral disengagement relates to various mechanisms that human beings utilize when they choose to engage in unethical behaviors (Bandura, 1991). Individuals have their moral agency that prevents them from being engaged in wrongdoing. However, when they encounter moral disengagement, they relax their standards and employ mechanisms that can help justify their behaviors. The current study proposes that external stimuli (i.e., witnessing other tourists' deviant behavior) and their organism (i.e., affective responses) relate to observers' moral disengagement.

Furthermore, considering tourist misbehavior occurring within others' national boundaries during international travel, tourists' perception of the destination's power dynamic might play a crucial role in shaping their behavior since power is a cornerstone of everyday social interaction (Cartwright, 1959). Individuals with perceived power may enjoy a sense of entitlement and display selfish acts (Freis et al., 2021), or they may feel a sense of responsibility toward individuals or groups with less power (Galinsky, 2006). Given the complex characteristics of perceived power and a lack of understanding regarding its relationship with tourist misbehavior, the current study investigates how an individual's perceived power in comparison with the visited destination influences their affectivity and subsequent behavior.

Combined, this study intends to examine the role of emotional responses towards other tourists' misbehavior on observers' moral disengagement and behavior. Moreover, the study investigates how tourist' perceived power in the destination influences the social contagion of others' misbehavior through emotional response. Figure 1 presents the proposed research model.

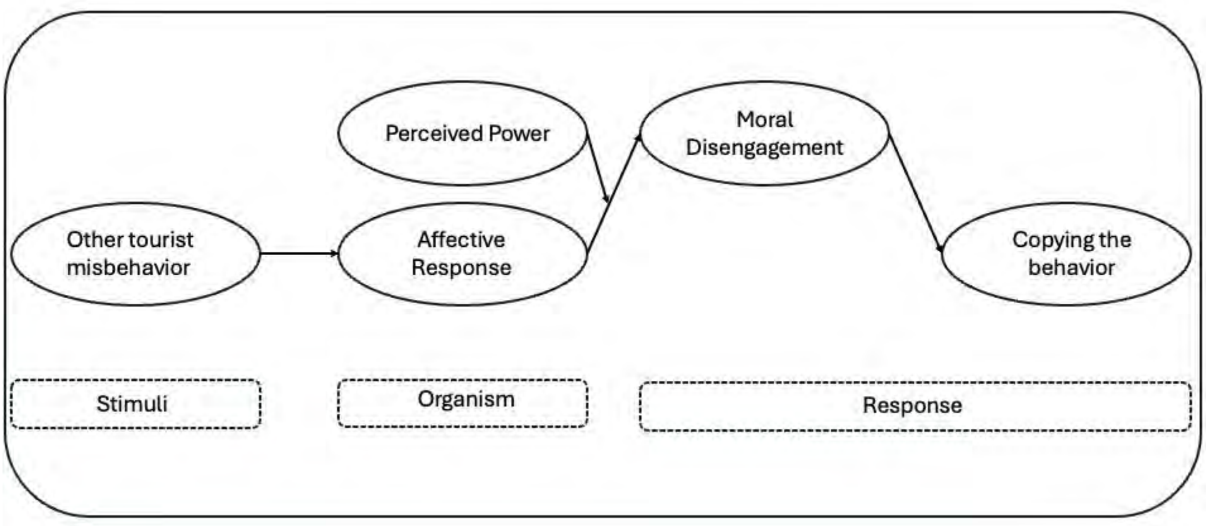

Figure 1. Proposed Research Model

3. Methodology

Data were collected through an online panel company. The study targeted American populations over 18 years old. Study participants were instructed to imagine observing a tourist's misbehavior while traveling to an international destination. Negative emotions were assessed using three items, employing the scale developed by Tang et al. (2022). Moral disengagement was measured using eight items, adapted from Moore et al. (2012). Perceived power was measure, using the scale by Josiassen et al. (2022). Additionally, two items were used to gauge participants' likelihood of engaging in such behavior.

4. Results

The study involved 583 individuals from the United States. Approximately 51.60 % of the participants identified as female. The majority of participants were aged between 25 and 44 at 53.00%. After confirming the measurement model of the study, the SEM analysis suggested our model has a good fit to the data (c^2/df = 2.497; CFI = .975; IFI = .975; RMSEA = .051; GFI = .954). The results of the SEM analysis indicates that a negative emotional response towards the behavior was negatively related to moral disengagement (ß =. -302, P < .001). Tourist moral disengagement was positively related to their intention to emulate the observed behavior (ß = .682, P < .001). Negative emotional responses were negatively associated with the intention to emulate (ß =. -125, P < .01). The PROCESS macro in SPSS (Hayes, 2017) examined the moderating role of perceived power. The results suggested that the effect of negative emotional response on moral disengagement becomes more negative (i.e., increasingly negative) with increasing levels of perceived power.

5. Discussion

The results of the study suggest that individuals' negative emotional response in relation to another tourist' misbehavior tend to decrease moral disengagement. The negative emotional reactions also had a negative relationship with the observer's intent copy such behavior. The findings also indicates that individuals with higher power in the destination experienced significant less moral disengagement when witnessing other tourists' misbehavior.

Practically, our findings suggest that destination managers cannot entirely prevent tourists from witnessing misbehavior, but they can influence how such behavior is perceived. By presenting misbehavior as disgusting and contemptible, destination managers can mitigate its social influence and discourage copying behavior among tourists.

The study contains some limitations, including its reliance on a self-reported survey questionnaire and data collection from an online platform. While these limitations suggest a cautious interpretation and generalization of the study findings, the study provides avenues for further development of knowledge in tourist misbehavior.

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The impact of gastronomic identity on tourists gastronomic experience and social media content generation

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Abstract:

The gastronomic culture of a destination strongly influences tourists' gastronomic experience. This study aims to investigate the effect of the gastronomic identity of destinations on tourists' gastronomic experience and social media sharing behavior. It is expected that 628 questionnaires will be collected and the data will be analyzed using SPSS 26.0 and SmartPLS 24. The results of this study could enhance researchers' understanding of gastronomic identity and provide valuable recommendations for managers of gastronomic tourism destinations.

Keywords: Food Culture, Food Quality, Culinary Activities, Gastronomic Identity, Peak Experience, Content Generation.

1. Introduction

Food has become one of the main attractions during people's travels, and people will taste various local food when traveling. Therefore, food plays an important role in tourism. At the same time, Gastronomy can reflect local specialties, showcase local culture and history, let tourists comprehend local culture better, and help shape the destination's image and enhance destination awareness. As the "Creative City of Gastronomy", Macau is also a world-famous tourist destination. The combination of Chinese and Western cultures has brought a unique food culture to Macau, including traditional Cantonese cuisine and the exotic flavors of Portuguese cuisine. This provides favorable conditions for the development of food tourism in Macao.

According to the above discussion, what attributes does Gastronomy include in the minds of tourists? What proportion do these attributes contribute to Gastronomic identity? And how willing are tourists to share it on social platforms after experiencing Gastronomic? These are issues worthy of researchers' attention.

2. Literature Review

2.1 Gastronomic Identity
The concept of gastronomic identity evolves over different generations, reflecting the social and cultural shifts that occur over time. In the Peruvian case study between 1980 and 1995, there was a notable change in the discourse surrounding gastronomic identity (Arana & Zúñiga, 2022). During the 1980s, there was a focus on European cuisine as a cultural and gastronomic paradigm, particularly French-style international cuisine. This evolution in gastronomic identity reflects the changing societal values and influences the formation of gastronomic demand, gastronomic identity is a concept deeply rooted in the relationship between gastronomy and social construction, reflecting who we are and what we are not on a social level (Matta, 2014). It is viewed as a dynamic and provisional discourse that is constantly evolving and reflecting cultural traditions and societal meanings. Identity in gastronomy is not a fixed or unified concept, but rather a social construction that is relational, temporary, and unstable.

2.2 Gastronomic Experience
The phenomenon of travelers actively seeking out valuable food experiences is deserving of attention (Berbel-Pineda et al., 2019). Gastronomic experiences are often tied to cultural heritage, making them an attractive element for tourists seeking variety. The gastronomic experience holds significant importance in travel, and when visitors patronize a particular restaurant to savor the local cuisine, it often becomes the primary motivation for their journey. At times, food serves as an integral medium for cultural transmission within a destination (Mora et al., 2021).

2.3 Social Media Content Generation
The exchange of thoughts and emotions on social media platforms facilitates users to seek feedback from their peers while engaging in interpersonal communication (Qiao et al., 2024). Soonsan and Somkai (2023) found out that gastronomic experience affecting on sharing experience. And social media content generation is one kind of sharing experience activities. Previous research have investigated the influencing factors of social media generated content, but no study explored the relationship between gastronomic experience and content generation. In this situation, this study will fill this research gap.

3. Methodology

3.1. Measurement
The current study's measurement items were taken and modified from an existing comprehensive literature. The perception of gastronomic identity was taken from Şahin and Kılıçlar (2023), and the measurement items of tourists' gastronomic experience was taken from Suna and Alvarez (2021). Each item has been assessed by a 7-point Likert scale.

3.2. Data Collection
The methodology used in the study involved collecting data through questionnaires from various stakeholders in Macao. This study's target population consisted of tourists, residents, individuals in the private sector, and students in Macau, the place was considered as a famous gastronomy tourism destination. Following data collection, a multi-group model analysis was carried out using structural equation modeling to assess the influence of different aspects of Macao's gastronomic identity on the tourists' gastronomic experience and content generation. A total of

628 data will be collected through face-to-face surveys with different generations who experienced social media. The demographic analysis and exploratory factor analysis with SPSS 26.0 will be conducted before conducting hypothesis testing through smart PLS-SEM.

4. Discussion and Conclusion

4.1. Discussion and implications

The study on the role of gastronomy in shaping a destination's brand identity focuses on different generation provides valuable insights into how various elements of gastronomic identity contribute to the destination's brand identity. Through the analysis of questionnaires from different stakeholders, including tourists, residents, and individuals in the tourism sector, the research highlights the significance of food culture, quality, and culinary activities in influencing the destination's brand identity.

4.2. Conclusion

From a theoretical perspective, the study supports the idea that the contribution of gastronomy to a destination's brand can differ for various stakeholders, underlining the need to consider multiple perspectives in brand construction. On a practical level, the research provides insights that can guide policymakers and destination managers in creating successful destination brands that appeal to both internal and external markets in different generations.

4.3. Limitations and future suggestions

Firstly, the research findings might be limited due to the survey was conducted in a single region in China. Therefore, further study is needed to reconfirm the findings from different country and region with different culture. Secondly, previous research has examined the moderating role of personality traits between social media content and destination involvement (Dedeoglu et al., 2019). It is worth to explore whether tourists' personality moderate the relationship between tourists' gastronomic experience and content generation.

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Understanding emotional burnout in the Korean tourism industry: Strategies for enhancing employee resilience and organizational outcomes

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Abstract:

This study explores emotional burnout in the Korean tourism sector, emphasizing its impact on employees and organizational performance. Reviewing literature reveals burnout's complexity, influenced by factors like emotional dissonance, job pressure, long hours, low wages, and social stress. A bibliometric analysis maps research clusters and trends. Drawing from emotional intelligence, organizational support, and job satisfaction, we propose strategies to alleviate burnout and enhance employee well-being, contributing to burnout management dialogue and advocating tailored interventions for resilience and success.

Keywords: Burnout, Emotional labor, Tourism industry, Emotional intelligence, Bibliometric analysis.

1. Introduction

The hospitality and tourism industry, including travel agencies, online travel agencies, and the airline industry, heavily relies on emotional labor, making emotional burnout a pressing concern. Frontline staff members, including waiters and flight attendants, are essential contributors to the success of businesses operating in this sector (Anon, 2005). Employees are expected to maintain positive emotions and deliver exceptional customer service, often encountering stressful situations. Common stressors for this occupational group include long working hours, low wages (Naudé, 2004), lack of management support, demanding customers, and unfriendly colleagues.

In South Korea, around 8 million individuals engage in emotional labor. However, the absence of institutional mechanisms to regulate emotional labor means that many handle the challenges individually, resorting to approaches like personal therapy, changing jobs, or resigning. (Ministry of Employment and Labor, 2017). In 2009, Job Korea, Inc. stated that 89% of employed Koreans encountered job-related stress, a notably higher proportion compared to their American and Japanese counterparts. (Park, 2009). This problem is exacerbated by South Korea's reputation for having some of the longest working hours among OECD countries. (The Straits Times, 2018). Additionally,Unresolved burnout issues result in substantial costs for organizations, including absenteeism, turnover, and productivity losses (Gill et al., 2006; Gillespie et al., 2001; Turnipseed, 1994).

The Korea National Statistical Office documented a troubling rise in suicides among service industry workers, reporting 597 cases in 2005, which more than doubled the number recorded in 2000. These suicides were linked to depression caused by chronic role-related stress (Park, 2009). To address these challenges, it is essential for the hospitality and tourism industry to understand the impact of emotional labor on employees and prioritize measures to mitigate burnout and support employee well-being.

This research aims to explore the issue of emotional burnout in the Korean tourism industry and its implications for both employees and the industry. While previous studies have explored the relationship between emotional exhaustion and voluntary turnover intention, and the influence of emotional intelligence on emotional labor,there exists a significant research gap concerning the effective adoption of emotional intelligence and the management of related stress and burnout among frontline employees in the Korean hospitality and tourism industry (Austin et al., 2008; Mikolajczak et al., 2007).

To fill the literature gap addressed above, the current study aims to determine how front line employees in the Korean hospitality and tourism industry can effectively adopt emotional intelligence to manage stress and burnout, thus promoting employee resilience and enhancing organizational outcomes.

2. Literature Review

Burnout is a condition induced by overwork-related persistent stress characterized by exhaustion, the feeling of being overwhelmed, mental detachment from and displeasure with one’s duty alongside a reducing productivity. In fields where interpersonal contact is key, like in service, workers are more prone to experience burnout. The Maslach Burnout Inventory (MBI) categorizes the burnout syndrome into three dimensions: emotional exhaustion, depersonalization, and reduced personal accomplishment (Maslach and Jackson, 1982).

The empirical studies on burnout show that emotional dissonance is an important factor leading to emotional exhaustion and burnout. When employees are required to display emotions that they do not authentically experience, the likelihood of work becoming emotionally burdensome to the extent of exhaustion increases (Dormann and Zapf, 2004; Lee et al, 2014; Morris and Feldman, 1996; Brotheridge and Grandey, 2002). The nature and demands of one’s work is also prone to develop burnout symptoms.For instance, Turnipseed (1994) asserts that job pressure results in emotional exhaustion. Long working hours have recently emerged as an important topic within the Korean business community. According to statistics from the Organization for Economic Cooperation and Development (OECD), Korea had the highest average number of hours worked per week between 1980 and 2005. The typical average work week was 46 in 2010, 45 in 2011 and 2012, and 44 in 2013. Epidemiological studies have demonstrated the adverse impacts of extended working hours on the likelihood of addiction, as well as mental and physical health issues (Lee et al., 2017; Gaster et al., 2018; Choi et al., 2019). The perception of inadequate compensation relative to exerted efforts (Hadi et al., 2023; Pienaar and Willemse, 2008) may also contribute to long-term emotional exhaustion (Leana and Meuris, 2015). Social stressors such as customer incivility and inadequate organizational support are also common factors contributing to burnout among customer-contact employees (Freudenberger, 1974; Van Dierendonck and Mevissen, 2002;).

In South Korea, research on workers has investigated various factors associated with burnout, including job stress, personal factors such as codependency, ego-resilience, emotional intelligence, personality traits, the level of differentiation of the self, and individuals' diverse job expectations (Lee and Kim, 2018). It is estimated that over 70% of typical office workers in Korea experience burnout syndrome (Park, 2016). Due to the hospitality industry's heavy reliance on human resources, hotel employees experience direct stress from the demanding requirement of strict emotional management. Overcoming such constant stress can be challenging (Lee, 2020).

Multiple studies have demonstrated that burnout negatively impacts work performance and productivity (Freudenberger, 1974; Wright and Bonett, 1997; Kuruüzüm et al., 2008).Furthermore, burnout has adverse consequences on the physical and mental health of the employee (Freudenberger, 1974; Gill, 2006).

To prevent or mitigate burnout, prior studies emphasize the significance of emotional intelligence during the recruitment of frontline employees (Lee and Ok, 2012; Kim, 2008). Individuals with high emotional intelligence, who can employ deep acting as a strategy for deep-level emotional regulation, tend to experience comparatively lower levels of burnout (Choi, 2019; Lee et al, 2014; Kim, 2008; Brotheridge and Grandey, 2002, Kim et al., 2017; Hu and Cheng, 2010). It is also crucial not to underestimate the impact of support from coworkers and supervisors, as well as a structured work environment (Turnipseed, 1994; Kang et al, 2016). Research by Choi (2019) suggests that by strengthening the sense of vocation, job burnout can be further reduced.

3. Methodology

For this study, use bibliometric analysis research has 4 stages, namely data relevant to emotional burnout in the Korean hospitality and tourism industry were collected from academic databases or publish, using Excel processed data, using VOSviewer was utilized to construct a co-occurrence network of keywords extracted, allowing for the identification of keyword clusters and their interrelationships, generating word clouds and frequency analyses to highlight prevalent terms and themes, and data analysis of VOSviewer mapping results shown by Figure 1.

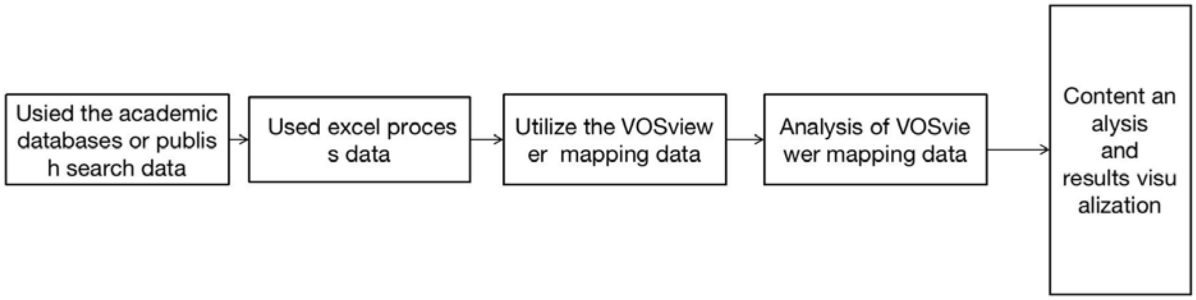

Figure 1. Steps of bibliometric analysis

4. Results

As shown in Figure 2. the image visualizes clusters of keywords related to burnout research, the clusters highlight various aspects of burnout research, such as psychological factors, organizational support, job satisfaction, emotional aspects, and human factors, showing the interconnections and associations between different concepts. Figure 3 shows the analysis of burnout-related literature, as depicted in the word cloud and relative frequency plot, underscores the prevalence of burnout as a significant concern in the Korean tourism industry. Notably, terms such as 'stress,' 'job,' 'employees,' 'emotional,' and 'burnout' emerge prominently, reflecting a robust scholarly discourse surrounding these concepts. Moreover, as shown in Figure 4. the upward trend in the number of burnout-related documents over time in Korea that suggests a growing recognition of the importance of this topic.

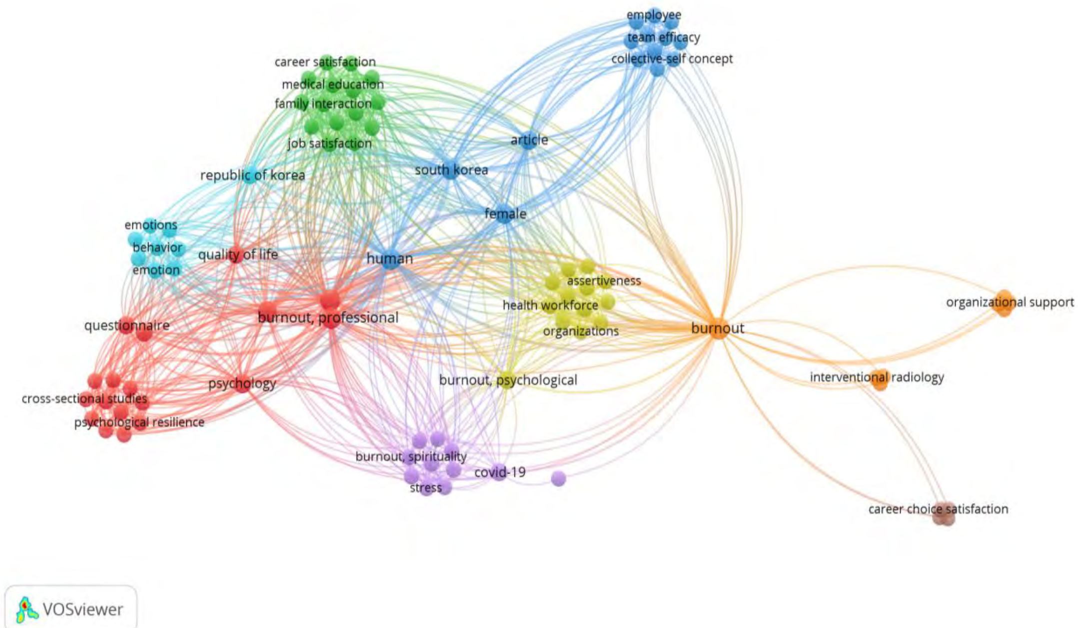

Figure 2. Network visualization data mapping results.

Figure 3. "burnout" corpus

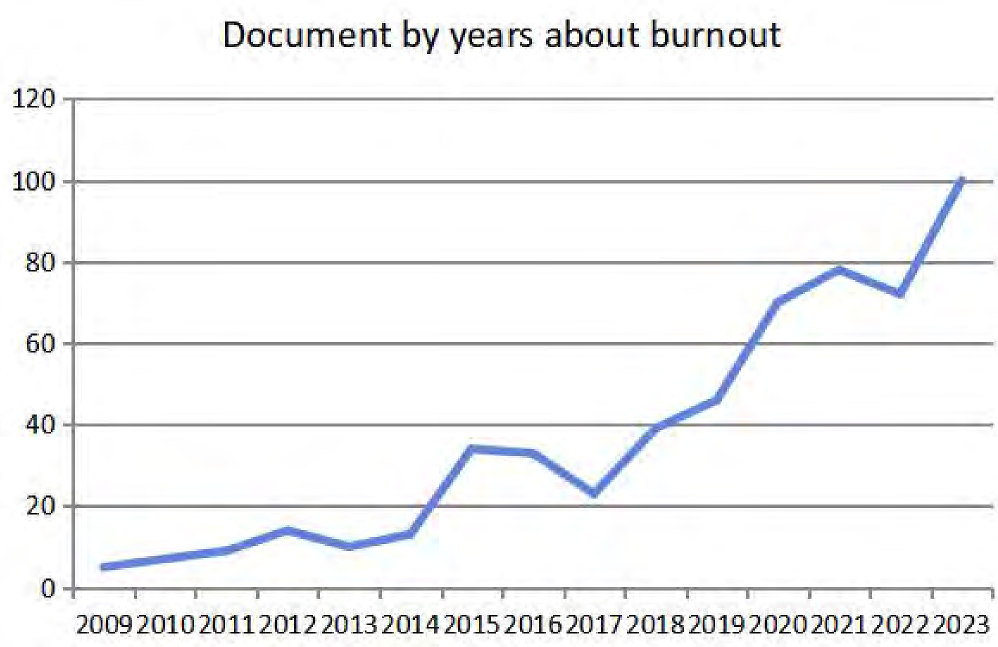

Figure 4. Number of burnout-related documents in Korea

5. Discussion and Conclusion

The study highlights the pervasive issue of emotional burnout in the Korean tourism industry, revealing its detrimental impacts on employee well-being and organizational effectiveness. Through a comprehensive literature review and bibliometric analysis, we identified key factors contributing to burnout, including emotional dissonance, job pressure, long working hours, and social stressors. Our study emphasizes the importance of fostering emotional intelligence among front line employees and enhancing organizational support and job satisfaction by prioritizing employee resilience and well-being, organizations can not only improve employee retention and satisfaction but also enhance overall organizational outcomes in the Korean tourism industry. This research contributes to ongoing discussions on burnout management and underscores the need for tailored interventions to support employee well-being in the hospitality sector.

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Assessing the factors affecting tourist intention to recommend using expectancy-disconfirmation theory

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Abstract:

In recent years, tourists have increasingly relied on recommendations from others when selecting travel destinations, with satisfaction significantly influencing their intention to recommend. Therefore, it is imperative for the tourism industry to investigate the factors that impact satisfaction. Leveraging the Expectation Disconfirmation Model, this paper employs Structural Equation Modeling to analyze the experiences of tourists who visited either the Monster Building in North Point or Sham Shui Po in Hong Kong. The findings offer actionable insights to relevant practitioners for addressing identified challenges and enhancing overall tourist satisfaction.

Keywords: Expectancy disconfirmation theory, Intention to recommend, Perceived experience, Image of local people

1. Introduction

In today's post-pandemic world, consumer experiences have become crucial in shaping both economic and social landscapes. Among various sectors, tourism stands out as a key player in the experience economy (Chang, 2018). For tourism businesses, delivering satisfying experiences is essential to garner positive recommendations from tourists (Lee et al., 2007).

Previous research has explored different aspects of tourism experiences, including internal reactions and external interactions such as environmental factors. However, there's been less focus on the role of local communities in shaping tourists' experiences. Considering that tourism involves interactions with locals, understanding their portrayal is vital for overall satisfaction. Therefore, this study aims to build on the Expectation Disconfirmation Model (EDM) to better understand its impact on tourists' intention to recommend destinations. It examines how tourists' experiences and expectations influence their satisfaction levels. Additionally, it looks at the image of local communities as a crucial aspect of tourists' experiences. By addressing this gap, the study provides practical marketing and management recommendations for tourism practitioners.

2. Literature Review

2.1. Expectation- Disconfirmation Model (EDM)

EDM, pioneered by Oliver (1980) to gauge consumer satisfaction, comprises four main elements: expectation, experience, disconfirmation, and satisfaction. It explains how people's expectations affect their satisfaction with what they consume (Morgeson, 2012). Oliver (1997) suggested that consumer enjoyment comes from both the actual experience and what they expected it to be. This means the difference between what they expected and what they got determines how satisfied they are.

EDM is widely used in different fields to understand consumer satisfaction. For example, it's used in political research to study citizen satisfaction with public services (Chatterjee & Suy, 2019). In tourism and hospitality, it's been found that travelers' expectations shape their experiences (Oliver, 1980). Before a trip, travelers rely on word-of-mouth and advertisements to form expectations. Those with higher expectations are more critical in their evaluation. Also, EDM can predict behavior; if tourists have a better experience than expected, they're more likely to recommend the destination (Prayag et al., 2016). Based on this, this study proposes a model (Figure 1). It suggests that tourists' satisfaction is influenced by their expectations and experiences. It also explores how satisfaction affects their intention to recommend the destination (Hosany & Prayag, 2013).

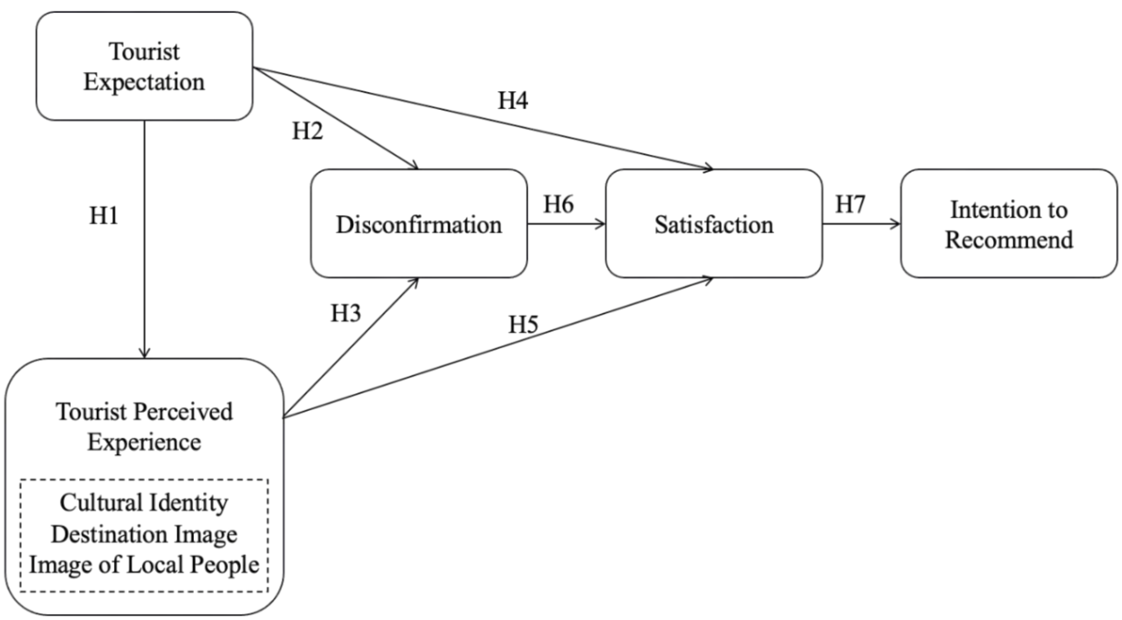

Figure 1. Extended Expectation- Disconfirmation Model

2.2. Tourist Perceived Experience

Bosangit et al. (2015) distinguished between two types of tourism experiences: direct travel experiences, where visitors travel independently, and indirect travel experiences, where visitors learn from others' experiences. Kim et al. (2010) emphasized the importance of the interaction between tourists' activities and the surrounding environment in shaping the tourism experience. Thus, it is essential for tourism-related businesses to create a welcoming atmosphere and provide a favorable environment. McDowall (2010) suggested that tourists are more likely to recommend a place to others when their expectations are met.

Conversely, travelers are less inclined to revisit a destination and more likely to share negative experiences if they are dissatisfied with the services received or had a negative experience. Moreover, individuals often alter or postpone their travel plans upon hearing about negative experiences from friends, family, or relatives. Del Bosque and Martín (2008) argue that tourist satisfaction hinges on experiencing what they expected, with dissatisfaction arising when expectations are unmet. Therefore, ensuring the quality of tourism products and services is crucial in fostering tourist satisfaction, facilitating positive experiences, and meeting expectations.

2.3. Concept and Role of Image of local people

Residents play a crucial role in shaping the allure and vibrancy of a destination (Ye & Tussyadiah, 2011). Interactions with local residents are essential for tourists to authentically experience the local culture. Hence, tourists often consider the rapport between locals and tourists when selecting a destination. Moreover, meaningful interactions facilitate cultural exchange, enriching tourists' understanding of residents and their way of life, thereby enhancing the tourist experience, and fostering satisfaction. Consequently, it is suggested that tourists formulate their perceptions of a destination based on the behavior and demeanor of its residents, which, in turn, influence the tourist's impression and overall experience (Tse & Tung, 2022).

3. Methodology

3.1. Measurement

The current study employs quantitative research methods, utilizing a questionnaire for data collection, which was developed based on prior research. Sham Shui Po and Monster Building in North Point, Hong Kong, were chosen as the study sites. These areas diverge from Central and provide tourists with an opportunity to immerse themselves in the local life and essence of Hong Kong. Consequently, tourists visiting these locations inevitably encounter local residents, shaping their perceived tourism experience. To empirically examine the relationships among tourist expectation, perceived experience, disconfirmation, satisfaction, and intention to recommend, confirmatory factor analysis (CFA) and structural equation modeling (SEM) were utilized.

4. Results

4.1. Demographic Analysis

Our study achieved a gender proportion nearly at parity—45.6% female and 54.4% male—bolstering the applicability of our results. Analysis revealed a predominant participant pool within the 18-44 age bracket, capturing a pivotal group in tourism. Predominantly economically engaged, either through active employment or stable retirement, this cohort's perspectives are especially significant to our tourism-centric study.

Regarding education, the prevalence of bachelor's degree holders, followed by high school diploma recipients, suggests that our respondents come with informed expectations and a discerning approach to their travel experiences, influenced by their educational attainments.

Table 1. Sample statistic results.

Item	Classification	Amounts	Percentage %
Age	<18	42	9.29
	18-24	81	17.92
	25-34	110	24.34
	35-44	90	19.91
	45-54	64	14.16
	55-64	44	9.73
	>65	21	4.65
Gender	Male	246	54.42
	Female	206	45.58
Employment	Working, as a paid employee	163	36.06
	Working, self-employed	64	14.16
	Not working, on temporary layoff from a job	22	4.87
	Not working, looking for work	17	3.76
	Not working, retired	63	13.94
	Not working, disabled	2	0.44
	Not working, other	121	26.77
Marial Status	Married	85	18.81
	Widowed	95	21.02
	Divorced	92	20.35
	Separated	86	19.03
	Never Married	94	20.90
Total		452	100

This study incorporated a Pearson correlation coefficient test to ascertain the statistical significance of the relationships between variables. The findings are displayed through a coefficient matrix, complemented by mean and standard deviation values. Notably, all variables exhibited significant intercorrelations.

Table 2. Descriptive statistics and the correlation coefficients matrix.

Constructs	Mean	SD	1	2	3	4	5
1. TE	3.32	1.24	1				
2. TPE	4.07	1.09	-0.362**	1			
3. DISC	4.06	1.51	-0.348**	0.569**	1		
4. SAT	4.25	1.57	-0.358**	0.521**	0.472**	1	
5. INT	4.01	1.52	-0.281**	0.525**	0.399**	0.377**	1

** $p < 0.01$; * $p < 0.05$ (2-tailed).

4.2. CFA Insights

The credibility of our scale was corroborated by Confirmatory Factor Analysis (CFA), with all factors displaying loadings well above the 0.8 threshold and composite reliability scores far exceeding the 0.7 standard, denoting robust internal consistency. Adequate levels of Average Variance Extracted (AVE) established sound convergent validity, cementing the overall reliability and foundation of our research findings.

Table 3. Validity of the measurement model.

Latent Variance	Measured Variables	Items Mean	Items S.D.	Factor Loadings	Cronbach's α	CR	AVE
TE	TE1	3.32	1.579	0.785			
	TE2	3.35	1.588	0.757			
	TE3	3.30	1.552	0.765	0.854	0.878	0.591
	TE4	3.35	1.577	0.755			
	TE5	3.28	1.533	0.780			
TPE	CI	4.13	1.297	0.792			
	DI	4.06	1.265	0.728	0.832	0.801	0.574
	IOLP	4.02	1.224	0.753			
DISC	DISC1	3.97	1.750	0.731			
	DISC2	4.10	1.903	0.753			
	DISC3	4.13	1.898	0.780	0.879	0.880	0.594
	DISC4	3.98	1.713	0.795			
	DISC5	4.13	1.943	0.794			
SAT	SAT1	4.19	1.790	0.754			
	SAT2	4.33	2.102	0.777			
	SAT3	4.25	2.075	0.740	0.866	0.870	0.573
	SAT4	4.37	2.002	0.766			
	SAT5	4.09	1.749	0.748			
INT	INT1	3.95	2.083	0.806			
	INT2	3.81	1.732	0.779			
	INT3	4.05	1.839	0.783	0.873	0.884	0.606
	INT4	4.05	1.708	0.720			
	INT5	4.21	1.956	0.802			

Note: Tourist Expectation (TE), Tourist Perceived Experience (TPE), Disconfirmation (DISC), Satisfaction (SAT), intention to recommend (INT), Cultural Identity (CI), Destination Image (DI), Image of Local People (IOLP).

4.3. Insights from SEM

The Structural Equation Modeling (SEM) process confirmed the model's aptness through several fit indices—all notably above 0.9—and an RMSEA comfortably beneath the 0.08 margin, signaling a model highly compatible with the observed data. Paths analyzed via Maximum Likelihood unveiled that Tourist Expectations (TE) negatively impacted Tourist Perceived Experience (TPE) ($\beta = -0.431$, $p<0.05$) and disconfirmation (DISC) ($\beta = -0.141$, $p<0.05$). In contrast, TPE had a positive effect on DISC ($\beta = 0.604$, $p<0.05$) and Satisfaction (SAT) ($\beta = 0.434$, $p<0.05$). Additionally, DISC positively influenced SAT ($\beta = 0.209$, $p<0.05$), which sequentially increased the likelihood of recommending (INT) ($\beta = 0.480$, $p<0.05$). These findings lend strong empirical support to our hypothesized relationships, solidifying the theoretical framework of our inquiry.

Table 4. Fitting degree and discriminant validity.

Index	Actual Value	Criteria	Judgement
χ^2/df	1.303	<3	Yes
GFI	0.949	>0.90	Yes
AGFI	0.937	>0.90	Yes
NFI	0.945	>0.90	Yes
RFI	0.938	>0.90	Yes
IFI	0.987	>0.90	Yes
TLI	0.985	>0.90	Yes

CFI	0.987	>0.90	Yes
RMSEA	0.026	<0.08	Yes

Table 5. Summary of hypotheses validation.

Hypothesis	Path	Estimate	β	S.E.	C.R.	p	Result
H1	TE→TPE	-0.362	-0.431	0.046	-7.619	***	support
H2	TE→DISC	-0.163	-0.141	0.052	-2.751	**	support
H3	TPE→DISC	0.510	0.604	0.076	9.695	***	support
H4	TE→SAT	-0.195	-0.158	0.053	-3.079	**	support
H5	TPE→SAT	0.450	0.434	0.092	5.941	***	support
H6	DISC→SAT	0.472	0.209	0.068	3.156	**	support
H7	SAT→INT	0.377	0.48	0.075	8.475	***	support

Note: *** $p < 0.001$, ** $p < 0.01$.

5. Discussion and Conclusion

5.1. Discussion and implications

This study contributes to theory in several keyways. Firstly, it expands the application of the EDM from the examination of satisfaction to encompass the influence of recommendation intention within the tourism context. This broadening enhances our theoretical comprehension of travel and consumer behavior. Secondly, the study adds to the understanding of the experience economy within the tourism sector, laying a foundational framework for subsequent research endeavors. Lastly, it delves into the impact of place image on tourism, offering significant theoretical insights for destination image theory.

From a practical standpoint, this research offers valuable insights for managers and practitioners involved in marketing promotion and brand building strategies. Destination managers can leverage these findings to enrich tourist experiences and bolster the overall image of destinations, thereby bolstering their appeal. Additionally, through a detailed analysis of the components of tourist perceived experience, destination managers can tailor service enhancements to elevate tourist satisfaction. Moreover, the study provides guidance for local governments in formulating regulations pertaining to individual employment in tourism, thus ensuring market order and effective management.

5.2. Limitations of this study and suggestions for future studies

Nevertheless, our study confronts certain limitations. The chosen research sites in Hong Kong may be subject to inherent subjective biases linked to the pre-established perception of Hong Kong as an international tourism hub. Our omission of participants' educational background could also affect the impartial evaluation of perceptual data. Additionally, the temporal disjunction between previous visitations and survey responses may lead to recall biases. Forthcoming research could rectify these biases by collecting data imminently following the tourist experience and incorporating educational.

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Does trust in algorithms shape attendance at new events?

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Abstract:

Algorithmic content recommendations have the potential to influence users' decision-making, encouraging them to attend an event. However, understanding users' perceptions and acceptance of algorithm-recommended information is underexplored in the context of the events. Therefore, this study investigates the relationship between algorithmic experiences and intention to attend events, using the Algorithm Acceptance Model (AAM). In particular, this study explores whether the AAM can be applied to events, how trust in algorithms affects event attendance decisions, and the mediating roles of perceived value and affective commitment, by using structural equation modeling (SEM).

Keywords: Algorithmic experience, Trust in algorithms, Perceived value, Affective commitment, Intention to visit an event, Algorithm Acceptance Model (AAM)

1. Introduction

Algorithms, powered by artificial intelligence (AI), are increasingly integrated into daily life, offering users more personalized and appealing information (Cabiddu et al., 2022; Dwivedi et al., 2021; Shin & Park, 2019; Diakopoulos, 2016). Algorithmic personalized content recommendations can influence users' decision-making across various domains, including event suggestions (Shin & Park, 2019). However, as algorithms become more sophisticated, concerns regarding fairness, accountability, and transparency (FAT) arise (Shin & Park, 2019). Accordingly, research on trust in algorithms and their acceptance has emerged (Shin & Park, 2019; Cabiddu et al., 2022; Shin, Zhong, & Biocca, 2020; Glikson & Woolley, 2020). Notably, Shin, Zhong, and Biocca (2020) proposed the Algorithm Acceptance Model (AAM) to explain user trust in algorithms and address FAT concerns.

Users may automatically receive recommendations for events when searching for content or news. This implies that algorithmic recommendations have the potential to encourage users to attend events, thus expanding their decision-making (Cabiddu et al., 2022). However, understanding users' perceptions and acceptance of algorithm-recommended information is underexplored in the context of the events (Shin, Zhong, & Biocca, 2020). Specifically, it is hard to find a study that explores how trust in algorithmic recommendations impacts the intention to attend an event. Therefore, this study investigates the relationship between algorithmic experiences and the intention to attend an event, using the AAM. This study first explores whether the AAM can be applied to events and how trust in algorithms affects event attendance decisions. Second, it examines the mediating roles of perceived value and affective commitment in the relationship between trust in algorithms and the intention to attend an event.

This study will provide an understanding of the impact of algorithmic recommendations on event attendance intentions. Applying the AAM will shed light on the mechanisms underlying user trust in algorithms and their event attendance decision-making. The findings will suggest event promotion strategies and contribute to the broader literature on technology acceptance and user behavior.

2. Literature Review

2.1. Algorithm Acceptance Model (AAM)

Shin, Zhong, and Biocca (2020) proposed the Algorithm Acceptance Model (AAM) as an extension of Davis's Technology Acceptance Model (TAM), addressing the limitations of TAM in describing algorithmic technology. The AAM aims to elucidate user trust in algorithms, particularly focusing on fairness, accountability, and transparency (FAT) issues. Fairness entails avoiding discriminatory or unjust consequences. Transparency involves disclosing reasoning and data management details. Accountability pertains to designers and managers taking responsibility for algorithmic impacts. These FAT heuristics foster user trust, satisfaction, and continued use. Therefore, this study hypothesizes as follows.

H1: Users' perceptions of fairness positively affect their trust in algorithm services.
H2: Users' perceptions of accountability positively affect their trust in algorithm services.
H3: Users' perceptions of transparency positively affect their trust in algorithm services.

2.2. Factors that affect the intention to visit

2.2.1 Perceived value

Perceived value refers to consumers' overall assessment of the quality or benefits of a product relative to its cost (Zeithaml, 1988). In the context of the events, perceived value can be described as attendees' evaluations of the information and experience related to products or services offered at the event (Whitfield & Webber, 2011). Previous studies on perceived value have revealed that it is influenced by trust (Jayashankar et al., 2018) and affects behavioral intentions (Darvishmotevali, Tajeddini, & Altinay, 2022). Therefore, this study hypothesizes as follows.

H4: Trust positively influences perceived event value.
H5: Perceived event value positively influences the intention to visit an event.

2.2.2 Affective commitment

Affective commitment is an emotional attachment to a company that provides a service (Allen & Meyer, 1990). Accordingly, previous studies have argued that affective commitment plays a role in inducing people's participation (Fazal-e-Hasan et al., 2017). Additionally, it has been revealed that trust in the company providing the product or service influences affective commitment (Lambert, Bingham, & Zabinski, 2019). This implies that trust in algorithmic experiences can positively influence affective commitment and ultimately increase the intention to visit. Therefore, this study hypothesizes as follows.

H6: Trust positively influences affective commitment.
H7: Affective commitment positively influences the intention to visit an event.

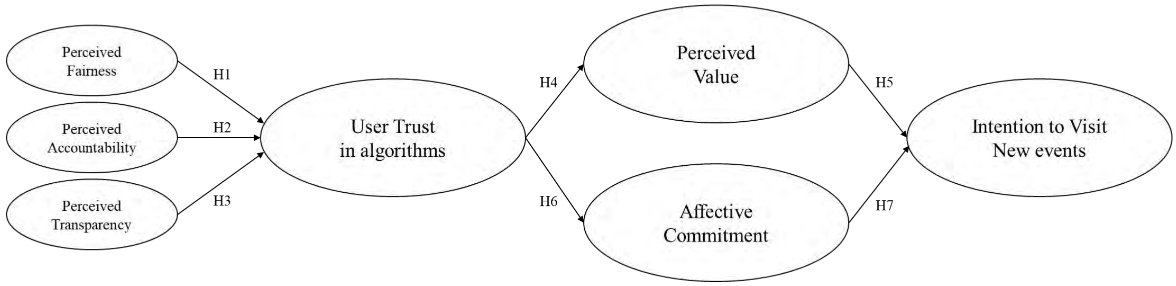

Figure 1. Proposed conceptual framework

3. Methodology

This study will utilize a self-administered questionnaire. The target population is people over the age of eighteen who had experience with algorithmic event suggestions while web-searching within the past twelve months. Due to the unavailability of an accurate population frame, convenience sampling will be employed for participant recruitment (Sharma, 2017). Data will be administered through Qualtrics and collected through a professional online marketing agency in the US and on social media platforms. Descriptive statistics and frequency analysis will be conducted using SPSS 25.0 to profile the socio-demographic characteristics of respondents. The hypothesized relationships will be tested using structural equation modeling (SEM) with Amos 28.0.

4. Discussion

4.1. Expected theoretical implications

This study will be the first attempt to predict users' perceptions of receiving new event recommendations through an algorithm, utilizing the AAM. It is anticipated that trust in algorithms will influence users' intentions to attend future events, playing a role as a new motivating factor for attending events. Additionally, the study will uncover the mediating roles of perceived value and affective commitment, suggesting avenues for future research.

4.2. Expected practical implications

The study's findings will suggest that event promotion teams should prioritize adopting reliable systems and carefully select keywords to effectively promote their events while ensuring maximum visibility. Furthermore, it is anticipated that the importance of algorithms in shaping both the perceived value of the event and the emotional connection of potential attendees will be emphasized. Therefore, the events promotion team should maintain continuous management of algorithms to ensure the provision of reliable information for event planning purposes.

4.3. Expected Limitations of this study and suggestions for future studies

A potential limitation of the study may be its generalizability. Since the study focuses on exploring the relationships between algorithm experience, trust in algorithms, perceived value, affective commitment, and intention to visit within a specific context, the findings may not be generally applicable across diverse populations or other industries. Additionally, the reliance on self-reported survey data could introduce response biases or inaccuracies, potentially affecting the validity of the results.

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The future of Ryokan management: Based on management's perceptions of capital Investment

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Abstract:

This research focuses on constructing a cycle of investment and growth and attempts to understand ryokan managers' perceptions regarding facility investment and verify the relationship between facility investment and company performance. As a result, it was found that 68.6% of respondents were aware of the concept of CapEx, while 31.4% were not familiar with it. Although CapEx is positioned within medium to long-term strategies, respondents indicated that they did not have dedicated reserves for its actual implementation. In terms of financial treatment, CapEx was recorded as depreciation expenses, and only 54% recognized it as tangible fixed assets, revealing a potential confusion with FF&E.

Keywords: Ryokan, Manager's Recognition, Capital Investment, CapEx

1. Introduction

The current environment surrounding management and individual careers has become what is known as the VUCA[1] era, and this has necessitated adaptation in the management of Japan's unique accommodation industry, namely "*ryokan*" (traditional Japanese inns). In recent years, with the increase in foreign tourists visiting Japan, *ryokans* have gained attention as traditional accommodation options, expected to serve to disperse inbound tourists throughout regions and act as hosts.

However, while the number of registered hotels has been increasing, the number of registered *ryokans* has been decreasing, dropping from 48,966 establishments in 2009 to 38,622 in 2017, and continuing to decline. Various factors contribute to this decline, with high dependence on

[1] VUCA is an acronym derived from Volatility, Uncertainty, Complexity, and Ambiguity, representing a term coined to describe the increasingly complex social and business environments where unexpected events occur and future predictions become difficult, signifying an uncertain state. Originally used as a military term in the United States, it has been adopted as a business term since around 2010.

domestic travel agencies and slow adaptation to changes in tourists' travel behaviors (from group tours to individualized travel) being frequently cited reasons. Other factors include labor shortages and challenges in employee education, financial instability due to excessive debt, and the worsening shortage of successors.

This study also highlights a significant challenge within the mindset of *ryokan* management, in addition to the reasons for the decrease in registered *ryokan* facilities. Companies typically grow through a cycle of investment and returns, using funds from financial markets to cover expenses such as operating costs and payroll, while reinvesting customer payments into further investments or incorporating them into assets, thereby fostering a cycle of investment and growth.

However, when examining Japan's *ryokan* industry, many establishments have remained stagnant or declined over the years, relying heavily on group tours since the period of high economic growth and maintaining their operations by capturing accommodation demand overlooked by other *ryokans* during peak seasons, without actively engaging in marketing efforts.

These *ryokans* often struggle to adapt to market changes, remaining entrenched in outdated business models reliant on labor-intensive operations with low productivity. Consequently, they may fall into a vicious cycle of accumulating losses, excessive borrowing, and facility deterioration. In other words, there is a need for motivated and capable *ryokan* managers to actively pursue productivity improvement and value-added initiatives.

This research, considering the background, focuses on constructing a cycle of investment and growth and aims to understand *ryokan* managers' perceptions regarding facility investment and verify the relationship between facility investment and company performance. Specifically, we attempted to compare and analyze the perceptions of *ryokan* managers towards CapEx (Capital Expenditure) and its effectiveness, to validate the efficacy of CapEx in *ryokan* management.

Table1-1. Ratio of *Ryokans*' dependence on debt (debt divided by total assets)

Region	Ratio of *Ryokans*' dependence on debt (%)		
	Total	Short-term debt	Long-term debt
Hokkaido	76.7	12.2	62.5
Tohoku	91.0	6.3	84.8
Kanto	67.2	9.2	58.0
Hokuriku-Shinetsu	80.7	20.4	60.3
Chubu	80.7	6.1	74.6
Kansai	77.3	7.0	70.3
Chukoku	87.8	11.1	76.8
Shikoku	86.5	22.6	63.9
Kyusyu	88.4	10.2	78.2

Source: JRHA, Statistics on Business Conditions 2023

2. Literature Review

2.1. Ryokan Overview

The Ryokan Business Law (Law No. 138, 1948) defines the *ryokan* industry as an operation that "accommodates guests in exchange for lodging fees", specifying one of the three types of accommodations: "*ryokan* operation", "hotel operation", and "simple lodging operation and boardinghouse operation", with "*ryokan* operation" being one of them. Here, "lodging" refers to "utilizing facilities using bedding", meaning that the *ryokan* industry is a form of accommodation business that provides lodging for a fee using bedding. The term "lodging fee" includes rental fees for bedding, resting fees, utility expenses, room cleaning fees, and also encompasses cases where guests bring their own bedding. Additionally, *the Ryokan Business Law* stipulates that the responsibility for maintaining hygiene in facilities lies with the owner (operator) of the facility, and that the accommodation facility is not the primary residence of the guest utilizing it (Ikado, 2017).

Under *the Ryokan Business Law*, "hotel operation" refers to an operation that provides facilities primarily consisting of Western-style structures and amenities, and "*ryokan* operation" refers to an operation that provides facilities primarily consisting of Japanese-style structures and amenities. According to the enforcement of *the Ryokan Business Law*, the distinction between a *ryokan* and a hotel is based on the number of guest rooms, where establishments with more than half of their rooms being Japanese-style are called *ryokans*, and those with more than half of their rooms being Western-style are called hotels (Teramae, 2005).

Additionally, under *the International Tourism Hotel Development Law* (Law No. 279, 1949), a hotel is defined as a facility built for the accommodation of foreign guests and having Western-style structures and amenities. However, for *ryokans*, the law defines them as facilities built for the accommodation of foreign guests but distinct from hotels, without explicitly endorsing Japanese-style facilities (Teramae, 2005). In 2018, *the Ryokan Business Law* was revised, integrating the legal categories of *ryokan* operation and hotel operation.

2.2. Review of Ryokan Management

According to Ikado (2017), succession in the *ryokan* industry used to commonly involve passing the business down to family members, but deteriorating business performance has led to difficulties in finding successors. Furthermore, it has been pointed out that scientific management techniques, such as data analysis and statistics, are not sufficiently utilized in the management of Japanese *ryokans*, particularly those operated as family businesses. Instead, management often relies on past experiences and intuition, leading to challenging business conditions (Kitakami, 2019).

As the hospitality industry undergoes significant changes, human resource development and education play a crucial role in ensuring the sustainability of the "hospitality industry" in *ryokan* management. Moreover, the traditional Japanese accommodation industry, represented by *ryokans,* has been declining since 1980, with its role being taken over by hotels. This decline is attributed not only to insufficient sales due to changes in social structure but also to a shortage of successors. While succession in *ryokan* businesses used to commonly involve passing the business down to family members, deteriorating business performance has led to difficulties in finding successors (Ikado, 2017).

Furthermore, Wada & Kohara (2022) highlighted the lack of research on *ryokan* management while addressing the current situation and challenges related to securing human resources in the *ryokan* industry. They emphasized the need for a change in management perception and pointed out the shortage of specialized and systematic curricula for easily understandable human resource development. They also emphasized the urgent need to train personnel with expertise not only in *ryokan* operations but also in managing tourism businesses within the local community.

3. Methodology

3.1. Participants

Data was collected using an Internet survey. Data collection was delegated to *Japan Ryokan & Hotel Association* (JRHA) from February 28 to March 8, 2024. A survey of 2,204 members of the JRHA was requested and 86 responses were collected.

3.2. Items

Participants responded to items on the following aspects:
(1) Degree of recognition for CapEx
(2) Status of CapEx Implementation: Existence of an investment plan in the mid & long-term business plan, Determinants of CapEx implementation, Percentage of CapEx accumulation, Effects of Implementation, Financial Treatment of CapEx on BS
(3) Status of FF&E Implementation: Existence of an investment plan in the mid & long-term business plan, Determinants of FF&E implementation, Percentage of FF&E accumulation, Effects of Implementation

3.3. Profile of the facilities and respondents

Table 3-1 shows the overview of the facilities which responded this study, which are broken down by grade (unit price per night), size (number of rooms), facility condition (age of building), and management method (type of operator). The daily rate per night from 15,000 to 20,000 yen and 20 to 50 rooms were accounted for the most part. Due to the nature of the inn business, more than 60% of the respondents own and operate one inn directly, and 90% of the facilities are more than 30 years old.

There were 12 respondents in Hokkaido, 3 in Tohoku, 2 in Kanto, 2 in Hokuriku-Shinetsu, 15 in Chubu, 14 in Kinki, 11 in Chugoku, 12 in Shikoku, 14 in Kyushu, and 1 in Okinawa. The most common attribute of the respondents were in their 50s, and 35% of all respondents had been in the inn business for 26 years or more (Table 3-2).

Table 3-1 Characteristics of Responding Facilities

Average price per person per night with 2 meals	Sample	%
less than 10,000 yen	2	2%
10,000 – less than 15,000 yen	13	15%
15,000 – less than 20,000 yen	29	34%
20,000 – less than 25,000 yen	18	21%
25,000 – less than 30,000 yen	8	9%
more than 30,000 yen	12	14%
No pricing with meals	4	5%

Number of rooms	Sample	%
5–less than 10	6	7%
10–less than 20	17	20%
20–less than 50	24	28%
50–less than 100	21	24%
100–less than 150	6	7%
150–less than 200	8	9%
more than 200	4	5%

Operator type	Sample	%
one place of owned and operated directly by the company	54	63%
One of several locations directly owned and operated by the company	29	34%
Operator operates under a management contract	1	1%
Join a chain and operate a franchise	0	0%
Others	2	2%

Age of building	Sample	%
5–less than 10 years	1	1%
10–less than 15 years	1	1%
15–less than 20 years	1	1%
20–less than 25 years	3	3%
25–less than 30 years	3	3%
30–less than 40 years	18	21%
40–less than 50 years	18	21%
more than 50 years	41	48%

Table 3-2 Characteristics of Responding Manager

Age of manager	Sample	%
20s	1	1%
30s	10	12%
40s	24	28%
50s	30	35%
60s	13	15%
more than 70s	8	9%

Background of manager	Sample	%
less than 10 years	10	12%
11–15 years	11	13%
16–20 years	13	15%
21–25 years	22	26%
more than 26 years	30	35%

4. Results

4.1. Recognition of CapEx

When asked if they were recognized for "investments that clearly increase the value or durability of the facility (capital expenditures, CapEx) rather than for normal maintenance," 69% of respondenst were aware of such investments (Table 4-1). On the other hand, 93% of respondents were recognized for FF&E as an investment to maintain or increase the value of their lodging facilities (Table 4-2). The results indicate that FF&E is recognized as an expenditure to increase the value of the lodging facility more than CapEx, and that about 30% of the respondents recognize the capital investment as an expenditure for normal maintenance rather than to improve the value.

Table 4-1 Recognition for CapEx

(N=86)

Recognize (know)	59 (69%)
Not recognized (not known)	27 (31%)

Table 4-2 Recognize FF&E as a capital investment to improve value

(N=86)

Think so (Recognized)	80 (93%)
Don't think so (Not Recognized)	6 (7%)

As for the details of those who are not recognized for CapEx (n=27), the average room rate including breakfast and dinner was less than 20,000 yen (59%) and more than 20,000 yen (41%), the number of rooms is less than 50 (74%) and more than 50 (26%), the age of the building is less than 30 years (11%) and more than 30 years (89%), the age of the owner is under 40 years (44%) and over 50 years (56%). The age of the managers was 44% in their 40s or younger and 56% in their 50s or older. In particular, the older the building, the higher the percentage of respondents who were not recognized for CapEx. Furthermore, 93% of respondents who did not recognize CapEx also recognized FF&E as an investment to maintain or increase the value of the facility.

The results above confirm that awareness of CapEx as an investment to improve the value of facilities lags behind that of FF&E, and that many respondents with no awareness of CapEx are relatively small (less than 50 rooms), not expensive (less than ¥20,000), but older building (more than 30 years old).

4.2. Status of Investment in Value Enhancement of Facilities

To ascertain whether capital investment in the Japanese ryokan industry is based on strategy, we examined the presence or absence of strategy in CapEx and FF&E investments. As shown in Figure 4-1, the largest share of respondents (49%) in the CapEx category indicated that they have investment plans based on medium- to long-term strategies, while only 19% of respondents in the FF&E category recognized that investment in FF&E is based on medium- to long-term strategies, which increases the value of facilities. This indicates that investments in FF&E are made from a short-term perspective.

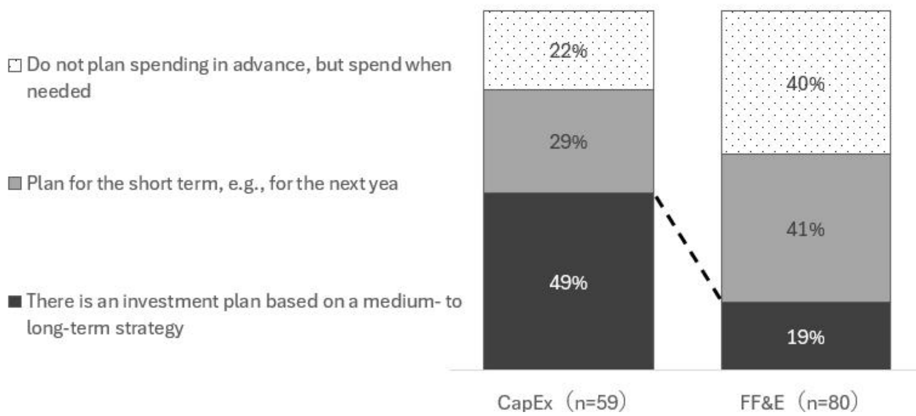

Figure 4-1 CapEx and FF&E investment strategy existence

As shown in Figure 4-2, the highest priority investment criterion for the group that invests from a short-term perspective, which selected "plan for the next fiscal year or other short term" and "do not plan spending in advance, but spend when needed," was "breakdown or other essential situation. In addition, many respondents also chose "legal service life, fire laws and other related laws and regulations" as the highest priority criterion.

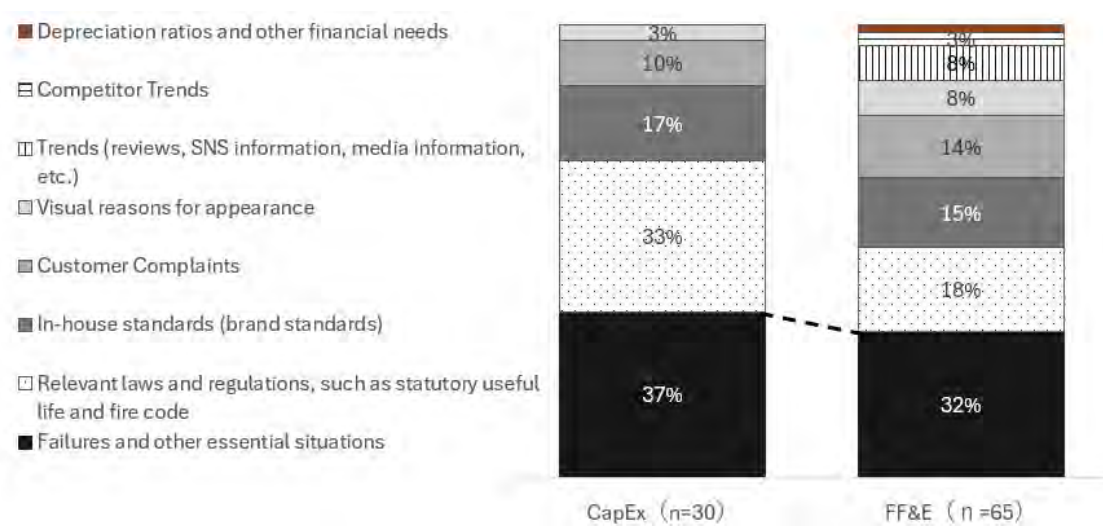

Figure 4-2 CapEx and FF&E's top priority criteria for short-term planning

In addition, as shown in Figure 4-3, 10% of respondents have a reserve for CapEx purposes, and only 5% have a reserve for FF&E purposes. More than 70% of respondents recognize CapEx as "an investment to increase the value or durability of a facility," but do not have a dedicated reserve fund for this purpose or even a reserve fund that can be used for an undetermined purpose. On the other hand, the number of respondents that have a reserve for FF&E purposes is even smaller than CapEx, with 76% having no such reserve. The most common size of reserve funds for CapEx and FF&E was "4% or more of revenue". Although the sample size of responds was small, it confirmed the trend of basing reserves on revenue rather than sales and of setting aside more than 4% of revenue.

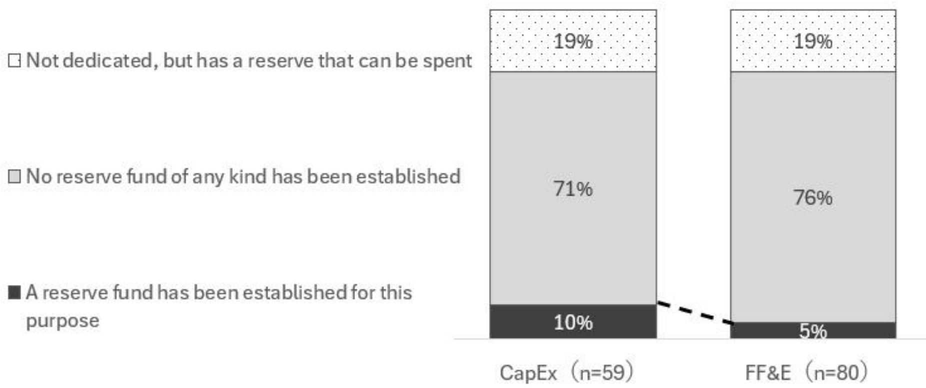

Figure 4-3 Reserve existence for CapEx and FF&E investments

Figure 4-4 shows the reserve fund status by the presence or absence of a mid- to long-term strategy for CapEx. 17% of the responding facilities that plan for CapEx based on a mid- to long-term strategy have a reserve fund for CapEx implementation. On the other hand, only 3% of the respondents that planned to implement CapEx in the short term or as needed had a dedicated reserve fund. It can be seen that a higher percentage of respondents based on a medium- to long-term strategy than on a short-term plan have a reserve fund for CapEx implementation. The results above indicate that although the respondents recognize that CapEx and FF&E are investments to maintain and improve the value of their facilities, there are few investments based on medium- to long-term strategies, and most of the expenditures are due to unavoidable circumstances such as laws, regulations, and breakdowns. Even in cases where investment is based on medium- to long-term strategies, few respondents have a dedicated reserve fund that can be used for actual investment, indicating that they are forced to rely on external funds for actual investment.

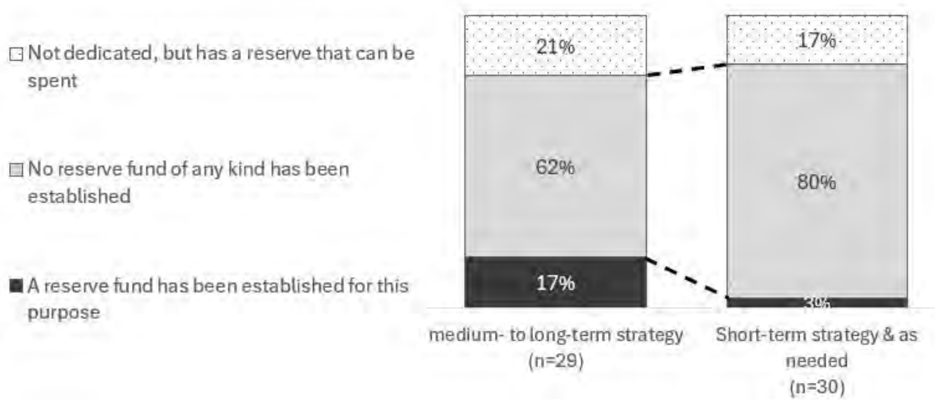

Figure 4-4 CapEx Reserves by Medium- and Long-Term Strategy Existence

Table 4-3 Targeted areas for capital investment

Target areas (multiple responses, n=59)	Sample	%
Guest rooms (excluding bathrooms and toilets)	51	86%
In-room bathrooms and toilets	50	85%
Large public bath	45	76%
Air conditioning, electricity, and other facilities	41	69%
Lobby	36	61%
Outside wall	30	51%
Restaurants & Bars	29	49%
Lounges	28	47%
Hallways and stairs	27	46%
Furniture	24	41%
Equipment	24	41%
Fixture	24	41%
Elevators and elevator halls	22	37%
Frame (building structure)	17	29%
Parking place	16	27%
Gardens and trees	14	24%
Backyard such as office space	14	24%
Pool	5	8%
Others	1	2%

4.3. Investment Objectives

The most common type of investment that "clearly increases the value or durability of a facility by enhancing its profitability or significantly extending its useful life" was room-related construction (Table 4-3). In addition, in terms of the target areas of investment by the presence or absence of CapEx's medium- to long-term strategy, room-related construction work was the most frequently implemented, with no difference in the presence or absence of strategy (Tables 4-4 and 4-5).

Table 4-4 Target areas of CapEx's medium- to long-term strategy group.

Target areas (multiple responses, n=29)	Sample	%
Guest rooms (excluding bathrooms and toilets)	24	83%
In-room bathrooms and toilets	24	83%
Large public bath	20	69%
Air conditioning, electricity, and other facilities	20	69%
Lobby	15	52%
Outside wall	14	48%
Restaurants & Bars	13	45%
Fixture	13	45%
Lounges	12	41%
Equipment	12	41%

Table 4-5 Target areas of CapEx's short-term planning group

Target areas (multiple responses, n=30)	Sample	%
Guest rooms (excluding bathrooms and toilets)	27	90%
In-room bathrooms and toilets	26	87%
Large public bath	25	83%
Lobby	21	70%
Air conditioning, electricity, and other facilities	21	70%
Outside wall	16	53%
Hallways and stairs	16	53%
Restaurants & Bars	16	53%
Lounges	16	53%
Elevators and elevator halls	13	43%

4.4. Investment Effectiveness

Regarding the effects obtained by making capital investments that clearly increase value or increase durability rather than for the normal maintenance of the facility, as shown in Table 4-5 with CapEx recognition (n=59), many respondents indicated "improvement of customer satisfaction" and "the improvement of total sales," as shown in Table 4-5. for CapEx. By the presence of a medium- to long-term strategy, there was a difference in the response rate for "revenue per room night per guest (unit price per guest). The group that invests based on mid- to long-term strategy shows the effect of investment in the unit price per guest, along with total sales and customer satisfaction.

Table 4-5 Investment Effectiveness

	With CapEx recognition (n=59)		With Medium- to long-termx strategy(n=29)		No medium- to long-term strategy(n=30)	
Effects from the investment (multiple answers)	Sample	%	Sample	%	Sample	%
Improve customer satisfaction	47	80%	23	79%	24	80%
improvement of total sales	46	78%	23	79%	23	77%
revenue per room night per guest (unit price per guest)	**30**	**51%**	**18**	**62%**	**12**	**40%**
Increase in repeat customers	24	41%	11	38%	13	43%
Decrease in customer complaints	21	36%	11	38%	10	33%
Increase occupancy rate	13	22%	8	28%	5	17%
Increasing of real estate value	12	20%	5	17%	7	23%

Table 4-6 shows the results of the analysis of the effect of investment by the attributes of the respondent's facilities: higher sales of overnight meals per guest (unit price per guest) were effective in "improving total sales" and "increasing real estate value. In terms of the number of guest rooms, a larger room size was effective in "improving customer satisfaction," "increasing sales of food and beverages per guest," and "reducing customer complaints. In terms of building age, about half of the responding facilities were more than 50 years old, and although it was not possible to compare facilities that were built in the early years with those that were older, a comparison of facilities built between 30 and less than 50 years and those built over 50 years showed that those built in the early years were more effective in "improving customer satisfaction" and "increasing real estate value. In terms of the number of facilities owned by the owner, owning multiple facilities was more effective in "improving real estate value" than owning one facility.

Table 4-6 Comparison of Investment Effectiveness by Respondent Facility Attributes

	unit price per guest 20,000 yen		nunmer of rooms 50 rooms		age of building		number of owning facilities	
Effects from the investment (multiple answers)	less than (n=32)	more than (n=27)	less than (n=27)	more than (n=32)	30-less than 50 (n=21)	more than 50 (n=32)	one (n=37)	multiple (n=20)
Improve customer satisfaction	78%	81%	**63%**	**94%**	**95%**	**75%**	81%	75%
improvement of total sales	**69%**	**89%**	78%	78%	71%	81%	78%	80%
revenue per room night per guest (unit price per guest)	47%	56%	**37%**	**63%**	52%	59%	54%	50%
Increase in repeat customers	38%	44%	37%	44%	38%	44%	43%	40%
Decrease in customer complaints	34%	37%	**26%**	**44%**	43%	38%	38%	35%
Increase occupancy rate	22%	22%	22%	22%	19%	28%	24%	20%
Increasing of real estate value	**16%**	**26%**	11%	28%	**29%**	**19%**	**16%**	**25%**

Based on the above results, it can be concluded that a medium- to long-term strategy for CapEx is effective in increasing the amount of customer spend, and that the investment is more effective when the facility has high customer spend, is large in size, is young in age of building, and owns multiple buildings as attributes of the facility.

5. Discussion and Conclusion

This study conducted a survey to explore the factors contributing to the decline of *ryokans* by understanding the perceptions of *ryokan* managers regarding facility investment. Therefore, CapEx was highlighted as a keyword, and the degree of recognition of CapEx, its relationship with medium to long-term strategies, the presence or absence of reserves, and the effects of CapEx were organized. The results are as follows:

1. The recognition rate of the concept of CapEx was 69.6%, with older facilities (over 30 years) having lower awareness.
2. Although CapEx is positioned within medium to long-term strategies, it was found that reserves were not set up for its actual implementation.
3. In terms of the financial treatment of CapEx, it was observed that it was recorded as depreciation expenses, with recognition as tangible fixed assets remaining at 54%, indicating a potential confusion with FF&E.
4. A medium- to long-term strategy for CapEx was found to be effective in increasing the amount of customer spend.

From the above, it can be inferred that many *ryokan* managers tend to focus on facility repairs due to aging rather than making investments to enhance their competitiveness. This suggests a low level of managerial mindset in terms of the investment-growth cycle. As inferred from Table1-1, it can be understood that the high dependency on borrowing makes it difficult to allocate funds for proactive investments. However, for the improvement of business conditions, it is strongly demanded that managers reform their perceptions by, for example, enhancing guest spending through facility investments.

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Discovering constructs of sustainable food literacy

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Abstract:

The purpose of this paper is to discover contents of sustainable food literacy. This study explores constructs of sustainable food literacy in food business industry. The researchers adopted a multidimensional, qualitative research method and conducted (1) in-depth interviews with the 16 food experts, industry experts and researchers of sustainability and food business industries, and (2) the content analysis of sustainable food literacy of food industries from the Internet and literatures. Through qualitative research, four sustainable food literacy dimensions concepts of food business industries were extracted, including permaculture and production, healthy diet and culture, green environmental protection and consumption and food social responsibility and ethics. Practitioners and employees should have the concepts of sustainable food literacy. numbers of suggestions and practice cases are also provided in the end of the research.

Keywords: Food business industry, sustainability, literacy.

1. Introduction

Global warming had posed a serious environmental threat worldwide, and a threat to the sustainable development of the hospitality and tourism industry (Hu, Horng, Teng, & Chou, 2013; Luong, 2023). Food consumption is a major issue in the politics of sustainable consumption and production because of its impact on the environment, individual and public health, social issue, and the economy. Contemporary food production and consumption cannot be regarded as sustainable and raises problems with this wide scope involving diverse actors. Moreover, in the face of demographic change and a growing global population, sustainability problems arising from food systems will likely become more serious in the future. Serious environmental problems related to food production and consumption include climate change, water pollution, water scarcity, eutrophication of water, and loss of habitats and biodiversity (Bevan, Wengreen, & Dai, 2019; Reisch, Eberle, & Lorek, 2013).

The objective of this study is to develop a comprehensive and conceptual approach to building contents of sustainable food literacy (SFL), and to provide food industries with means to conserve resources, and maintain sustainable food development in the future.

2.Literature Review

Global warming had a growing awareness across the hospitality industry and the related public sectors of environmental protection about the implementation of sustainable tourism (Luchman & Nobukazu, 2014). The Sustainable Development Goals (SDGs) framework provides a set of 17 goals to enhance well-being by reducing poverty, enhancing health outcomes, responding to gender equality, and mobilizing social justice efforts. Tourism have been centered as playing key roles in marshaling the SDGs, mainly due to its economic impact as a leading global sector (Rasoolimanesh, Ramakrishna, Hall, Esfandiar, & Seyfi, 2023).

The rationale for focusing on the above factors is also explained by UNWTO (2017). Firstly, hospitality and tourism have regarded as a beacon of sustainable development. Therefore, the governance of food industry is in the spotlight. Secondly, aligning with the SDGs can increase efficiencies and save costs; thus, developing the food business case for sustainability is very important (Moon et al., 2020). To achieve such actions, SFL of study is required to improve management and operations that support greater adoption of SFL, in every food business and training provider.

3. Methodology

This study adopted a qualitative research method that includes deep interviews. The researcher first utilized deep interviews to explore the content of SFL. To understand the content of sustainable food literacy, a small pool interviewers and participants of deep interviews (Warech, 2002), repeated reading, conceptualizing, and compressed information were used to analyze the data, and develop a descriptive content of sustainable food literacy. The researchers attempted to understand complex patterns of behavior without imposing any prior categorization that might limit the field of inquiry (Fontana & Frey, 2000).

Data were collected during a two-month trip from August to September, 2022, during which the researchers visited food factories, restaurants industry and schools. Research chefs, factory managers and researchers with more than 10 years sustainable food or literacy service experiences were informed about the purpose of this study and the interviews were conducted using semi-structured and open-ended questions. Each interview of this research, which lasted for about 1.5 hour, included questions on subjects' individual backgrounds and literacies used to create a work during sustainable food. Among the 16 participants were 8 food experts, 6 industry experts, and 2 researchers.

4. Results

According to the analytic results of interview, the researchers then structured a 4-dimension model with 50 items spanning sustainable food literacy: permaculture and production (9 items), healthy diet and culture (12 items), green environmental protection and consumption (18 items), and food social responsibility and ethics (11 items).

5. Discussion and Conclusion

This research adopted a qualitative method to explore the contents of sustainable food literacy of food industry employees. Based upon the data collected of qualitative research, four sustainable food literacy dimensions concepts of food business industries were extracted, including permaculture and production, healthy diet and culture, green environmental protection and consumption, and food social responsibility and ethics. This study also suggests that upcoming studies consider wider dimensions such as making development strategies, in addition to historic references. After setting up the development categories and items, future studies can utilize Delphi or ANP to gain more relationships on the development strategies.

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Understanding customer engagement in value co-creation: Customers' experience in online travel agencies

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Abstract:

With the ubiquitous deployment of disruptive technologies, hospitality and tourism have ushered in an innovative milieu which customers play an imperative role in shaping service outcomes during interactions with technologies. However, the internal influential factors that govern customer engagement in value co-creation within the technical service landscape are still not widely known. This study adopts an inductive qualitative protocol to explore customers' experiences in online travel agencies from the cognitive (e.g., design), affective (e.g., surprise), and conative (e.g., reuse) perspectives.

Keywords: Engagement, Value Co-Creation, Customer Experience, Online Travel Agencies, Hospitality and Tourism

1. Introduction

In the early 21st century, under the goods-dominant (G-D) logic, the value inherent in hospitality and tourism products typically flows a conventional supply chain. Within this chain, tourism suppliers actively integrate and add value to travel products and destination tourism resources. Consequently, the significance of the role of providers in service outcomes has been extensively examined (Dev & Olsen, 1989). However, with the ubiquitous deployment of innovative technologies (e.g., self-service check-in kiosk, AR, VR, voice assistant, and chatbots) in hospitality and tourism, the impact of customers' engagement and experience on service outcomes has garnered increasing attention from practitioners and academics. Echoing the principle of service-dominant (S-D) logic, customers play a crucial role in contributing to the service outcomes while using hospitality and tourism technologies such as online travel agencies

(OTA). Previous studies have extensively discussed the antecedents of customer acceptance of technologies (e.g., ease of use and usefulness) (Law, Leung, & Chan, 2020). However, a significant gap remains in understanding the internal influential factors of customers engagement in value co-creation in OTAs (e.g., the underlying mechanisms linking their cognition and behaviors). To bridge the existing gap, this study attempts to unveil the intricate details of customer experience in OTA. Drawing on a triple perspective (i.e., cognitive, affective, and conative), the findings of this study illuminate the understanding of the customer engagement and the flow of their experience in OTAs by answering the questions of how they perceive the technology, what are their attitudes, and how they respond to them.

2. Literature Review

2.1. Value co-creation under the S-D logic

Evolving from G-D logic, S-D logic has been proposed and developed into the major proposition of marketing over the past two decades (Vargo & Lusch, 2004). In contrast to G-D logic, S-D logic renders the exchange of intangible service (e.g., information, skills) as the core of marketing. The interchange of intelligence and expertise entails the active role of customers in participating resources integration and value creation during the economic process. By actively engaging in the marketing process such as co-production and co-design, tourists enable tourism suppliers to gain a deeper understand of their actual demands, enabling suppliers to tailor the service offerings accordingly (Prahalad & Ramaswamy, 2004). Furthermore, the interactions between suppliers and customers during the exchange process not only maximize the value derived from service but also facilitate the construction of co-creation relationship (Carvalho & Alves, 2023).

2.2. Cognitive-affective-conative model

Proposed by Gartner (1994), cognitive-affective-conative model has been extensively embraced by tourism academics for comprehension of destination image. The cognitive aspect refers to how individual knows or perceive the destination, affective pertains to individual emotions towards it, and conative dimension explores how they respond to the object.

3. Methodology

This study aims to explore customer’s experience when utilizing OTAs and to unpack the internal factors that shape their engagement in value co-creation process. To achieve the objectives, an inductive qualitative approach was employed. This study carried out a pilot test by interviewing 12 customers in April 2024. Prior to the interviews, a semi-structured questionnaire with open-ended questions was developed following discussion among the research team members in March 2024. A purposive sampling approach was adopted to reach potential interviewees who possess experience with OTAs. The average interview duration was approximately 22 minutes per interviewee. Table 1 provides the general information of the interviewees. With the consent of interviewees, the interview content was recorded and transcribed for subsequent analysis. Grounded theory guided the three-step data analysis process, encompassing open coding, axial coding, and selective coding, as the epistemological protocol.

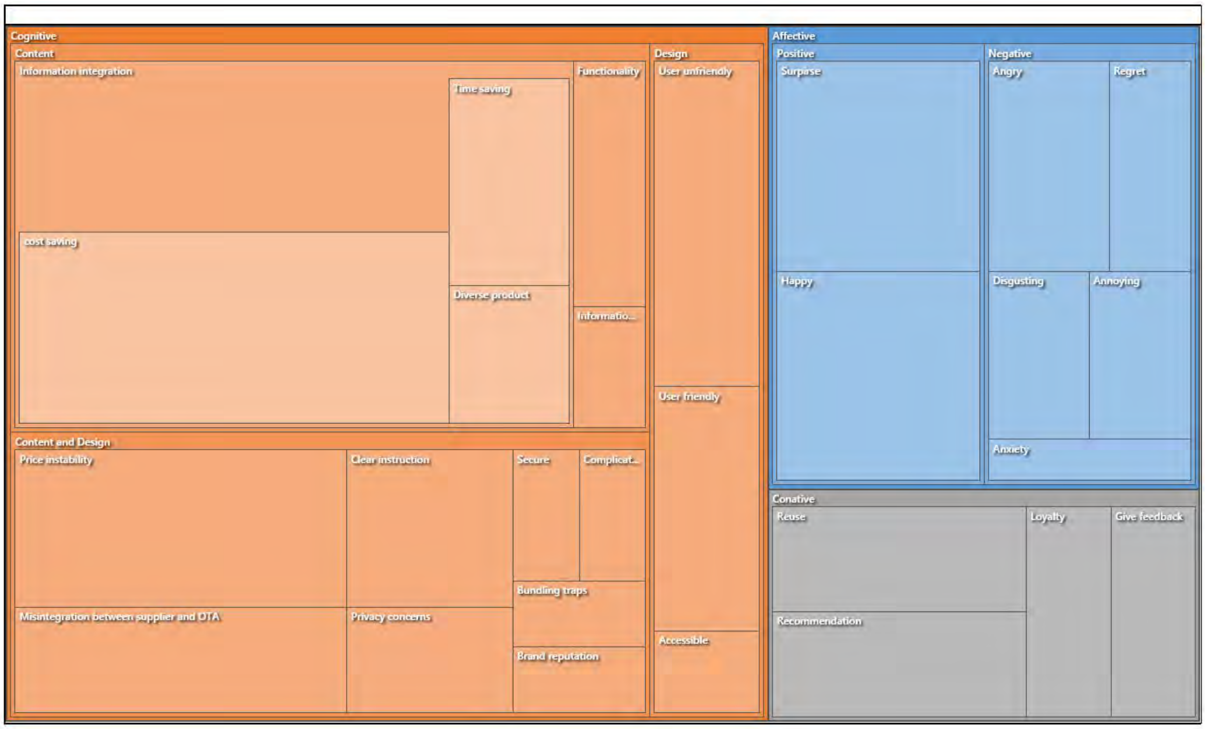
Table 1. General information of interviewees

No.	Gender	Age group	Residence	Experience in OTA	Interview method	Minutes	Interview date
1	Female	26-35	Hong Kong	10 years	Online	23	4/3/2024
2	Female	26-35	UK	10 years	Online	28	4/3/2024
3	Female	26-35	Macau	6 years	Face-to-face	29	4/10/2024
4	Female	26-35	Macau	15 years	Face-to-face	15	4/11/2024
5	Female	26-35	Macau	10 years	Face-to-face	20	4/11/2024
6	Female	26-35	Macau	10 years	Face-to-face	46	4/11/2024
7	Female	18-25	Macau	3 years	Face-to-face	29	4/12/2024
8	Male	18-25	Macau	1 year	Face-to-face	7	4/12/2024
9	Male	46-55	Mainland China	20 years	Online	13	4/12/2024
10	Male	18-25	Macau	3 years	Face-to-face	15	4/12/2024
11	Male	18-25	Macau	3 years	Face-to-face	13	4/12/2024
12	Male	18-25	Macau	10 years	Face-to-face	23	4/12/2024

4. Results

As shown in Figure 1, the most frequently discussed aspect pertaining to OTA involves cognitive appraisals, including evaluation of the content and the design of the OTAs. For example, OTAs are widely praised by customers for integrating comprehensive travel information and products. However, the interface of OTA could be unfriendly for people who have difficulties processing overwhelming text information. In addition, price instability is one of the major concerns raised by customers, significantly influencing their emotional and behavioral responses towards OTAs. Regarding affective experience, customers exhibit two polar responses. For example, the unstable price of travel products on OTAs could lead to a surprise emotion or an angry attitude among customers. Moreover, mandatory information collection can trigger customers' anxiety and even disgust toward OTAs. However, most customers tend to recommend or reuse OTAs considering their cognitive advantages, such as cost and time saving. Some interviewees would proactively provide feedback to OTAs regarding the services or products.

Figure 1. Results of interview results



5. Conclusions

5.1. Conclusion and implications

By conducting in-depth interviews, this study ascertains customer' experience in OTAs, which facilitate academics and practitioners in understating the underlying mechanisms of customer value co-creation. The findings of this study carry both theoretical and practical implications. Theoretically, this study broadens the extant literature on customers experience in OTAs by exploring the cognitive (e.g., design), affective (e.g., surprise), and conative (e.g., reuse) aspects. The attributes and underlying logic among the three aspects identified in this study serve as references for academics seeking to comprehend the influential factors shaping customers behavior in OTAs. Additionally, the results of this study offer practical insights for OTA designers and managers. For example, while incorporating extensive information into the interface of OTAs, designers should prioritize accessibility for customers from diverse age groups, particularly the elderly and disabled. Moreover, OTA managers should proactively offer support for customers who voice concerns about poor communication with direct suppliers of the tourism products. By addressing the issues and negative emotions of customers, OTAs can enhance customer loyalty and maximize the service outcomes.

5.2. Limitations of this study and suggestions for future studies

Several limitations of this study should be considered in the future research. For example, the sample size of interviewed customers was small and primarily encompassed the age group of 18-35. Therefore, to gain more comprehensive picture of this field, it is imperative to explore the usage experience of customers from other age groups. Additionally, the majority of the interviewees are mainly from the greater China. Hence, future research should aim to incorporate insights from other regions or countries.

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Managing island overtourism: Collaborations among interactive stakeholders

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Abstract:

This study explores how stakeholders involved in overtourism interact and influence each other, challenging previous academic and practical evidence based on independent stakeholder assumptions. It identifies businesses, governments, and tourists as core causes. In addition, residents, businesses, governments, and the environment are the most influential stakeholders. The research highlights the absence of a single stakeholder and the importance of strategic collaborations among all parties to address overtourism effectively for sustainable long-term solutions.

Keywords: Island overtourism, Interactive stakeholders, Stakeholder theory

1. Introduction

Tourism is vital for economies worldwide. However, it often leads to overtourism—where the negative impacts outweigh the benefits. Despite its economic advantages, overtourism threatens local cultures, environments, and community well-being (Peeters et al., 2018). Moreover, it involves stakeholders with diverse interests and economic-environment conflicts (McKinsey & Company, 2017). This study aims to tackle overtourism by examining the roles and interactions of different stakeholders on Liuqiu Island in Taiwan. Our research objectives are to provide a comprehensive understanding of overtourism stakeholder dynamics and to propose effective stakeholder management strategies for sustainable tourism development. This understanding is indispensable for ensuring the long-term health of destinations and enhancing the quality of life for both residents and visitors. This is essential for both academic knowledge and practical application in developing policies that support sustainable tourism growth.

2. Literature Review

2.1. The overtourism status of Liuqiu Island in Taiwan

Liuqiu Island is a popular tourist spot close to Taiwan's mainland. It faces challenges from overtourism, including environmental degradation and a strain on local resources. The increase in tourists has led to coral reef damage, pollution, and a decline in the quality of life for residents (Pan, 2022). Additionally, the island's dependency on the mainland for supplies and waste management intensifies these issues (Yin & Jin, 2020). There's also a concerning gap in regulation, notably in the accommodation sector, where many operate without proper licensing. These factors point to the critical need for research on sustainable tourism practices. Accordingly, this study aims to explore strategies that balance tourism development with environmental conservation and community well-being. How can Liuqiu Island effectively manage overtourism stakeholders to ensure its ecological and cultural preservation while sustaining its economic vitality?

2.2. Stakeholders of overtourism

Overtourism is a multifaceted issue involving conflicting interests among stakeholders like residents, businesses, tourists, and governments. Residents experience diminished quality of life (Kim & Kang, 2020), while businesses weigh economic gains against environmental and social responsibilities. Tourists contribute to resource strain and cultural impact, requiring sustainable behavior (García-Buades et al., 2022). Governments face the challenge of devising policies that balance tourism growth with conservation. The environment, significantly affected by tourism, demands protective strategies. Digital technology may exacerbate or soften overtourism (Molinillo & Japutra, 2017). Education and civic organizations are also crucial for fostering sustainable practices but face challenges in overcoming short-term economic focuses (Séraphin & Yallop, 2021). This complex scenario underscores the need for integrated stakeholder management approaches that reconcile the varying needs and impacts of all stakeholders. The core research question thus becomes: How can an integrated strategy be formulated to effectively manage overtourism, aligning the diverse interests of all stakeholders towards sustainable tourism development?

3. Methodology

3.1. Research method

This study employs a multi-criteria decision-making (MCDM) approach, the Decision-making Trial and Evaluation Laboratory-based Analytical Network Process (DANP), to understand the complex interactions between overtourism stakeholders. Unlike traditional methods that view stakeholders and their influences as independent entities, DANP allows for the examination of how these groups and factors interact (Tzeng et al., 2007), making it more suited to addressing the multi-stakeholder and multidimensional nature of overtourism.

3.2. Data

To gather data, the study began with a comprehensive literature review to identify key stakeholders and influential factors related to overtourism. This was followed by consultations with experts across various sectors. They refined the list to eight stakeholder groups and 24 influential factors (Figure 1). These findings were used to construct a detailed system model for Liuqiu Island, Taiwan. It highlights the interconnections between overtourism, stakeholders, and sustainable development goals.

The core of the study relies on expert judgment, involving a panel of 32 experts who represent the identified stakeholders. These experts with knowledge and experience with overtourism participated in a DANP expert survey designed to evaluate the interaction among stakeholders.

This approach provides a comprehensive analysis, facilitating strategic insights into managing overtourism stakeholders effectively.

4. Results

The DANP analysis revealed how one stakeholder interacts with others and affects overtourism. Businesses, tourists, governments, and educational systems emerge as causes due to they significantly affect others. In contrast, the environment and digital technology belong to the effect group because they are more influenced by others than influencing others. Civic organizations and residents are neutral. Additionally, the study produced a map (Figure 2) illustrating these causal relationships among stakeholders. The map visually displays the direction of influence (denoted by arrows) among the identified causes and effects, offering a clear view of the dynamics of stakeholder interaction in overtourism scenarios.

5. Discussion and Conclusion

5.1. Discussion

This study highlights the complicated dynamics among overtourism stakeholders. They are categorized into cause, effect, and neutral groups, showing their roles in influencing overtourism both directly and indirectly. Notably, businesses, tourists, and governments stand out as primary influencers, with their interactions fostering a complex web of cause-effect relationships that contribute to overtourism. The interactions, often overlooked in previous research (García-Buades et al., 2022; Kim & Kang, 2020; Séraphin & Yallop, 2021)., form a feedback loop with significant implications for managing overtourism. Recognizing these interactions is crucial for developing effective policies and sustainable tourism practices. Neglecting them can result in biased analyses and ineffective management strategies. The study thus calls for a nuanced understanding of stakeholder relationships, advocating for integrated approaches to address overtourism and promote sustainable development in the tourism industry.

5.2. Conclusion

This study highlights the complexity of overtourism as a multi-stakeholder issue. It reveals how economic and environmental conflicts intertwine, showing the limitation of prior research in addressing the nuanced interactions and significance of stakeholders in managing overtourism. By exploring the dynamics of stakeholder interactions on small island overtourism, this research identifies key stakeholders—environment, residents, businesses, and governments—as pivotal due to their significant influence. These findings suggest a targeted approach where policymakers and industry leaders prioritize these stakeholders' concerns and contributions to mitigate overtourism impacts. Emphasizing environmental conservation, resident engagement, business accountability, and government action, this study offers a collaborative framework for sustainable tourism development. It reveals the central role of businesses, tourists, and governments as primary influencers. Their continuous improvement fosters effective overtourism management and sustainable tourism practices.

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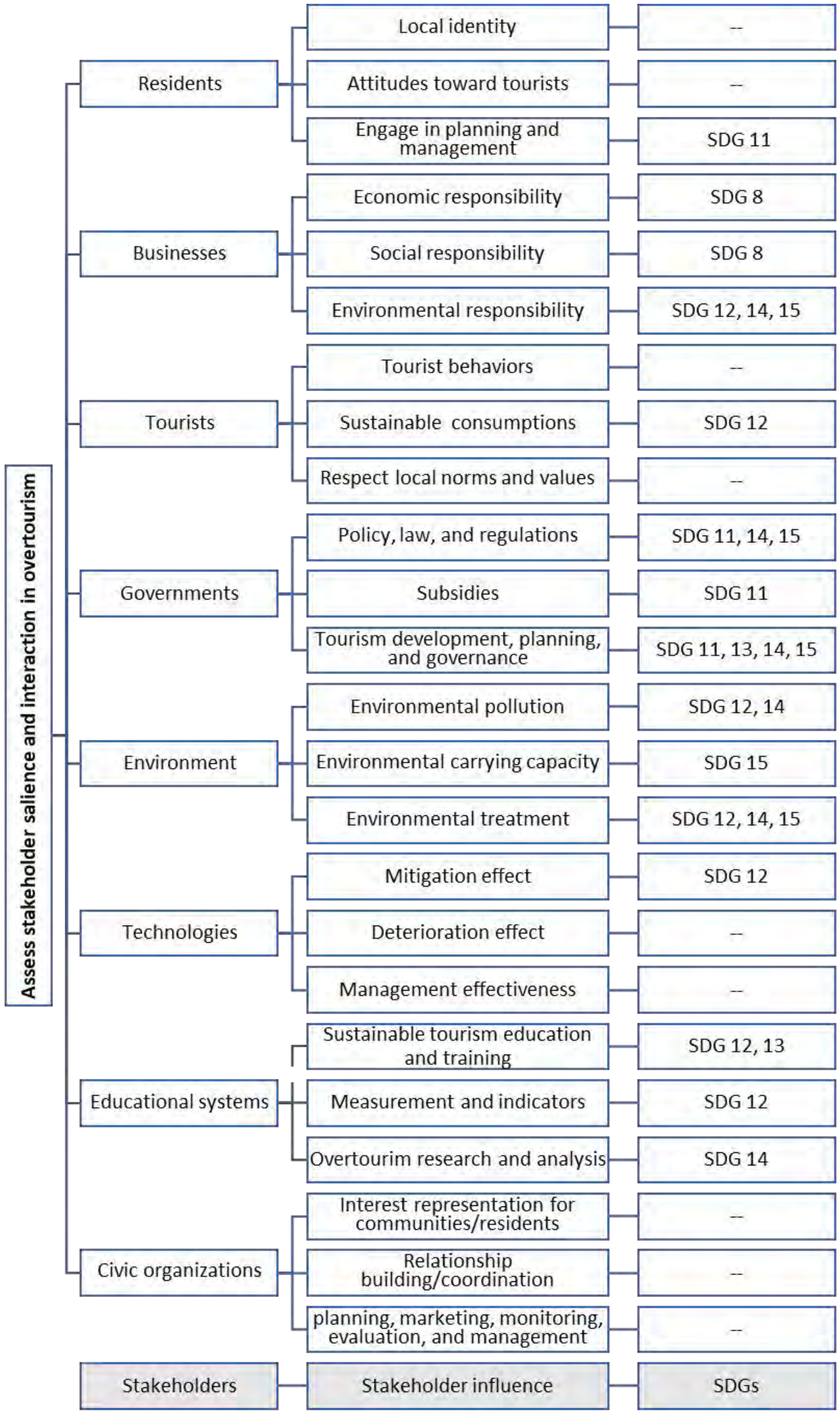
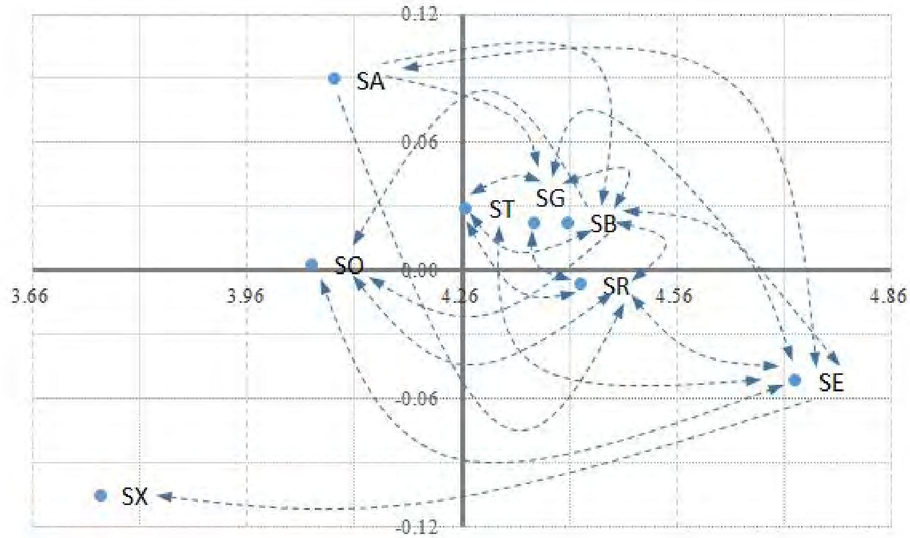


Figure 1. The theoretical framework of overtourism-stakeholder relationship.

Note: The 24 influential factors of overtourism align with the United Nations' 17 Sustainable

Development Goals (SDGs), especially for SDGs 8 (Decent Work and Economic Growth), 11



(Sustainable Cities and Communities), 12 (Responsible Consumption and Production), 13 (Climate Action), 14 (Life Below Water), and 15 (Life on Land).

Figure 2. The causal relationship map of stakeholders.

Success smart tourism destination enhancing destination image through perceived novelty and perceived enjoyment

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Abstract:

This paper defines success smart tourism destination and figure out the relationship among success smart tourism destination experience, perceived novelty, perceived enjoyment and destination image. Qualitative method which includes in-depth interview and modified Delphi method, and quantitative method also will be applied in this research. A theoretical framework will develop based on the stimuli-organism-response (S-O-R) model. Finally, this study will fill the gap in the smart tourism destination and provide guidance for smart tourism destination management organizations and other shareholders.

Keywords: Success Smart Destination, Perceived Novelty, Perceived Enjoyment, Destination Image

1. Introduction

Smart tourism is a novel tourism concept that utilizes information and communication technology to thoroughly satisfy tourism needs (Zhang et al., 2012), thereby creating great value for tourism (Yao, 2012). Smart technologies enable tourists to share information and have a good tourism experience (Orden-Mejía & Huertas, 2021). As a result, this promotes destination efficiency and enhances customer satisfaction. Smart tourism destinations are those destinations that employ smart technologies and innovative solutions to enhance the overall management and development of the destination. This research is divided into two parts. In the first part, the research will define what Success Smart Destination (SSD) is. This study will apply Delphi method as well as in-depth interview to find out the component of SSD. In the second part, this study will explore what factors will be impacted by SSD experience based on the Structural Equation Modeling (SEM) analysis. This paper will fill the gaps to define the SSD and will contribute to future research by exploring the impact of the SSD experience.

2. Literature Review

2.1. Smart Tourism Destination

Smart tourism destination refers to the use of smart technology and innovative solutions to enhance the overall management and development of a destination in order to provide a quality tourism experience, personalized services and enhance the competitiveness of the destination (Boes et al., 2016). In this study, it will figure out which attributes will affect the smart tourism destination to be success.

2.2. Perceived novelty

Perceived novelty refers to the degree of novelty, uniqueness and innovation of the product as perceived by tourists in the destination (Wells et al., 2010). Previous study argued that tourism experience positively impact on the perceived novelty (Mitas & Bastiaansen, 2018). Moreover, when tourists encounter novel experiences and attractions, it enhances their overall tourism experience. (Zhang et al., 2012).

2.3. perceived enjoyment

Perceived enjoyment refers to the subjective evaluation of pleasure, satisfaction and positive emotions that tourists derive from their destination experience (García-Milon et al., 2020). Previous study discussed the relationship between perceived enjoyment and tourism experience, it indicated that tourism experience positively affects perceived enjoyment (Yu et al., 2023).

2.4. Destination Image

Destination image is a key factor that influences tourists' perceptions, attitudes and decision-making processes (Kock et al., 2016). In the context of smart destinations, a positive destination image can attract more tourists, increase competitiveness and contribute to the sustainable development of the destination (Boes et al., 2016). Smart technologies help to shape the image of a destination if it utilized effectively. Incorporating smart technologies into various elements of a destination can significantly influence the perception of the destination by tourists, defining it as a desirable and cutting-edge place to visit (Gretzel et al., 2020).

3. Methodology

3.1. Measurement and data collection

Qualitative and quantitative method will be applied in this research. This study will be divided into two parts. In the first part, the study intends to reach a consensus through the in-depth interview method as well as a modified Delphi scheme. In the first round of the survey, 10 senior smart tourism tourists (tourists with two or more smart tourism experiences) will be invited to the interview. In the second round of the survey, 10 tourism industry practitioners will be invited to the interview. In the third round of the survey, 10 tourism academics will be invited to the interview section. After each round of the survey, this study will analyze the answers and present the results to the experts, including their relevant feedback. Based on these results, this research will ask new questions on topics on which consensus has not yet been reached. In this way, the experts involved in the study will be able to reflect on the results of the previous round of questionnaires in a structured way (Jordan et al., 2022). This study will continue with the next round of Delphi meetings until consensus is reached on all items. It anticipates that this process will include at least three rounds.

In the second part of this study, online and field random sampling questionnaires will be used in this study to activate the study samples. Pilot study will be conducted first with 100 samples, and formal questionnaire delivery with 500 samples will be conducted later.

3.2. Analytical methods

In-depth interview and modified Delphi method will be applied in the qualitative stage. Structural Equation Modeling (SEM) analysis was applied in the quantitative stage to examine the impact of travelers' perceived SSD experience, and the relationship among perceived SSD experience, perceived novelty, perceived enjoyment, and destination image.

4. Results

4.1. Profile of the respondents

In the qualitative stage, 10 senior smart tourism tourists (tourists with two or more smart tourism experiences), 10 tourism industry practitioners and 10 tourism academics will be invited to participate in the in-depth interview. In the quantitative stage, 500 tourists who had smart tourism experience will be invited to fill up the questionnaire.

4.2. Findings

The findings will contribute to the understanding of SSDs by identifying the constituent elements of success smart destinations. These elements may include the integration of smart technologies, innovative solutions, personalized services, and quality tourism experiences. By defining SSD, this study will fill an existing research gap and provide guidance for managing smart tourism destinations.

In addition, this study explores the impact of SSD experiences on tourists. The study will explore the impact of travelers' perceived SSD experience on perceived novelty, perceived enjoyment, and destination image. This study proposed that perceived SSD experience will positively affect perceived novelty, perceived enjoyment, and destination image. Perceived novelty will positively affect perceived enjoyment and destination image. Perceived enjoyment will positively affect destination image. The findings will shed light on the importance of these factors in creating a positive and enjoyable tourism experience for tourists.

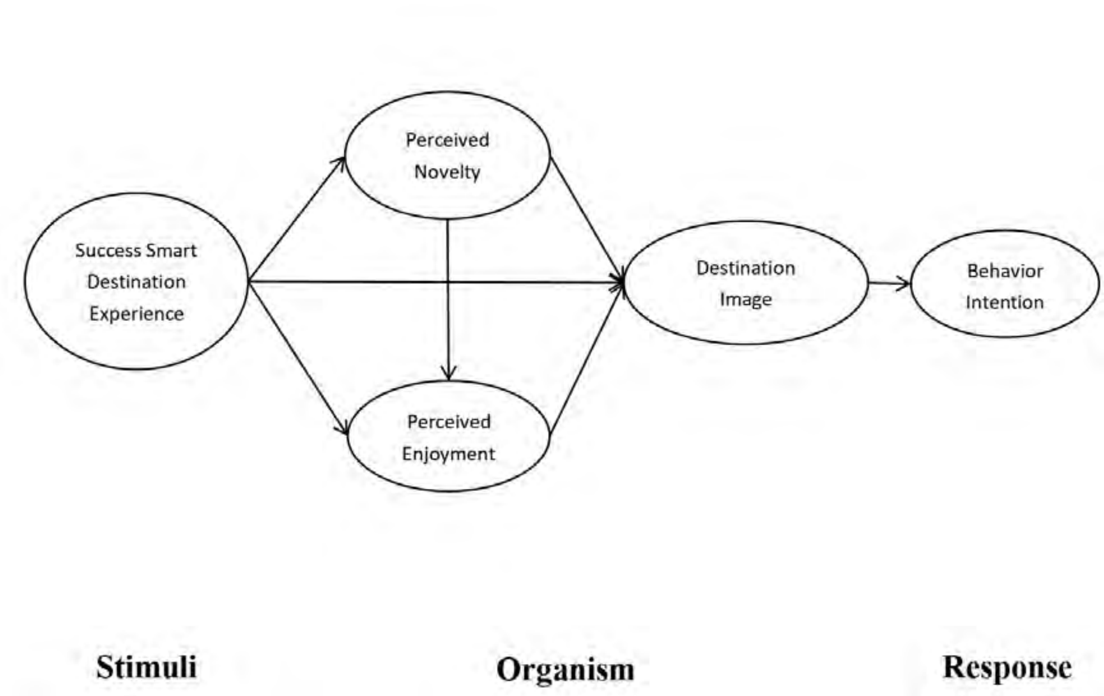

Fig. 1 Research Proposed Conceptual Model.

5. Discussion and Conclusion

5.1. Discussion and implications

This study develops a theoretical framework in smart tourism destination and destination image context by applying stimuli-organism-response (S-O-R) model. This contributes to a deeper theoretical understanding of the relevant components of success smart destination.

5.2. Conclusion

This study reveals that success smart destination experience has a positive effect on perceived novelty, perceived enjoyment and destination image. Additionally, some key insights and ideas will be discussed for service provider about how to develop a successful smart tourism destination and how to shape the smart tourism destination image through improving visitors' perceived novelty and perceived enjoyment.

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The effect of interactive technology in museums on visitor attitudes

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Abstract:

Previous studies have shown that virtual interactive technologies without physical exhibits are valued higher than those integrated with physical components. The present study empirically investigates the impact of the presence or absence of physical objects on the overall attitudes of visitors. It is posited that interactive technologies accompanied with a physical exhibit, enhance the positivity of visitors' attitudes in comparison to purely digital technologies. This phenomenon is attributed to an enhanced sense of groundedness experienced by the visitors.
Keywords: Interactive technology, Visitor attitude, Physical object, Groundedness

1. Introduction

Museums are increasingly embracing their role as experiential venues, providing visitors with experiences that foster favorable outcomes, such as consumer loyalty and positive word-of-mouth (Ponsignon & Derbaix, 2020). A key strategy to achieve this is the integration of digital technologies, including interactive and multimedia technologies. Research has indicated that the implementation of interactive technologies contributes to favorable visitor responses, including autonomy, personalization, interactivity, and immersion (Larivière et al., 2017). Interactive technologies allow museums to enhance visitor experiences, improve accessibility, and elicit educational benefits.

However, there is still a lack of comprehensive research on the specific types of interactive technologies that museums should leverage, which hinders their full potential in this regard.

Previous research has provided evidence that the level of interactivity of museum display significant impacts visitors' social interactions (Ponsignon & Derbaix, 2020). These findings underscore the importance of examining the specific forms of interactive technologies employed by museums. Therefore, the present study aims to explore and compare the effects of two primary forms of interactive technologies on museum visitors.

In the field of museum practices, two primary forms of interactive technologies are commonly employed—phygital and virtual interactive technologies. On the one hand, museums can enhance the visitor experience by incorporating interactive elements into their physical exhibitions. For instance, merely displaying a set of chimes may be perceived as monotonous. However, if visitors can play the chimes using interactive technologies, it significantly enriches their experience. On the other hand, interactive experiences can be purely digital, without relying on physical objects. A prime example is the utilization of holograms, through which museums recreate and showcase various missing objects and extinct animals. By doing so, visitors are able to visualize historical artifacts and creatures that are otherwise inaccessible or non-existent. The current research will examine how the presence or absence of physical objects within interactive experiences influences visitors' overall attitudes. The findings can inform museums' decision-making processes regarding the selection and implementation of interactive technologies.

2. Literature Review

2.1. Interactive Technology

The concept of interactive technologies centers on the engagement between consumers and technological interface, facilitated technological devices. Museum studies indicated that such technologies significantly improve visitor-exhibition engagement (Heath & Vom Lehn, 2008), as well as enriching the overall experience of cultural tourism. For example, museum visitors often find themselves fully immersed in meticulously recreated settings, surrounded by sharp high-definition video images, life-like sounds, virtual reality, smells, textures, colors, and vibrations (Falk & Dierking, 2012).

Neuhofer et al. (2014) introduce a concept of "experience hierarchy" that outlines four distinct levels of experiences: (1) conventional experience, where technology is absent or limited, (2) technology-assisted experience, (3) technology-enhanced experience, and (4) technology-empowered experience. While technology serves as an intermediary in technology-assisted and technology-enhanced experiences, it becomes the central element in the final level of the experience hierarchy. Technology-empowered experience is the most unique and valuable, achieved through immersive technologies that allow visitors to deeply engage, participate, and co-create their own experiences. For example, in museums, traditional artworks, objects, and artifacts are substituted with digital displays and interactive activities enabled by digital technologies. Their research indicated that virtual interactive technologies that do not require a physical exhibit are of the greatest value, surpassing those that involve cooperation with a physical exhibit. Expanding upon this research, we apply the theory of groundedness to investigate more closely how visitors appreciate interactive technologies both in the presence and absence of a physical exhibit.

2.2. Feeling of Groundedness
Groundedness reflects "a feeling of emotional rootedness" that "emanates from connections to one's physical, social, and historic environment" (Eichinger et al. 2022, p. 1). Groundedness can be promoted through connections to (1) a place, (2) people, and (3) the past, which constitute the three foundational pillars of groundedness.

The first pillar of groundedness, place, emphasizes establishing connections between individuals and their physical surroundings. These connections may be manifested through specific locations like a plot of land, a neighborhood, a town, a province/state, or even a country. An example of this is when consumers develop a bond with a location by purchasing goods produced locally.
The second pillar of groundedness, people, centers on forming bonds with the social environment. This spectrum of connections includes intimate relationships with family and friends, extending to interactions with individuals previously unknown, like members of a community or the creators of products one uses. For instance, a brief encounter with a shopper or a sales associate, or simply knowing the identity of product maker, can enhance a consumers' sense of groundedness through a sense of connectedness to others.

The third pillar of groundedness, Past, emphasizes linking individuals to their historical context. A sense of being grounded can arise from connections to past experiences, which act as a crucial foundation for memories, traditions, and cultural values, thereby enhancing their sense of groundedness. This aspect of groundedness encompasses deeply personal elements like individual memories, traditions, recipes, or items owned by individuals or their families, as well as broader concepts of a shared history. For instance, the use of products designed in a traditional or vintage style can evoke a sense of groundedness (Eichinger et al. 2022).

2.3. Downstream Consequence
Based on the groundedness theory, we suggest that in the museum context, interactive technologies paired with a physical exhibit elicit a stronger sense of groundedness compared to purely digital interactive technologies that lack a physical object. This hypothesis is grounded in existing research that distinguishes between digital and physical goods. Prior studies have suggested that physical goods enable a stronger emotional bond and are more closely associated with the people and places involved (Belk 2013). Furthermore, due to their tangible nature, physical goods are thought to be better reminders of the past, attributed to their durability. Therefore, we propose that:

H1: Interactive technologies accompanied with a physical exhibit increase visitors' feeling of groundedness, compared to purely digital technologies that lack a physical component.
Feeling grounded is important because it provides several positive outcomes in consumers such as a sense of strength, safety, and stability, and happiness (Eichinger et al. 2022). For example, previse research has shown that products with local origins, traditional designs, and items from "indie" brands (small, independent companies) help connect consumers with a place, the past, and people. Such connections foster a sense of groundedness, positively influencing consumers' preferences and willingness to pay. Therefore, we propose that:
H2: Interactive technologies accompanied with a physical exhibit increase visitors' positive attitude, compared to purely digital technologies that lack a physical component.
H3: The effect propose in H2 is mediated by the feeling of groundedness.

3. Methodology

A qualitative study and an online experiment will be adopted to test the proposed hypotheses. Study 1 aims to provide preliminary evidence by interviewing visitors in museums. Study 2 will be designed to test the three hypotheses by using a two-cells (interactive technology with vs. without a physical exhibit) between-subjects design. We will measure participants' positive attitude and their feeling of groundedness, respectively.

4. Results

We expect to find consistent results from the qualitative and experimental studies. Specifically, the first study will support that interactive technologies accompanied with a physical exhibit make visitors feel more connected to a place, people, and the past. The second study will empirically verify the effect of a physical exhibit on visitors' positive attitude and the mediating role of their feeling of groundedness.

5. Discussion and Conclusion

The current research is both theoretically impactful and practically meaningful. Our findings contradict the "experience hierarchy" (Neuhofer et al.; 2014) by demonstrating the importance of physical exhibits in interactive technology implications.
From a managerial perspective, the current research is relevant to museums that are leveraging interactive technologies to enhance visitor experiences. Our findings provide actionable insights for practitioners looking for ways to successfully increase positive attitude.

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Tourists participate in tourism performing arts: Authenticity perception and the construction of cultural identity

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Abstract:

Tourism Performing Arts (TPA) serves as a platform for the cultural representation of a country or nation, playing a significant role in fostering the cultural identity of its citizens. Authenticity plays an important role in the construction of cultural identity. Although authenticity also exists in TPAs, there is insufficient investigation of tourists' authenticity perceptions and their relationship with cultural identity in TPAs. Drawing on authenticity theory, this article aims to explore tourists' perceptions of TPA authenticity and its relationship with cultural identity. Employing structural equation model, a total of 187 questionnaires were collected for this study. The results indicated that (1) tourists can perceive authenticity through their engagement with TPA. (2) A positive correlation exists between authenticity perception and cultural identity. This paper elucidates the mechanisms influencing TPA authenticity perceptions and cultural identity and provides theoretical and practical implications.

Keywords: Tourism Performing Arts; Authenticity Perception; Cultural Identity

1. Introduction

Cultural tourism is rich in variety and popular with tourists for a long time (Richards, 2018). Culture is increasingly seeping into the travel experience of tourists, and in addition to traditional cultural heritage tourism, a number of innovative tourism products are becoming favored ways for tourists to visit. Tourism performing arts (TPA), as a cultural performance, makes performances both interactive and entertaining through the innovative expression of some local, original and distinctive cultures (Zheng et al., 2019). Tourism performing arts are marketed using their unique experiences and tourists' desire for novelty to realize economic benefits for the destination (Kim et al., 2018). More importantly, TPA has a catalytic effect on the cultural development and expression of the local community and generates great cultural value (Zheng et al., 2019; Zheng et al., 2021). In China, TPA has such programs as “The Romance of The Song Dynasty”, “Impression of Liu Sanjie”, and “Shaolin Zen Music Ritual.” Although TPA has many benefits for the development of tourism, research on it is currently inadequate.

Whether it's spreading culture or enriching the visitor experience, there is a demand to ensure that visitors benefit from an authentic, in-depth travel journey. The authenticity in the context of tourism initially referred primarily to the authenticity of the tourist experience. And later there is the proposal of stage authenticity in tourism (MacCannell, 1973). Initially, tourists watching TPAs were considered to be merely commercialized entertainment and the culture involved was not valued. However, with the enrichment of authenticity theories, studies have indicated that stage authenticity can be reflected in performances in theme parks (Daniel, 1996; Duan et al., 2019). But existential authenticity, which requires active acquisition by the subject, has not been investigated in the setting of TPAs to see if it can be perceived by tourists (Wang, 1999).

Luo et al. (2023) indicated that effective storytelling by TPAs can show tourists the authenticity and educability of local distinctive cultures and themes. In the context of cultural heritage tourism, cultural identity is believed to be able to play a huge role in tourist satisfaction, destination loyalty and image (Tian et al., 2020). Previous research has pointed out that heritage can use tourists' value perception including authenticity perception to construct cultural identity through object-subject interaction (He et al., 2023). The authenticity of constructing cultural identity in cultural heritage is objective authenticity. whereas applying to TPA interaction scenarios should be for existential authenticity, but there is a lack of research on the TPA's existential authenticity as an innovative performance. In particular, the construct of existential authenticity in TPA for tourists' cultural identity and the relationship between them is unclear.

The origins of TPAs in China were accompanied by the development of theme parks and, later, specialized tourist areas (Yang et al., 2022). Because tourists stay longer in theme parks than in performing arts scenic areas, TPAs are more varied and better interactive in theme parks to allow visitors to perceive their authenticity (Daniel, 1996; Li et al., 2023). This paper selects the Millennium City Park in Kaifeng as the research site to start the study. To fill the mentioned gaps, this paper aims to investigate whether will tourists acquire an authenticity perception after viewing TPAs. Secondly, whether the authenticity perception obtained by tourists can lead them to cultural identification.

2. Literature Review

2.1. Authenticity

Authenticity is a complex and subjective concept of what is true and objectively true about what we are and what is true about the human condition (Jamal & Hill, 2004). Authentic perceptibility is the perception of uniqueness, originality and/or authenticity of an object, person, organization or idea (Molleda, 2010). The tourism environment can be seen as a continuum, with the foremost area being the area used for display and the rearmost area being considered more authentic and stimulating tourism awareness (Tiberghien et al., 2017). Tourists' perceptions of authenticity have also become a part of the destination's interaction with tourists. Xie (2004), tourists' perceptions of authenticity, although highly personalized, can still be influenced, segmented and analyzed. In cultural tourism attractions, authenticity related to activities is more important to visitors than authenticity related to objects, in other words, visitors place more emphasis on participating and experiencing during their visit (Duan et al., 2019).

TPA in theme parks and attraction areas are perceived as real-stage environments that can be perceived by visitors and the authenticity perception level is closely related to their travel experiences (Milman, 2013). The authenticity production of performances is about interacting with visitors by recreating history and life as it was (Daniel, 1996). Historical and cultural TPA enables visitors to perceive authenticity, but the different perceptions of visitors and managers require cultural theme parks to consider standards of authenticity (Duan et al., 2019). Wang (1999) combed three different kinds of authenticity, namely objective authenticity, constructed authenticity and existential authenticity. As tourism is a commoditized process, tourists' quest for objective authenticity may fail (Kim & Jamal, 2007). Perceptions of authenticity cover a wide range of areas in the field of tourism, including the study of nature, people and the characteristics of tourists (Milman, 2013; Tiberghien et al., 2017; Zheng et al., 2023). Existential authenticity does not require innate authenticity of the object itself but the subjective judgment of the subject through interaction. TPA as a performance interacts with tourists during the travel experience, the concept of existential authenticity is suitable for investigation in this paper.

2.2 Cultural identity

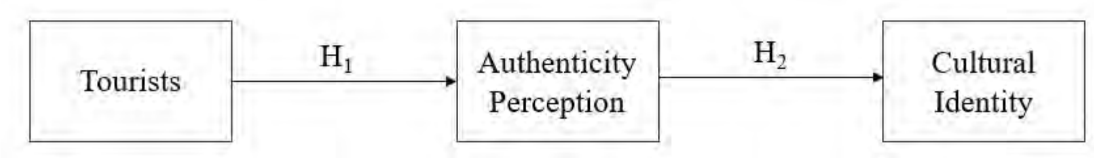
Cultural identity emphasizes the recognition of a common culture among individuals and groups, which is related to their cultural background and atmosphere (Tian et al., 2020). Several studies have found that cultural identity usually has an impact on consumer behavior (Friedman, 1994; Yong & Zhina, 2008). In the field of tourism, cultural identity plays a very important role, especially in cultural heritage tourism provides different sources of destination identity and enhances the role of cultural identity (Gonzalez, 2008). Many cultural heritage destinations want to use culture to create and enhance national cultural identity (Zhang, C. X. et al., 2019). Heritage tourism is the primary medium for telling national stories on behalf of collective memory and enhancing social cohesion by shaping a nation's uniqueness (Zhang et al., 2018). Cultural identity is positively related to travel experience and place attachment (Fu & Luo, 2023). Cultural identity and tourist satisfaction also have a positive impact on tourists' destination image (Tian et al., 2020). Cultural identity is also an important moderator of cultural tourism, especially when tourists have a higher sense of cultural identity, their perceived value of the destination also increases pleasure to enhance participation in cultural activities (Zhang & Li et al., 2019). This study aims to explore the authenticity and the emotional experience of the audience in relation to performances in a drama theme park, as well as to test whether both have an impact on and contribute to cultural identity.

Many destinations use culture to create and enhance national cultural identity (Zhang et al., 2019). The mechanism of cultural identity in cultural heritage is related to the interaction and perception of tourists and heritage. Through the perception, experience and emotional turbulence of heritage, tourists generate heritage identity and finally form cultural identity (He et al., 2023). The performing arts are inherently educational and influential in shaping cultural or national identity (Daykin et al., 2008). TPA also has strong cultural attributes, but the role of existential authenticity and cultural identity associated with it has not yet been explored.

As shown in Figure 1, this paper explores whether tourists can perceive authenticity and the relationship between the perception of authenticity in TPA and cultural identity. H_1: Tourists can perceive authenticity in TPA.

H_2: The perception of authenticity in TPA has a positive relationship with cultural identity.

Figure 1. The conceptual framework



3. Methodology

3.1. Measurement

In this study, a quantitative approach will be chosen to measure authenticity perception and cultural identity concerning TPA, and to investigate whether there is a relationship between the variables. The research site is a cultural theme park located in Kaifeng, the capital of the Song dynasty, called ‘Millennium City Park’. Henan is regarded as the "cradle of Chinese civilization", where the outstanding ancient Chinese culture was born and spread all over the world. Cultural tourism plays a vital role in the development of tourism in Henan. Millennium City Park is one of the famous tourist attractions in Henan. It is one of the first cultural theme parks in China to be certified as a "National 5A Tourist Attraction" and "National Cultural Industry Demonstration Base". It has not only become Kaifeng's city card but also a good representative of Henan's cultural tourism. Based on the famous painting " Qingming Riverside Drawing " by Zhang Zeduan, a Northern Song Dynasty artist, it is a reproduction that shows the lifestyle and economic activities of the people in the Song Dynasty capital. Millennium City Park is built to the scale of the objects shown in the painting, bringing the picture from paper to reality (Duan et al., 2019). This theme park contains a lot of TPAs, both on stages and in booths closer to visitors with good interaction and immersion. This paper uses the quantitative method to explore the relationship between authenticity perception and cultural identity. The convenience sampling method was used to post the questionnaire on social media.

3.2. Data collection

Visitors who have been to ‘Millennium City Park’ to watch TPA will be selected as respondents and finally collected 187 questionnaires shown in Table 1. The questions in the questionnaire will relate to the form of a Likert scale categorized into five options ranging from ‘Strongly Disagree’ to ‘Strongly Agree’. The questionnaire collection method will be a combination of offline and online modes to obtain a larger sample. The questions in the questionnaire will be formulated by English but will be translated into Chinese when distributed as the sample is Chinese.

Table 1. The background of the sample (N=187)

Items		Frequency	Percentage
Gender			
	Male	83	44.4
	Female	104	55.6
Age			
	Under 18	43	23.0
	18-25	39	20.9
	26-30	9	4.8
	31-40	18	9.6
	41-50	36	19.3

	51-60	41	21.9
	Upper 60	1	0.5
Education			
	Junior high school	3	1.6
	Senior high school	73	39.0
	College	29	15.5
	Bachelor	75	40.1
	Graduate	7	3.7
Location			
	Henan	149	79.7
	Outsides	38	20.3

Table 2. The reliability and validity of dimensions

Dimensions	**Cronbach's Alpha**	**Items**	**Factor Loading**
Authenticity perception	.910	4	.836
Cultural identity	.902	4	.832

Table 3. The correlation analysis

Variables	**Mean**	**St D**	**AP**	**CI**	**Gender**	**Age**
AP	4.383	.699	1	.833**	-.072	-.083
CI	4.533	.644		1	.026	.004
Gender	1.556	.498			1	.534**
Age	3.492	1.958				1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4. The results of regression analysis[a]

Items	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.412	.242		1.704	.090
Cultural identity	.909	.044	.838	20.551	.000
Gender	-.104	.070	-.074	-1.498	.136
Age	.053	.076	.030	.688	.492

a. Dependent Variable: Authenticity Perception

4. Results

As shown in Table 2., the values of Cronbach's Alpha in two variables are between 0.7-0.9 demonstrating good consistency. Besides, the variables' values of KMO are also upper than 0.6 indicating it with high validity. The analysis of the data by the SPSS system revealed that tourists can perceive authenticity by watching TPA. Through Table 3., it can be seen that only the data for authenticity perception and cultural identity are double-labeled suggesting the p-value is meaningful. The Pearson correlation coefficient is 0.833 higher than 0.5, which is a significant relationship between two variables. Table 4. demonstrates that the Significance F value between perceived authenticity and cultural identity is less than 0.05, so a positive correlation between the two variables can be supported. Besides, the results of data analysis suggest a positive correlation between authenticity perception and cultural identity.

5. Conclusion and discussion

This study aims to reveal the role of authenticity in promoting cultural identity in tourism performing arts by exploring tourists' perceptions of authenticity in tourism performing arts. A quantitative study was conducted to collect 187 valid questionnaires for tourists who have watched TPA in Millennium City Park and analyze the data using structural equation modeling. The findings indicate that tourists perceive authenticity through watching tourist performing arts and that there is a positive association between authenticity and cultural identity. Much of the previous research on performance and cultural identity has been based on the creative expression of cultural heritage (Song et al., 2022). The TPA in the Cultural Tourism Park is not a heritage, but it is created by the history and culture of the opportunity, especially Zhang Zeduan's famous paintings. Therefore it has authenticity. Existential authenticity is aimed at tourists to awaken their memories and construct identity through tourism activities. Duan et al. (2019) pointed out the importance of authenticity in the design of cultural theme parks, while this paper focuses on the role of authenticity in TPAs in cultural theme parks. This study provides additional insights into the reproduction and utilization of cultural meaning in TPA.

5.1. Theoretical implication

The results of this paper state that visitors can perceive authenticity by viewing TPAs, which suggests that TPAs in this theme park can recreate history and local culture. There is a positive correlation between tourists' perception of authenticity and cultural identity. This indicates that tourists' perception of TPA authenticity can influence the construction of cultural identity. This paper expands the scope of existential authenticity into TPAs based on the theory of authenticity. Tourists can perceive authenticity by watching tourism performing arts and there is a positive correlation between authenticity and cultural identity. Focusing on the presentation of authenticity in tourism performing arts can enhance tourists' sense of cultural identity. The results of this paper also show that existential authenticity can play a role in the construction of cultural identity, which provides new support for the development of cultural tourism.

5.2. Practical implication

Practical implications include that the authenticity perception of TPA is based on cultural reenactment, which has a positive relationship with cultural identity. Managers of TPA can take steps to enhance the authenticity of their performances, which requires performers to ensure the quality of their performances and accurate reproduction of history and culture with constantly updated technical and performance tools. This will help promote the cultural attractions containing TPA as well as enhance the experience of visitors.TPA attractions and theme parks can also take on more responsibility in spreading and developing culture. Managers can enhance the interactivity of TPAs by conveying more knowledge about local culture and history to tourists so as to awaken them to actively construct cultural identity. When tourists have an in-depth and intuitive understanding of the destination's history and culture, their perception of the destination will also be enhanced. This may contribute to the improvement of the destination's word-of-mouth and image.

5.3. Limitation and future research

This paper's research on the perceived authenticity and cultural identity of TPAs among tourists over 60 years of age is inadequate due to the small number of people. Future research could explore more in-depth for different age groups of tourists. In addition, this paper only initially explored the perception of authenticity and its relationship with cultural identity but did not have a good understanding of the process. For future research, the perception of tourists' participation in TPA and the process of cultural identity construction can be studied qualitatively. In this study, questionnaires were not administered immediately after visitors viewed the TPA, and the intervals were not the same. This may have led to different effects of perceived authenticity and cultural identification. Future research could shorten the interval between the experience and the questionnaire to achieve more significant results.

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Research on the impact of low-carbon tourism motivations, travel constraints and travel Intentions-A case study of generation Z

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Abstract:

The tourism trend forecast for 2024 reflects a concept-travel is no longer just an escape from daily life but an opportunity to live better. Adventuring to new destinations, experiencing different cultures are pathways to becoming our best selves and an integral part of life. While in the past, low-carbon tourism was often associated with primitive and simplistic notions, now the industry is embracing a fusion of design and mindfulness, practicing sustainability alongside aesthetic pursuits. This conscious aesthetic movement encourages travelers to bring a sense of purpose back home, fostering deeper connections with the environment and communities.

Generation Z, the largest demographic and consumer group globally, is also a crucial target audience and participant in the travel industry. Despite numerous studies on their behavior in the workplace, there's been limited discussion about their travel behavior. With a heightened focus on environmental protection and social responsibility, low-carbon tourism has become a vital travel model. This study aims to explore the motivations and constraints of Generation Z in low-carbon tourism and their impact on travel intention. Understanding the motivations and constraints behind their travel behavior is crucial for informing marketing strategies in the travel industry.
The study will employ questionnaire survey and sampling survey for research. The findings will aid tourism operators in better understanding and meeting the travel needs of Generation Z, increasing their intention, overcoming barriers, and promoting innovation and strategies for unique tourism experiences in the hospitality and tourism industry.

Keywords: Generation Z, Low-Carbon Tourism, Travel Motivation, Travel constraints, Travel Intention

1. Introduction

In modern society, alongside the high-pressure work environment and life stress, leisure tourism has become an indispensable activity for people. The United Nations World Tourism Organization (UNWTO) defined tourism as "a social, cultural, and economic phenomenon resulting from the movement of people to places outside their usual place of residence for leisure, business, social, or other purposes" (2005-2007).

In a report from 2008, it was mentioned that the carbon dioxide emissions from transportation, accommodation, and other related activities in tourism account for 4%-6% of the global total emissions. Hence, the issue of energy conservation, carbon reduction, and environmental protection during travel is extremely important. Fletcher (2019) and Ren (2014) both emphasize the need for a shift to low carbon travel, with Fletcher highlighting the role of technology and Ren discussing various pathways to achieve this transition. Cong (2016) and Pudney (2013) provide specific examples of low carbon travel, with Cong focusing on bicycle tourism and Pudney discussing the potential of public transport, walkable cities, cycling, telecommuting, and clean cars. These studies collectively underscore the importance of both individual and systemic changes in achieving low carbon travel.

According to UN statistics, Generation Z, born after 1995, has become the largest demographic group globally, accounting for about 30% of the total population since 2019. The UNWTO also confirms that Generation Z is the largest group in human history and one of the most important groups in future societies. Therefore, they are the largest target audience for the tourism industry and are considered an important and distinct demographic group. Their travel preferences are seen as increasingly significant (UNWTO, 2022). Generation Z's travel preferences are influenced by a desire to escape everyday life and alleviate stress (Haratikka, 2023) . Despite having a limited budget, they are interested in experiencing new forms of transportation and are drawn to cultural, historical, and architectural elements, as well as traditional cuisine (İlhan, 2022). Their reliance on social media for travel planning and their openness to adopting advanced technologies have the potential to disrupt traditional travel patterns (Vancia, 2023).

2. Literature Review

2.1. Generation Z

According to the Pew Research Center (2021), the Z Generation is defined as a group of people born between 1997 and 2012. Growing up in an environment heavily influenced by digital technology, this generation has been closely intertwined with both the virtual and real worlds since childhood. With the widespread adoption of smartphones and the rapid development of social media, their formative years have been filled with the presence of the internet. Digital technology has become their primary tool for communication and learning, earning them the titles of "digital natives" or "internet natives."

Pataki-Bitto and Kapusy (2021) indicate that Generation Z exhibits traits such as ambition and a willingness to confidently express themselves, preferring to challenge limitations rather than conform to predefined frameworks. According to an article from Shumai School, Generation Z demonstrates distinct values and behavioral patterns compared to other generations, whether as employees or consumers. This divergence arises from the following characteristics:

(a) Digital Natives

Generation Z is familiar with and reliant on technology, adept at utilizing various platforms for shopping, learning, and communication. This generation is heavily influenced by digital technology, which significantly impacts their lifestyle and behavior (Dutko, 2020). Liu (2022) suggests that social media marketing activities such as entertainment, trends, interaction, and word-of-mouth significantly influence the travel behavior of Generation Z. However, they also approach social media with more skepticism and caution (Haddouche, 2018).

(b) Environmental and Sustainable Development

There is a high level of concern among Generation Z regarding environmental and sustainable development issues. They tend to support brands that demonstrate environmental awareness and social responsibility. Narayanan (2022) found that corporate social responsibility measures positively influence the purchasing intention, brand assets, and willingness to pay of Generation Z, indicating their strong preference for sustainability practices.

(c) Diversity of Values

Generation Z exhibits high levels of inclusivity and diversity in terms of race, gender, and culture. Growing up in an environment where they are exposed to diverse cultures via the internet, they are more open and accepting, with a higher tolerance for multiculturalism (Business Digest Editorial, 2023).

(d) Influence of Social Media

The consumption decisions of Generation Z are greatly influenced by social media. Research indicates that the preferred social media platforms for Generation Z are Instagram and Snapchat. They favor aesthetic features and desire to stay connected and entertained (Jambulingam, 2018). They often choose products based on recommendations from influencers, friends, and family members.

2.2. Low-Carbon Tourism

Low-carbon tourism, a new form of tourism in the low-carbon economy, is a key component of sustainable tourism (Wensheng, 2009). It is seen as an upgrade of eco-tourism and has the potential to promote low-carbon economy through changes in travel environment, facilities, and tourist consumption patterns (Xiao-ming, 2011). However, there is a need for more research and practical applications to fully integrate low-carbon development into the tourism industry (Xu, 2014). The concept of low-carbon tourism has been gradually accepted and practiced, with the development of specific low-carbon tourism modes, such as the island low-carbon tourism development mode in Qingdao (Hui-ying, 2012).

Compared to traditional forms of tourism, low-carbon travel emphasizes reducing carbon emissions and minimizing carbon footprint throughout the journey. Simpson et al. (2008) defined low-carbon travel as tourists utilizing low-carbon transportation to nearby destinations and engaging in extended stays at these locations. This approach is characterized by low energy consumption and minimal pollution, aligning with the concept of environmentally friendly deep travel (Zhang & Liu, 2011). Hu, Horng, Teng, and Chou (2012) noted that tourists generally hold sustainable environmental beliefs focused on reducing greenhouse gas emissions and their own carbon footprint, with actual actions mainly manifested in energy conservation and carbon reduction. Low-carbon travel not only meets tourists' demand for energy conservation and carbon reduction but also helps alter the high-carbon emission behaviors of some tourists (Dickinson et al., 2011), encouraging them to protect the environment through energy-saving and carbon-reducing actions. Therefore, low-carbon travel emphasizes reducing carbon emissions and minimizing carbon footprint during travel, encouraging tourists to reduce energy consumption during both travel and accommodation to mitigate adverse environmental impacts (Lumsdon & McGrath, 2011).

2.3. Travel Motivation

The term "motivation" was first applied in the field of psychology by Woodworth in 1918. It prompts individuals to actively engage in various activities, sustain actions, and direct them towards specific goals. Scholars have different definitions and understandings of motivation, but they collectively reveal its importance in shaping human behavior and driving individual development. John L. Crompton (1979) categorized the motives for travel into 7 socio-psychological motives and 2 cultural motives:

2.3.1. Socio-psychological motives:

(a)Escape from a perceived mundane environment

This is a commonly expressed motive, where individuals feel mundane after residing in one place for a long time and seek to escape the pressures of everyday life by traveling to distant destinations.

(b)Exploration and evaluation of self

Viewing vacations as opportunities for reassessment and discovering more about oneself, or putting self-image into practice to refine or modify it.

(c)Relaxation

Refers to mental relaxation rather than physical relaxation. This could be interpreted as spending time engaging in activities of interest to harmonize with physical fatigue or exhaustion, rejuvenating the spirit and relaxing.

(d)Prestige

Individuals may seek recognition and respect in social circles or society. Traveling to renowned locations or luxury destinations, participating in upscale activities, or experiencing unique cultures can enhance personal prestige and esteem. Such travel experiences can be showcased on social media, shared with others, thereby increasing one's status and influence in society.

(e)Regression

Travel provides an opportunity for people to do things they cannot imagine in their usual way of life, essentially returning to an environment that is less complex, less variable, and less technologically advanced.

(f)Enhancing of kinship relationships

Travel provides intimate shared experiences and opportunities for interaction, allowing family members to gather, explore together, and build memories in different environments. Through travel, families can experience new cultures, challenges, and adventures together, deepening their understanding and connection, strengthening emotional bonds and interactions among family members, promoting closer relationships.

(g)Facilitation of social interaction
Meeting new friends in different locations during travel and interacting with different people and things. Group travel is a great way to do this.

2.3.2. Cultural motives

(a)Novelty
People visit different places because of the novelty they offer, thereby experiencing cultural customs different from those of their original region.

(b)Education
A common motive for family outings, providing opportunities for learning, growth, and experiencing new things while expanding perspectives and knowledge.

2.4. Travel constraints

The concept of inhibition was first introduced by Lewin (1951) from a perspective of social psychology, explaining how an individual's behavior can be suppressed by various internal or external environmental influences and conflicting forces within the mind. Crawford and Godbey (1987) proposed three types of travel barriers:

2.4.1. Intrapersonal constraints

These refer to personal psychological attitudes or states that influence the extent of engagement in leisure activities or preferences. Examples include stress, depression, anxiety, beliefs, attitudes of reference groups, subjective evaluations of self-ability, etc.

2.4.2. Interpersonal constraints

These refer to the influence of inadequate or insufficient companionship on individual leisure preferences and participation. Examples include a lack of participation by those with similar interests, conflicts with other participants, disinterest or disagreement from spouses, etc., all of which can hinder individual leisure participation.

2.4.3. Structural constraints

These refer to external factors that affect individual leisure preferences or participation, such as season, climate, time, personal income, location, health, information, etc. These barriers are more easily overcome when individuals have a higher degree of preference for the activity.

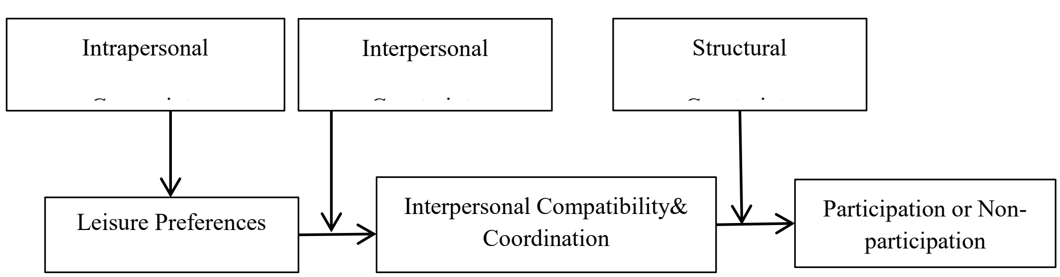

Figure 1. The hierarchical model of leisure constraints

Research has consistently shown a significant relationship between low-carbon travel motivations and constraints. Shie (2022) found that personal green commitments positively influence low-carbon travel motivation and intention, while negatively affecting constraints. Dai (2022) further identified six dimensions of low-carbon travel motivation and four dimensions of constraints, providing a comprehensive understanding of these factors. Hu (2021) extended the theory of planned behavior to explore the factors influencing young people's low-carbon travel behavioral intention, highlighting the role of attitude, perceived behavior control, environmental concern, and perceived moral obligation. Javaid (2020) emphasized the importance of infrastructure factors in influencing mode choice, suggesting that a transition to low-carbon mobility requires supportive infrastructure. These studies collectively underscore the complex interplay between motivations and constraints in low-carbon travel. Based on the above literature review, this study proposes the following hypotheses:

H1. *Low-carbon tourism motivations and low-carbon tourism constraints are significantly related*

2.5. Travel Intention

Fishbein and AiZen (1975) explained intention as an individual's expectation, plan, or intention to perform future behavior. From the consumer's point of view, intention refers to a subjective evaluation of a specific action or behavior that may be taken in the future, or the expectation of action taken by the attitude object (Engel, Black, and Miniard, 1995). In general, intention is the expression of an individual's psychological tendency and intention to act or achieve a goal, thereby affecting his or her behavior and decision-making.

Wong and Kuo (2021) examined how travel barriers among Chinese students were influenced by cross-cultural adaptation as a moderating factor affecting their intention to travel to Thailand. The results revealed that interpersonal barriers had a positive impact on students' travel intentions, while personal and structural barriers had a negative impact. Foedjiawati, Fransisca Andreani, and Njo Anastasia (2023) explored the relationships between travel intentions, travel motivations, travel barriers, and trust among Indonesian travelers during the COVID-19 pandemic. The results indicated that internal barriers had a positive influence on travel intentions and motivations. Lai (2012) investigated the impact of motivational factors and barriers on the willingness to participate in work and travel programs in the United States. The results showed that motivational factors significantly influenced the willingness to participate in work and travel programs, while barriers to work and travel had a significant impact on willingness to participate. Based on the above literature review, this study proposes the following hypotheses:

H2. *Low-carbon travel motivations have a positive and significant impact on low-carbon travel intention*

H3. *Low-carbon travel constraints have a negative and significant impact on low-carbon travel intention*

3. Methodology

This section provides a concise and precise description of the experimental results, their interpretations, and the conclusions that can be drawn from the experiments.

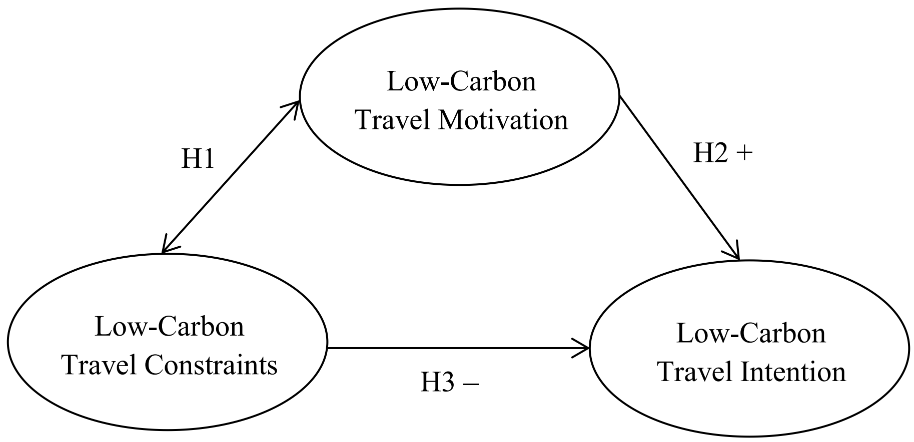

Figure 2. Frame Work Of This Study

3.1. Measurement

The research subjects of this study are Generation Z born between 1995 and 2010. The questionnaire content is divided into four parts: "Basic personal information", "Low-carbon travel motivation measurements", "Low-carbon travel constraint measurements", and "Low-carbon travel intention measurements". Low-carbon travel motivation measurements were adopted from John L. Crompton(1979) and Shie, Dai, Shen, Tian,Yang, Luo, Wu and Su, (2022), with a total of 24 questions. Low-carbon travel constraint measurements were adopted from Crawford and Godbey(1987) and Dai and Dai, Shie, Chu and Wu (2022), with 23 questions. Low-carbon travel intention was adopted from Kuo and Dai [31] and Kuo and Dai [11], with a total of four questions. These four test items have been studied in the past to show their statistical reliability. Among them, the three parts of "Low-carbon travel motivation measurements", "Low-carbon travel constraint measurements" and "Low-carbon travel intention measurements" are The researchers designed the questionnaire as a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The study will employ a questionnaire survey method, followed by statistical analyses using software such as JASP 0.18.1.0 and SPSS 27, including Descriptive statistics analysis, Independent-Samples T Test, Pearson product-moment correlation, Reliability analysis, Regression analysis.

The pre-test plan will conduct a sample survey from April 20 to 27, 2024, and an online questionnaire will be produced and distributed. According to the recommendations of research methodologists Tinsley & Tinsley (1987) and Comrey (1988), the number of pre-test samples should be 3 to 5 of the maximum number of subscale questions in the pre-test times or 5~10 times. Such a design ensures a sufficient sample size during the pre-test phase in order to obtain reliable results and fully understand the subjects' understanding and response patterns of the questionnaire. After the pre-test questionnaire is completed and collected, we will use the statistical software JASP 0.18.1.0 to conduct Cronbach's alpha reliability testing. This test aims to evaluate the internal consistency between factors of each scale in the questionnaire to ensure the reliability and validity of the questionnaire items. Cronbach's α reliability test is a commonly used method that can measure the degree of consistency of multiple items in measuring the same concept. Its value should be >0.7, which means that the items of this variable have a high degree of consistency. (Hee, 2014)

After the pre-test questionnaires are collected and analyzed and items with insufficient reliability are deleted, the formal questionnaire is expected to be distributed on April 30, 2024. The number of samples to be distributed is based on the recommendations of Hait, Black, Babin, Anderson, & Tatham (2006) The number must be at least five times the number of questions, so wait until the items are deleted from the pre-test questionnaire before deciding on the number of formal questionnaires to distribute.

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Sources of workplace well-being for frontline employees in international tourist hotels: An exploratory study

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Abstract:

Employee workplace well-being is an important concern for hospitality establishments, as it impacts organizational success and talent retention. Therefore, based on the flourishing theory and its five elements outlined in the PERMA model, this study aims to explore the sources of workplace well-being for frontline employees in the hospitality industry. The research involved a literature review and in-depth interviews with 16 frontline employees at international tourist hotels. Through the literature review and content analysis of the findings, the sources of workplace well-being for frontline employees were initially categorized into five major categories: work conditions and support, career development and growth, work culture and interaction, work purpose and impact, and recognition and achievement

Keywords: Well-being, Flourish, Frontline Employee, International Tourist Hotel

An investigation of consumer acceptance of cooking robots: An extended UTAUT2 model with experience

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Abstract:

This study investigates consumer acceptance of cooking robots in restaurants using the UTAUT2 model, with experience as a moderator. Through an online survey, data from adults with varying levels of exposure to robot services is collected. The aim is to discern key drivers of acceptance and understand how experience influences these dynamics. Insights derived from this research can inform strategic decisions for restaurant operators and developers, shaping the future landscape of dining experiences with this emerging technology.

Keywords: Cooking robots, UTAUT2 model, experience, consumer acceptance, restaurant

1. Introduction

The rise of robots in various industries, including restaurants, is driven by technological advancements (Goel et al., 2022). Industrial robots, which can be programmed for different tasks, and service robots, which assist with personal or professional activities, are becoming more prevalent. The COVID-19 pandemic highlighted how robots can reduce the need for human labor and improve hygiene practices (Chiang & Trimi, 2020), leading to their adoption in restaurants, such as serving robots. These changes were expected to spread globally, showing a significant increase in annual robot installations (IFR, 2023).

While previous research has looked at how consumers interact with robots in hospitality settings (Chiang & Trimi, 2020; Shah et al., 2023), there's still a gap in understanding how consumers feel about a specific new technology: cooking robots. This study aims to fill that gap by investigating consumer acceptance using a model called UTAUT2 (Venkatesh et al., 2012). This model helps us understand how people's past experiences with robot services affect their willingness to use cooking robots. We'll do this by reviewing relevant studies, creating a research model based on the UTAUT2 framework, and analyzing survey data collected from adults, regardless of their previous experience with robot services.

2. Literature Review

2.1. Cooking Robot

Robots are broadly categorized into industrial and service types by the International Federation of Robotics (IFR, 2023). Industrial robots excel in manufacturing and automation, while service robots directly assist humans in various sectors, including hospitality. In restaurants, their adoption is driven by their ability to automate tasks, enhance efficiency, and improve hygiene, particularly during pandemics (Chiang & Trimi, 2020). They handle food preparation, serving, and cleaning, minimizing human contact and contamination risks (Grobbelaar et al., 2021). Additionally, service robots elevate customer experiences by engaging diners and providing recommendations. Their integration reflects a strategic response to modernizing restaurant operations and meeting evolving consumer expectations for convenience, safety, and innovation (Grobbelaar et al., 2021).

2.2. The Unified Theory of Acceptance and Use of Technology (UTAUT2)

The Unified Theory of Acceptance and Use of Technology (UTAUT2) model, developed by Venkatesh et al. (2012), serves as a robust framework for comprehending user adoption behaviors towards new technologies. This model postulates that several key factors play a role in shaping an individual's intention to embrace a new technology. Building upon the foundation of the original UTAUT model, Venkatesh and colleagues (2012) introduced additional elements such as price value, hedonic motivation, and habit, thereby enriching our understanding of the determinants influencing consumers' acceptance of technology.

In the specific context of the hospitality industry, including restaurants, the adoption of technology has become increasingly prevalent. With the growing demand for efficiency, convenience, and enhanced customer experiences, restaurants are turning to technological innovations such as robotic systems to streamline operations and meet evolving consumer expectations (Huang et al., 2021). However, despite the potential benefits offered by robots in restaurants, there remains a gap in understanding the factors influencing their adoption.

2.3. The Role of Experience as a Moderator

Experience refers to the extent of a consumer's prior interactions and engagement with robot services. Previous research suggests that experience plays a crucial role in moderating the relationship between various factors and consumer behavior (Chang et al., 2019). Specifically in the context of cooking robots, consumers who have had previous exposure to robot services are likely to possess a more positive perception regarding the effectiveness and user-friendliness of these technologies. This familiarity with robot services may promote confidence in consumers, leading them to view cooking robots as efficient and easy to use (Grobbelaar et al., 2021). As a result, individuals with prior experience may exhibit a higher willingness to embrace and utilize cooking robots within restaurant settings compared to those who lack such exposure. This positive perception stemming from experience underscores the importance of considering individuals' prior interactions with technology when examining their acceptance of novel innovations like cooking robots.

3. Methodology

This study aims to bridge the existing gap in literature by applying the UTAUT2 model to the assessment of consumer acceptance of cooking robots in the restaurant industry, while exploring the moderating influence of experience. By leveraging insights from previous research on robots in restaurant contexts, as well as the established framework of the UTAUT2 model, this study endeavors to deepen our understanding of how consumers perceive and embrace cooking robots. To measure factors influencing consumer acceptance, established constructs from the UTAUT2 model (Venkatesh et al., 2012) will be utilized. These include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. Experience will be examined as a moderating factor in this study. To assess participants' prior exposure and interaction with robot services in general, survey questions will likely be employed. These questions will aim to gauge the extent of participants' familiarity and engagement with robot services.

4. Discussion and Conclusion

This study explores consumer acceptance of cooking robots within restaurant settings, employing the UTAUT2 model with experience as a moderating factor. Through the analysis of survey data, valuable insights into consumer perceptions of this innovative technology are unearthed.

The implications of these findings are substantial, as they offer actionable insights for restaurant operators and developers. By comprehending the key drivers influencing consumers' intentions to use cooking robots, stakeholders can tailor strategies effectively. This knowledge empowers them to craft targeted approaches, such as emphasizing the benefits of cooking robots for less experienced users, thereby facilitating broader adoption of this technology.

Overall, this research significantly contributes to our understanding of technology acceptance within the restaurant industry, particularly concerning the advent of cooking robots. By leveraging the UTAUT2 framework and scrutinizing the role of experience, it sheds light on pivotal factors shaping consumer behavior. These insights hold the potential to foster consumer trust, mitigate concerns, and ultimately redefine the landscape of dining experiences with the integration of cooking robots.

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Factors affecting student satisfaction with transition to online classes due to the COVID -19 pandemic

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Abstract:

The COVID-19 pandemic resulted in nearly all universities switching courses to online formats. This study aim to get an understanding about the online learning experience of undergraduate students (*n* = 147) at university institutions in Asia. Data was collected from students in hospitality and tourism programs in Asia. The hypothesized model was tested with multiple regression. The results revealed that: Student engagement with online classes was positively associated with their satisfaction with the transition to online classes during the COVID-19 transition; Challenges experienced with online classes was negatively associated with satisfaction with transition to online classes during COVID-19 transition; Student perceptions of institutional support was positively associated with satisfaction with the transition to online classes during COVID-19 transition.

Keywords: COVID-19, hospitality, students, transition, online-learning, satisfaction

1. Introduction

The COVID-19 pandemic likely accelerated the growth of online learning. Even before the pandemic started in spring 2020, remote learning options were becoming more prevalent at colleges and universities across the world. Because of policies that have been implemented during the COVID-19 pandemic, online education has become an important area of higher education research (Chan, 2020). Online education models have gone from opt-in to mandatory since the pandemic began (Amemado, 2020). The COVID-19 virus outbreak forced many academic institutions to shift their education from in-person to remote in a matter of days (Dhawan, 2020). Many professors, lacking experience in online education, were left to determine a proper adjustment for their courses during this transition while students, lacking experience in taking online classes, were left to adjust (Gillis & Krull, 2020). As a result, most research on students' views and experiences with online learning conducted at the peak of the COVID-19 pandemic likely confounds the stress and turmoil caused by the pandemic itself and by the abrupt transition to online learning with the effectiveness of online course delivery.

For many students, online learning provides the opportunity to access higher education previously viewed as impossible (Blau et al., 2018). As a modality, online learning is more flexible than face-to-face (F2F), which allows a student who may have the commitments of a family, full-time job, or other responsibilities to pursue an education (Miller, 2010). With the proliferation of mobile technology and tablets, a student can access and participate in an online class with more flexibility in comparison to a F2F class. Shin and Lee (2009) also found that students enjoy taking an online class and expressed an interest in taking additional online courses in the future. And as colleges and universities continue to build fully online degree programs, it seems the demand and rapid growth of online courses will continue to permeate higher education. Although students may appreciate the flexibility of an online learning classroom, they also report challenges and obstacles, too. While Gen Z (ages 9–24) might be more tech-savvy than previous generations of students, there is a potential increased cognitive overload when taking an online course (Skulmowski and Xu, 2022). A student may experience cognitive overload when attempting to comprehend too much, while making connections between existing and new knowledge (Hosek & Titsworth, 2016), or while solving complicated problems that require many steps and sub-steps for comprehension. Further, students may also face challenges with learning if the online learning environment seems chaotic, disorganized, or difficult to navigate (Simonds et al., 2019). Understanding and using embedded tools in the learning management system (LMS) as well as adaptive readings and exams may also cause cognitive overload and lead to learner fatigue (Matthew, 2012; Peper et al., 2021; Toney et al., 2022)

The study objectives are: (1) to examine students experiences with learning during the COVID-19 pandemic (b) assess the main challenges that students faced during the pandemic (c) to determine the level of students' satisfaction with the quick transition to online learning during the pandemic.

2. Literature Review

Modality switching occurs when the mode of delivery for courses changes during the term of instruction (Trust & Whalen, 2020). Often, this change occurs due to an extreme or unpredictable circumstance that makes the starting mode of instruction difficult to continue with. Trust and Whalen (2020) argued that during times of modality switching technology is often used to ensure the continuation of student learning; however, there may be significant gaps in teacher preparation and training. For example, the instructor of an F2F class may encounter a disruption that prevents them from leaving their home. Switching the class from F2F to online synchronous delivery using a video conferencing platform (e.g., Zoom) might be preferable to canceling the class mid-semester. However, changing the mode of delivery can influence student learning (Armstrong et al., 2022; Westwick & Morreale, 2021). Through self-report assessments from 163 undergraduate students, Armstrong et al. found that switching course modality diminished student learning opportunities and decreased student efficacy in the course and motivation to complete course material. The researchers asserted that because of the abruptness of modality switching, students received less teacher confirmation (or instructional support), which in turn harmed their learning outcomes. Other scholars have established that abrupt modality switching jeopardizes student learning (Mahdy, 2020; Ramlo, 2021; Serhan, 2020) and may add to anxiety associated with living environments (Schwarzman, 2020). More specifically, Mahdy (2020) asserted that the abrupt shift to online learning could negatively affect students enrolled in practical application competency-based courses like chemistry, veterinary science, or biology. Relatedly, Ramlo (2021) found students reported negative effects to their education during the modality switching of the COVID-19 pandemic because of changes to hands-on lab experiences, time-management, absence of instructor lecture and discussion, or overall disdain for online courses. And speaking to the use of technology with student learning, Serhan (2020) established that students who had a negative attitude towards Zoom during the shift to remote learning also reported a negative effect on their learning experience and motivation to learn. In short, the consequences of modality switching on student learning should be carefully weighed. In summary, we might expect that those students who experience the greatest change in modality switching (i.e., F2F to online) could also experience greater disruptions to their learning. Comparing student grade book data across courses that experience different forms of modality switching will help to inform our understanding of how modality switching influences student learning.

Several studies have focused on Chinese students' experiences online during the COVID-19 pandemic. Chen et al. (2020) examined user satisfaction with online platforms and found that satisfaction was predicated on platform availability. Peters et al. (2020) focused on the experiences of international university students studying in China during the pandemic. While offering no clear conclusions, this study provides a picture of these students' experiences. In a single institution study, Sun et al. (2020) conducted a survey of over 30,000 Chinese students' experience studying online during the pandemic during the spring of 2020. They found that while students generally thought that their online education had been effective and that they had made a positive connection with their instructors, they did not report having a strong ability to exercise "focus and restraint" in those studies. Students recommended interactive strategies to improve participation and mitigate technical difficulties.

Walker & Koralesky (2021) found that student engagement was lower after the rapid online transition. Students who engaged by connecting with peers and instructors through in-class discussion (affective engagement) had diminished engagement, whereas students who engaged by listening to lectures, reading course materials, and reviewing slides (cognitive engagement) had enhanced engagement. Overall, students found synchronous activities more engaging. Students experienced positive and negative outcomes related to classroom engagement when transitioning rapidly to online learning during a global pandemic. Shin & Hickey (2021) study aimed to explore college students' emergency remote teaching experiences during the COVID-19 crisis. Analysis of online survey data revealed the various detrimental effects of the recent outbreak of COVID19 and emergency remote teaching on the participants' educational and personal experiences. The results revealed not only that the participants have experienced learning loss and lack of motivation, but also that the preexisting educational and social inequities seemed exacerbated and amplified during emergency remote learning (ERT) and the COVID-19 crisis. Issues in terms of accessibility, digital divide, inequity, and mental/emotional/physical health that the participants, more likely females, experienced during ERT were especially concerning.

Hypotheses Development

Most influencing factors are sociocultural in nature and can include the political, social, and teaching environment as well as relationships within the classroom (Kahu, 2013). In particular, social engagement with peers and instructors creates a sense of community, which is often correlated with more effective learning outcomes (Rovai and Wighting, 2005; Liu et al., 2007; Lear et al., 2010; Kendricks, 2011; Redmond et al., 2018; Chatterjee and Correia, 2020). Three key classroom interactions are often investigated when trying to understand the factors influencing student engagement: student-student interactions, student-instructor interactions, and student-content interactions (Moore, 1993).

H1: *Student engagement with online classes will be positively associated with satisfaction with transition to online classes during COVID-19 transition.*

The interaction between teachers and students is an essential feature of the success of online learning. A lack of interaction between the teachers and the students is a major challenge for students in online classes and has been found to be an issue (Wilkes, Simon, & Brooks, 2006; Gregory, 2003). Thus, it becomes crucial to attend to this element to improve the quality of online courses. Research shows that learner-to-instructor interaction leads to higher student engagement in online courses (Dixon, 2010; Gayton & McEwen, 2007; Jung et al., 2002; Ozfidan, & Mitchell, 2020).

H2: *Student perceptions of ease of communication with other students and instructors will be positively associated with satisfaction with transition to online classes during COVID-19 transition.*

The pandemic has brought unprecedented challenges to the education system, placing higher demands on emergency preparations as schools need to adapt to the changing environment and repeated outbreaks (Xue et al., 2020). COVID-19 was a blow to traditional learning methods in academic institutions around the world. Students also face challenges due to a lack of appropriate learning materials, their attitude to learning, lack of self-discipline, and the inadequate learning environment in some of their homes during self-isolation (Brazendale et al., 2017). They may be faced with unstable Internet connections, which makes it impossible to ensure equity between students through online learning (la Velle et al., 2020; Xue et al., 2020). At the same time, this causes attendance and engagement issues in online sessions, so online education can be less adaptable than supposed. students had to rapidly turn to unfamiliar learning methods, while responding as individuals and members of social groups to the impact of the epidemic on their daily lives, physical and mental health (Macintyre et al., 2020). Research has revealed that personal challenges (such as economic and psychological stress) have reduced students' willingness to learn online in future, while the quality of the online experience (including instructional and assessment quality) has improved their attitude to learning online in future (Al-Salman and Haider, 2021).

H3: *Challenges experienced with online classes will be negatively associated with satisfaction with transition to online classes during COVID-19 transition.*

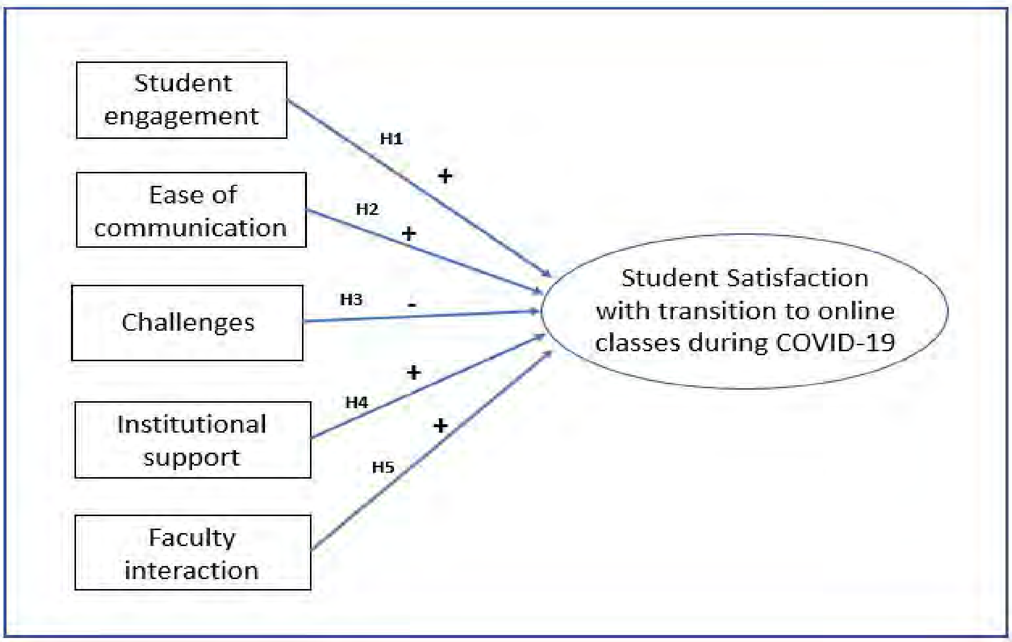
With the onset of the COVID-19 pandemic and colleges quickly transitioned to universal remote learning, institutions needed to quickly identify strengths and areas of opportunity in the operations of their online student support services. Among key operations, colleges must provide high-quality and equitable support services to their online students including retention services (e.g., orientation, advising, coaching, course registration), student engagement (e.g., student activities, athletics, student government), student wellbeing (e.g., student counseling, health services), and learning support (e.g., library, writing center, tutoring, career services, technology support) (Gratz, 2020). They also should result in enhanced student learning outcomes and, consequently, higher retention and throughput (graduation) rates" (Ludeman & Schreiber, 2020, p. 10).

H4: *Student perceptions of institutional support will be positively associated with satisfaction with transition to online classes during COVID-19 transition.*

The feedback given must be constructive and effective. For feedback to be considered constructive, it must include certain features as "being descriptive; timely; honest; useful; respectful; clear; issue-specific; supportive; motivating; action-oriented; solution-oriented; strictly confidential; trust; collaborative and informative" (Hamid & Mahmood, 2010, p. 226). For online classes, the constructive feedback students receive becomes even more important. Effective feedback is essential for the students to keep them engaged in their courses and the feedback must be given in a timely manner to compensate for the distance between the teacher and the students (Tanis, 2020).

H5: *Student perceptions of quality of instructor interaction will be positively associated with satisfaction with transition to online classes during COVID-19 transition.*

Figure 1. Proposed Model



3. Methodology

This study assessed student perceptions of the specific factors associated with student engagement, instructor engagement, challenges faced by students, ease of communication, and technology support for students during transition to online classes because of COVID -19 pandemic. An online surveys was developed and administered on the Qualtrics platform, the link was then emailed to faculty of hospitality programs in the Philippines, Thailand, Hong Kong, Taiwan, South Korea and India, requesting their students' participation. Participation in the study was voluntary, and personal information was not gathered. Students responded to an online survey after providing their consent to the study.

The first half of the questionnaire covered basic demographic information, including class, major, GPA, and number of courses completed online. The second part of the questionnaire used seven-point Likert scales (1 = strongly disagree and 7 = strongly agree). All items assessed perceptions and responses during the online phase due to pandemic relative to pre-pandemic classes. The key variables were student perceptions of (i) interaction with other students (STUDENT_INTERACTION), (ii) ease of communication (COMMUNICATION_EASE), (iii) challenges faced with transition to online classes from face-to-face classes (CHALLENGES), (iv) support provided by the institution during the transition (INT_SUPPORT), and (v) faculty communication and feedback (FAC_FEEDBACK), and (vi) satisfaction with the transition (SATISFACTION). The hypothesized model in Figure 1. was tested with multiple regression using IBM SPSS Statistics v27.

Scale purification and reliability of scales

Based on the rotated component matrix from the factor analysis results, scales were constructed for the six constructs. Internal consistency of the scales was acceptable. Exploratory factor analysis was used to examine the different factors of interest to this study. Factor loadings of below 0.45 were eliminated (Hair et al., 1998). Scales were constructed by combining the items. Further refinement was done by eliminating items that resulted in better Cronbach alpha values. The characteristics of the scales and the final set of items used in the analysis are listed in Table 1.

Table 1. Constructs and scale items

Constructs and scale items	Mean	S.D.	Cronbach's Alpha
Student engagement	**3.93**	**1.54**	**.702**
• My level of interactions with other students was higher during online learning than when the class was taught face-to-face before onset of Covid-19 pandemic.			
• Online, I was more actively involved in my learning than when the class was taught face-to-face before onset of Covid-19 pandemic.			
• I spent more time on assignments during online learning than when the class was taught face-to-face before onset of Covid-19 pandemic			
Ease of Communication	**3.66**	**1.50**	**.866**

• It was easier for me to communicate with other students when class was online than when the class was taught face-to-face before onset of Covid-19 pandemic. • I communicated with other students more often during online learning than when the class was taught face-to-face before onset of Covid-19 pandemic. • It was easier to communicate with my instructor in the online class than when the class was taught face-to-face before onset of Covid-19 pandemic. • I communicated more often with my instructor in the online class than when the class was taught face-to-face before onset of Covid-19 pandemic.			
Challenges	**5.52**	**1.12**	**.813**
• I often experienced technology challenges when classes moved online due to the Covid-19 pandemic (e.g. equipment, Internet access, only cell phone usage, etc.). • Online classes were not easy to do during Covid-19 compared to face-to-face. • Competing responsibilities at home due to the COVID -19 pandemic (e.g., other family members sheltered in place, caretaker duties, working, health, etc.) were a challenge to my online learning. • I found it more difficult to be motivated during Covid-19 online classes than when classes were taught face-to-face before Covid-19. • During the pandemic it took me longer to prepare for my online classes on a weekly basis than when than when classes were taught face-to-face before Covid-19. • The transition of courses online during the pandemic caused me to miss the face-to-face contact with students and faculty.			
Institutional support	**4.84**	**1.14**	**.787**

• I made good use of communication tools in the online environment (e.g. chat rooms, threaded discussions, video conference, listserv, etc.). • My institution ensured that students had all the equipment and technology (computer, camera, hotspot, software, printer, scanner, etc.) needed to be successful with the online transition. • My institution offered students enough assistance and training needed to engage in online education during the Covid-19 transition. • My institution offered students technical assistance 12 hours or more per day during online teaching during Covid-19.			
Faculty interaction • Instructors provided feedback on tests and assignments more promptly than when classes were taught face-to-face before Covid-19. • Instructors provided more detailed feedback on tests or completed assignments online than when classes were taught face-to-face before Covid-19.	**4.71**	**1.39**	**.790**
Satisfaction • Overall, I believe that my academic performance was not significantly affected by the transition of my face-to-face classes to online during Covid-19. • Overall, I am very satisfied with the transition of my courses from face-to-face to online during the Covid-19 pandemic. • Overall, the transition of my courses to online during the Covid-19 helped me to improve my grade point average (GPA).	**4.21**	**1.73**	**.869**

4. Results

A total of 147 students responded to the survey from several colleges in South East Asia. Of these, 65% were female. About 95% of the respondents were between 18 years and 23 years. All respondents were from Hospitality and Tourism majors or fields closely aligned with Hospitality majors. Thirty-nine percent (39%) of respondents were from first year of college, 20% were from second year, 35% were from third year, and the remaining 6% were from fourth year of college. Ninety-eight (98%) reported GPA above 3.2. There was some variation in the number of online classes taken previously. About 34% reported having taken between 1 and 3 online classes previously. About 35% had taken between 4 and 9 online classes, and about 31% had taken more than 10 online classes.

The hypotheses were tested with linear regression. The dependent variable was satisfaction with transition to online classes due to Covid-19 pandemic. The independent variables were student interaction, online class affinity, challenges faced during transition, institutional support, and faculty feedback. The regression model was significant ($F_{5,114} = 22.32$, $p < 0001$) with an R-square value of 0.495. The results of the regression analysis are presented in Table 2.

The results of the regression analysis show that student interaction was positively associated with satisfaction with online transition during Covid-19 pandemic at 0.10 level of significance ($\beta = .154$, $t = 1.809$, $p <.10$). Student interaction was a function level of interaction with other students, amount and frequency of communication with other students, and involvement with learning during the transition to online classes relative to the phase prior to the onset of the pandemic. Therefore, this result supports H1.

Ease of communication was measured as a function of a student's perception of ease and frequency of communication with other students and faculty. This factor did not have a significant association with satisfaction with online transition during Covid-19 pandemic ($\beta = .149$, $t = 1.587$, $p =.115$). Therefore, H2 was not supported.

Students faced many challenges during the transition to online classes due to the pandemic. There were varied reasons to perceive challenges during the transition to online classes. Besides, challenges of dealing with unfamiliar technology and competing responsibilities at home, students potentially faced difficulties in team work, low motivation, and greater perceived difficulty in learning material in online classes. As hypothesized, challenges experienced by students had a significant negative association with satisfaction with online transition during Covid-19 pandemic ($\beta = -.31$, $t = -4.459$, $p <.001$). Therefore, H3 was supported.

Table 2. Results of regression analysis

	Standardized Coefficients β	t	p
Student engagement	.154	1.809	.073
Ease of Communication	.149	1.587	.115
Challenges	-.310	-4.459	.000
Institutional Support	.490	5.951	.000

Faculty interaction	.071	.871	.386

Dependent variable: satisfaction with transition to online classes during Covid-19 pandemic;
Model R-squared = .495; $F_{5,114} = 35.232$, p < 0001

Institutions provided many forms of support in the form of multiple channels of communication, technical support, training, and in some cases even equipment like laptops, and cameras to help students to transition to online classes during the pandemic. Student perceptions of the extent of this support had a significant positive effect on satisfaction levels with online transition during the pandemic ($\beta = .490$, $t = 5.951$, $p < .001$). Therefore, H4 was supported.

Faculty feedback with students during the transition was hypothesized to have a positive effect on satisfaction. Faculty feedback was operationalized as a function of promptness and quality of feedback on assignments and other student work. Student perceptions of faculty feedback did not have a significant effect on satisfaction levels with online transition during the pandemic ($\beta = .07$, $t = .871$, $p = .386$). Therefore, H5 was not supported.

5. Discussion and Conclusion

The effect of COVID-19 on student learning outcomes is of great concern to educators, parents, and college students. The significant disruption in the usual learning settings had an adverse impact on many students. Even though online learning can help safeguard the health of students and faculty during the pandemic, it has proven to be less successful than traditional learning. The amount of student-teacher contact and campus socialization, level of technical competence, and appropriateness of learning content for online courses and group work are key factors for whether or not online learning produces the desired results. Therefore, students' poor performance in online learning can be partly due to the speed at which the transition took place, their dissatisfaction with the format and quality of course delivery and lack of interaction with others, leading to boredom and low motivation to learn. The findings of our study have revealed that online learning offers college students a new way to learn independently and to collaborate and build relationships with peers, which can encourage students to reconsider how to improve their technical skills, learning methods, and communication skills and review their responsibilities as team members. Students perceive both advantages and disadvantages to online learning (Ebner & Gegenfurtner, 2019). More specifically the results summary as seen in Table 3. revealed that: Student engagement with online classes was positively associated with satisfaction with transition to online classes during the COVID-19 transition; the findings of the study align with some previous studies. Sultana & Palaroan (2022) study found that Sino-foreign University students in China were more conscious of academic integrity. Social media has a vital role in providing teaching resources, communicating with professors and classmates, and expediting collaboration during the pandemic. Law (2021) study with Malaysian university students found that most of the students had a positive attitude and satisfaction in the online learning delivery. This study revealed that relevant implications of instructional pedagogy approach and appropriate integration of technological tools can be very helpful to ensure the continuous success in delivering learning content during this COVID-19 pandemic time. Thus both studies showed that student engagement is an important factor for student success.

Challenges experienced with online classes was negatively associated with satisfaction with transition to online classes during COVID-19 transition; our findings are aligned with some previous studies. Educators have shown concerns about the barriers that may hinder effective online learning related to both technical and pedagogical obstacles. Zhong (2020) and Crawford et al. (2020) claimed that minimal resourced institutions and limited access to technology or the internet impacted students' ability to engage and participate in the online environment. Similarly, Dutta & Smita (2020) qualitative research also identified issues concerning online studies which include limited access to the internet, high cost of internet, unavailability of electronic devices, and students facing difficulties in using online platforms. Alvarez (2020) phenomenological research and Alipio (2020) descriptive study also supports the argument on how poor internet access, financial constraints, and lack of technological devices have been the demanding challenges among learners when exposed to emergency remote learning. Barrot, Llenares & Rosario (2021) study of university students in the Philippines found that the online learning challenges of college students were varied in terms of type and extent. Their greatest challenge was linked to their learning environment at home, while their least challenge was technological literacy and competency.

The current study revealed that student perceptions of institutional support was positively associated with satisfaction with the transition to online classes during COVID-19 transition. Capacity for remote teaching depends on information and communication technology infrastructure; available training, support, and funding; institutional and departmental teaching culture; student preparedness for remote learning; and faculty workload and motivation, among other factors (Knysh & Dudziak, 2020; Meyer & Xu, 2007). Online and in-person teaching are two very different experiences, without the right support, the prospect of teaching online can be daunting for even the most experienced instructors. ERT adds another layer of complexity. Institutional support is vital for students and teachers in higher education in order to enhance better learning outcomes.

Even though the sample size is modest, the results can shed light on common challenges that students experienced in online class during COVID-19 pandemic. Understanding how students perceive the online mode of higher education instruction in hospitality programs in Asia. The transition caused many challenges for students, however, institutional support helped in creating good levels of student satisfaction with the transition. Esterhuyse et al. (2016) stated that online learning success is preceded by students' satisfaction which is a vital factor of the effective online learning process. To help educators understand how to improve the effectiveness of online learning, it is important to investigate variables related to learner satisfaction.

Table 3. Summary of test of hypotheses

	Hypothesis	Result
H_1	Student engagement with online classes will be positively associated with satisfaction with transition to online classes during COVID-19 transition.	Supported
H_2	Student perceptions of ease of communication with other students and instructors will be positively associated with satisfaction with transition to online classes during COVID-19 transition.	Not Supported

H_3	Challenges experienced with online classes will be negatively associated with satisfaction with transition to online classes during COVID-19 transition.	Supported
H_4	Student perceptions of institutional support will be positively associated with satisfaction with transition to online classes during COVID-19 transition.	Supported
H_5	Student perceptions of quality of instructor interaction will be positively associated with satisfaction with transition to online classes during COVID-19 transition.	Not Supported

5.1. Limitations of this study and suggestions for future studies

Future research should attempt to replicate our findings with other samples to compare results during the pandemic to results after the pandemic. This would give us a sense of whether or not students have made adjustments to online learning and understand how institutional and contextual factors influence student perceptions of online learning. Researchers might employ more in-depth qualitative analysis methods to explore how instructional decisions interact with the social and affective dimensions and influence student receptibility to online learning**.**

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The study of Chinese wine consumer behaviour

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Abstract:

With the rapid development of wine industry in China, despite these advancements, the per capita consumption of wine in China remains lower than the global average. Existing research is sparse and lacks the depth and systemization required to fully grasp the nuances of consumer preferences, purchase motives, and behaviors within the Chinese cultural and economic context. This gap in knowledge presents a critical barrier to local and international wine producers aiming to penetrate or expand their presence in the Chinese wine market. There is an imperative need for a systematic analysis of wine consumer behavior in China to forge effective marketing strategies and foster the growth of wine consumption in this burgeoning market.

Keywords: Wine, Chinese wine market, Wine consumer behaviour, Wine consumer preferences, Marketing strategies

1. Introduction

Since 2001, when China joined the World Trade Organization (WTO), a lot of foreign wines have been imported to the wine market in China that disturbed market with new competition, new technology and management experience in Chinese wine industry (Li & Bardají, 2017). The Chinese wine has grown over the past few years, driven by increasing production, consumption, and importation of wine. Anderson (2023) showed the statistic research number of Chinese wine market in 2022, China's shares of world wine production and consumption volumes is 0.6% and 2.4%, and per capita consumption (L/YR) of wine is 0.05%. Despite these advancements, the per capita consumption of wine in China remains significantly lower than the global average. This discrepancy highlights the untapped potential of the Chinese market in the future from COVID recovery, with its vast population and growing middle class, is poised to become a pivotal arena for the global wine industry. However, the development of this potential is hindered by a limited understanding of Chinese wine consumer behavior. Existing research on this topic is sparse and lacks the depth and systemization required to fully grasp the nuances of consumer preferences, purchase motives, purchase pattern and behaviors within the Chinese cultural and economic context. This gap in knowledge presents a critical barrier to both local and international wine producers aiming to penetrate or expand their presence in the Chinese market. Thus, there is an imperative need for a systematic analysis of wine consumer behavior in China to forge effective marketing strategies and foster the growth of wine consumption in this burgeoning market.

Given the potential development and recovery of Chinese wine market, it's crucial to consider the depth of backdrop with economic growth, technological advancements, and rigid social culture that inform consumer behavior. Economically, the thriving middle class with disposable income and an appetite for luxury goods and slow lifestyle changes China’s wine market (Anderson, Meloni, & Swinnen, 2018). New technology links the wine customer`s demand and rebuild the market sharing, such as E-commerce and social media platform serve as vital channel for marketing and consumer education. Culturally, China's deep-rooted traditions are encountering Western influences, creating a new tapestry of consumption patterns. Moreover, wellness and health consideration are rising in wine consumption is due to its lower alcohol content than other traditional Chinese alcoholic beverages such as spirits, and therefore less harmful to one’s health (Lee, 2009). This research based on the Theory of Planned Behaviour (TPB), and constructed a theoretical model of wine consumers' purchasing behaviour in line with China's actual situation, and empirically analyzed wine consumers' knowledge level, purchasing motivation, purchasing willingness, and purchasing behavior

The Research Purpose of this research are: (1) gives a depth valuable insight on winemakers and marketers through a dissection of the decision-making process of the Chinese wine consumer. (2) maps and adapts the strategies for wine producers and wine marketers to develop their products and the marketing message in such a way that it will be attuned to the Chinese "palate" and cultural “code”.
The intention of this research paper will be to check and extend the well-established theories within the special context of China's wine market, bridging those gaps which the current literature has failed to do and present a wholesome view of the factors that impinge on consumer choice in the context of an emerging market. This research further intends to explain the way to responsible patterns of consumption and raise the cultural discourse on wine.

According to the above research background and objectives, this study proposes the following three research questions: (i) What is the level of wine knowledge of Chinese consumers? (ii) What are the main channels for consumers to acquire wine knowledge?
(iii) What are the purchase motives of Chinese wine consumers? And (iiii) What are the key factors influencing Chinese consumers' willingness to buy wine?

2. Literature Review

2.1 Consumer concept and Concepts of Consumer Behaviour

Historically, consumer theory mainly studies the influence of consumer behavior rules and goals on visible demand. Gossen, Jevons and Walra.L defined consumer demand from the perspective of utility maximization, and developed the consumer theory for the first time, which was further elaborated by Marshall. In 1915, E. Slutsky proposed a series of properties of utility maximization needs, which were further studied by J. R. Hicks, R.G.D. Allen, Hotell, A. Wald and others in 1934-1944 (Wu, 2001).

Katona (1968) indicated that production and management activities of enterprises, including marketing, are centered on consumer demand and consumer satisfaction. Kotler (1993) distinguishes between five different roles for participants in consumer activities. In this study, the behavioural characteristics of individual wine buyers, their decision-making process and the factors influencing them are examined from a micro perspective.

Consumer behaviour has become an emerging field of study since the mid to late 1960s, and since then, there have been several definitions of "Consumer Behavior" (Consumer Behavior) in academia, which have continued to evolve and improve (Luang, 2001). According to Woods (1981), in a narrow sense, consumer behaviour refers to the activities people perform when they get what they need, including shopping, comparing, purchasing, using products and services, and so on.

2.2 Consumer Purchasing Behaviour Research

Consumer purchasing behaviour refers to all kinds of behavioural activities that occur when consumers buy and use goods or services in order to satisfy their personal or family needs. In social life, anyone is constantly consuming all kinds of material means of life to satisfy their physiological and psychological needs, therefore, consumer purchasing behaviour is the most common kind of behavioural activity in human society, which widely exists in all spaces and times of social life, and has become an inseparable and important part of human behavioural system (Feng et al. 2004).

2.3 Consumer purchasing decision-making process

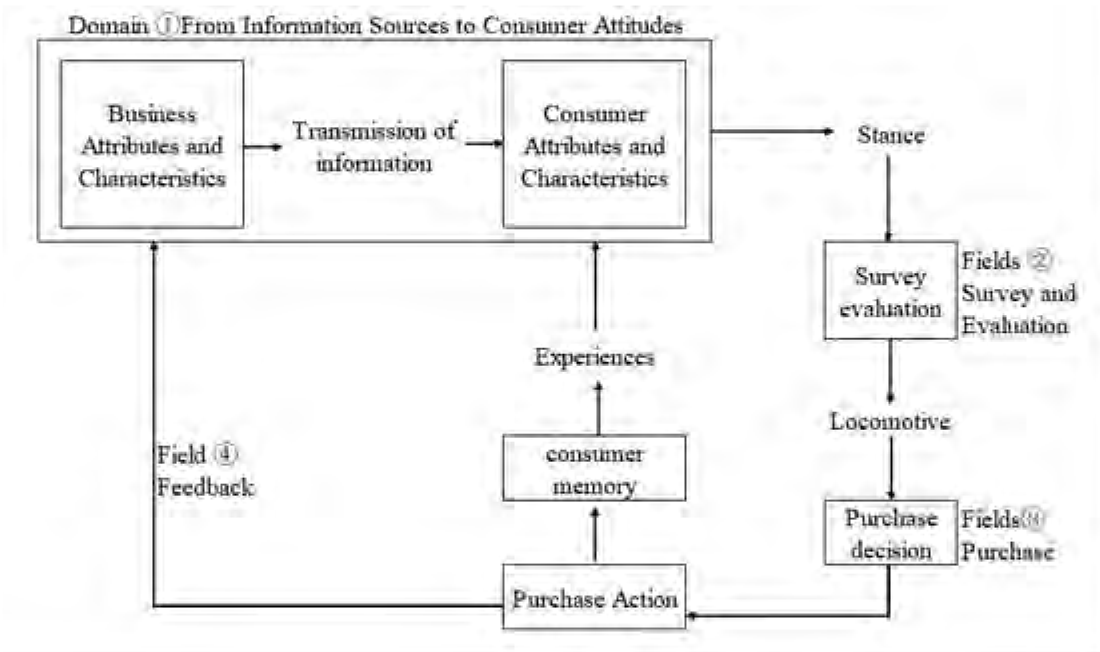
Consumer purchasing is a relatively complex decision-making process, which is a process of psychological and behavioural activities that takes place in accordance with certain procedures driven by a specific psychology. Consumers generally go through five interrelated and progressive stages when making a purchase decision: (1) identifying needs, (2) searching for information, (3) evaluating options, (4) making a purchase decision, and (5) evaluating the experience after the purchase.

2.4 Engel, Kollet, Blackwell (EKB) Model

The EKB model was proposed by J.F. Engel, R.D. Blackwell and D.T. Kollat in 1978. The EKB model emphasizes the process of consumer purchase decision-making, and considers the consumer's brain to be the "central controller", and after external stimulus information enters the consumer's brain, it can be processed to produce the corresponding output, i.e. the purchase decision, thus completing the decision-making activity of the consumer.

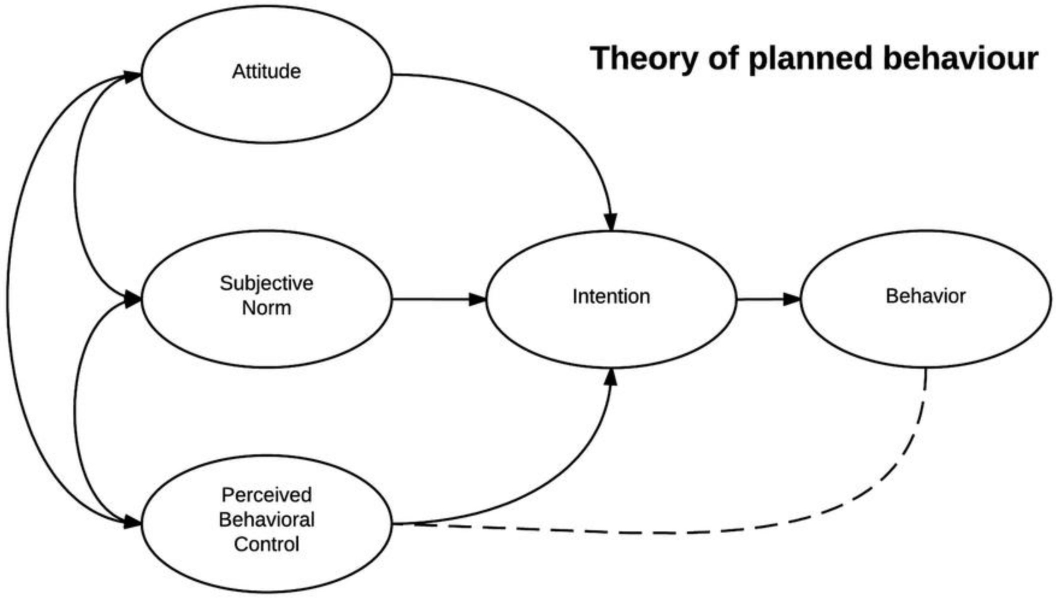
2.5 Nicosia Model

This model was developed by Nicosia in the 1960s in his book The Consumer Decision Process. Nicosia's model constructs four areas of consumer decision-making: (1) from information source to consumer's attitude; (2) investigation and evaluation of information; (3) purchasing; (4) feedback. It analyses the working process of these four areas and the connection between them, emphasizes the important role of information and experience in consumer decision-making, and constructs a kind of closed analytical model of consumer decision-making with the role of feedback. The specific process is shown in Figure.



2.6 Theory of Planned Behaviour

The theory of planned behavior (TPB) is a popular social psychology theory used to explain behavior intention (Ajzen & Madden, 1986). In theory, Fishbein and Ajzen (1975) described attitude as a tendency to continuously react to specific situations. Ajzen (1985) believes that all factors that may affect behaviors indirectly affect them by intention, which is an individual's intention to adopt a specific behavior. The more positive the attitude towards behavior, the stronger the individual’s willingness to implement the behavior; The more negative the attitude towards a behavior, the weaker the individual’s willingness to implement the behavior. This is affected by attitude toward behavior, subject norm, and perceived behavior control. The theory of planned behavior is an extension of the theory of reasoned action. Ajzen (1985) stated the variable of perceived behavior control to the original theory of reasoned action and improved the original model, gradually forming the theory. Schepers and Wetzels (2007) also defined subjective norms as social pressure from important others to perform or not perform a behavior. Subjective norms are a kind of social pressure perceived by individuals, and the opinions of groups or other people will affect the individual’s decision on a certain behavior. When the perception of subjective norms is stronger, people’s behavioral intentions are easier to produce and thus affect behavior.



2.7 Research on Wine Consumer Behaviour

Wine consumption is a specific purchase and drinking behaviour of consumers based on complex psychological activities, including two stages of psychological cognition and behavioural perception. The cognitive stage includes stimulation, impression, memory, thinking, imagination, and other psychological activities, which are generally manifested in consumers' evaluation of the quality, function, and image of a certain wine product. Based on wine cognition, consumers will have the need to consume wine, and then form the motivation to buy wine, which will be gradually externalized into specific wine purchasing behaviours when the environmental conditions meet the requirements. Scholars have carried out a lot of fruitful researches on wine consumption psychology (cognition, motivation, etc.) and behavioural process, which provide important theoretical references for people to understand and grasp the behavioural characteristics and laws of wine consumers.

2.8 Research on Wine Consumption Motives

In order to fully understand the consumer decision-making process, wine marketers need to know what motivates consumers to consume wine and how this motivation influences their wine purchasing behaviour (Sanchez & Gill 1998; Geraghty & Torres 2009). Literature suggests that consumers' motives for purchasing wine vary in different consumption contexts, and the most common motives for purchasing wine are health motives, gastronomic motives, and social motives. Hall et al. (1997) comparatively analysed the motives for purchasing wine of residents in Australia, Italy, Greece, and Germany from a cross-cultural point of view, and concluded that the motives for purchasing wine are social, health, fashion, gastronomic, and social motives.
Geraghty and Torres (2009) studied the behaviour of Irish wine consumers and found that 50% of them consume wine with meals at home, 20% buy wine for eating out, and 10% buy wine for drinking alone at home. Quester and Smart (1998) found that consumers had different preferences for the attributes of wine products and different perceptions of wine products in three scenarios: drinking wine at home, drinking wine with friends, and giving wine as a gift.

Barreiro-Hurlé et al. (2008) conducted an exploratory study on consumer behaviour in a rapidly growing emerging wine market and found that the functional attributes of wine significantly influenced potential consumers' choice of red wine, and that consumers had a higher willingness to pay for the functional attributes of wine. Thach and Olsen (2004, 2006), on the basis of their study on the behaviour of American wine consumers, concluded that American consumers have eight motives for purchasing wines: relaxation, meal accompaniment, fun, socialising, travelling, novelty, fashion and environmental protection, etc. The results showed that Millennials prefer relaxed, entertaining, and interesting wine advertisements, expect more innovations in packaging and labelling, and are eager to get more out of their wine products. They expect more innovations in wine packaging and labelling, they want to get more personal value from wine products, they want wine distributors to provide more tasting activities, and they value the environment and atmosphere of the place where they consume wine.

2.9 Wine Consumer Behaviour Research

Yu et al. (2005, 2007, 2008, 2009), Wang Yajuan (2006) conducted a comparative study on the wine consumption behaviours of the general publics and university students in Beijing, and the results showed that there are many similarities as well as differences in wine consumption between the general publics and university students. Urban residents in Beijing tend to buy red wines, mainly in supermarkets; consumers prefer to buy lower-priced wines for daily consumption, but higher-priced wines for gifts; consumers mainly buy domestic wines, followed by French wines; consumers are more sensitive to price and origin information, and award information and vintage have less influence on their decision-making (Bagozzi, 1983).

Through the above analysis, we can see that there are in-depth studies on consumer behaviour and consumer purchasing behaviour, which have laid a good foundation for wine consumption research. Scholars have started their research on wine consumer behaviour earlier, with a more complete system and rich results. Scholars have made extensive use of the normative theories of economics, psychology, and behavioural sciences to conduct comprehensive and three-dimensional research on wine consumer behaviour from different perspectives, such as behavioural performance, purchasing decision, consumption situation, purchasing motivation and influencing factors, etc. Scholars have also conducted research on the influencing factors of wine consumer behaviour from various levels.

3. Hypothetical Component

3.1 Antecedent Factors Influencing Wine Buying Behaviour

In this study, after comprehensive reference to Boulet et al. (1997), Landon & Smith (1997, 1998), Gabbott & Hogg (1994) , Thach (2006), and Yu et al. (2009), the antecedent factors influencing wine consumers' purchasing behaviour are categorised as "product quality factors", “Purchase motivation factors” and “Personal characteristics factors”

3.2 Research Hypothesis

Based on the above analysis, the following hypotheses are proposed in this study:

H1: Product quality factors have a significant impact on the purchasing behavior of wine consumers;
H2: Purchasing motivation has a significant impact on consumers' wine purchasing behavior;
H3: The purchasing intention of wine consumers has a significant impact on purchasing behavior.

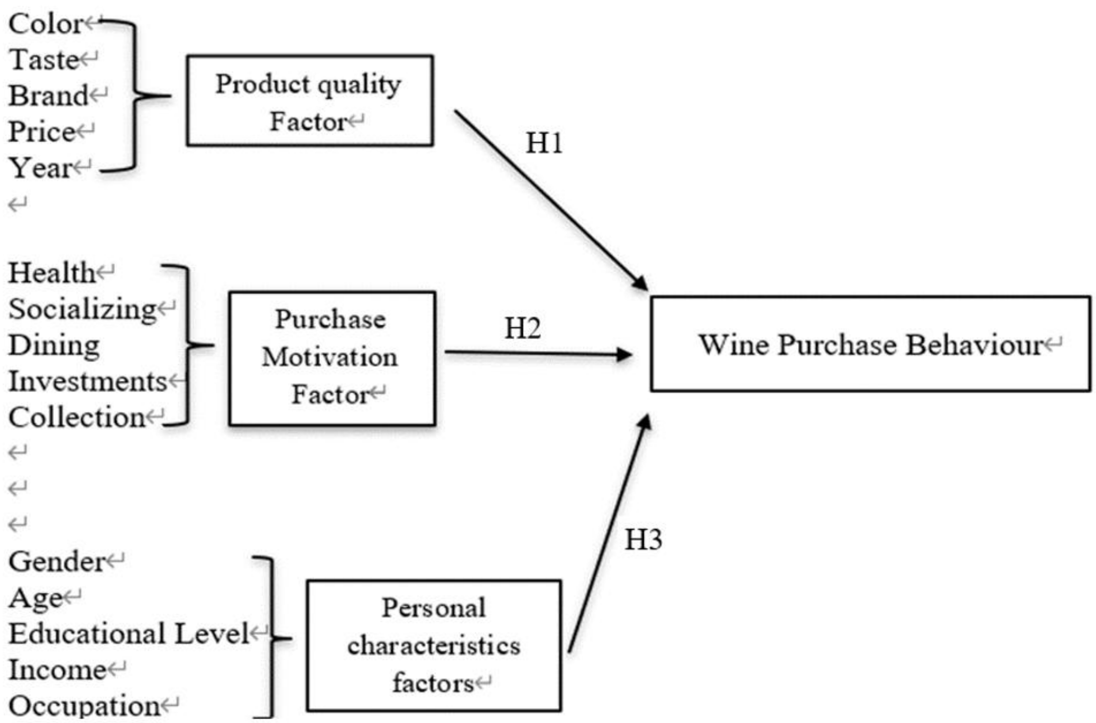


Figure 1

4. Research Methodology

The main purpose of this study is to explore the impact of three factors (Product quality, Purchase motivation factor, and personal characteristic factor) on Chinese wine consumer`s purchase behavior. Based on the theoretical model of planned behavior, the 15 dimensions to measure the main factors in this study, and discusses the relationship between product quality, consumers' purchase motivation and personal characteristic towards to purchase behavior. Finally, as shown in Figure 1.

4.1. Source of Respondents, Questionnaire Design and Collection

This study mainly focused on the investigation of Chinese wine consumers, two local wineries and two wine agent companies delivered paper and online questionnaires to wine consumers. A seven-point Likert scale was used for measurement in this study. The survey was conducted in the Aoyun winery in Yunnan Province and Silver Heights winery in Ningxia province, for data collection, 500 questionnaires were distributed, and 451 valid questionnaires were finally received. Then, statistical software SPSS 24 was used to analyze the data collected in the prediction test.

5. Data Analysis and Result

5.1. Descriptive Analysis

The proportion of male and female participants in this study is balanced (male 47.5%, female 52.5%). In terms of age, the age of participants in this study is concentrated between 20 and 69 years old, most of survey participants are the range form 20-49 years old (82%), middle age of participants from 30-49 years old are the main wine consumers. In terms of educational level, most participants have bachelor's degrees (50.6%). In terms of the income level, the yearly income of most respondents is below CNY 550,000 (US$ 80,000) (67.6%). The respondents from mainland China, the occupation distribution of the respondents in this study is relatively balanced. The demographic characteristics of the participants in this study are shown in detail in Table 1 to Table 5.

Rsex

		频率	百分比	有效百分比	累积百分比
有效	Male	214	47.5	47.5	47.5
	Female	237	52.5	52.5	100.0
	总计	451	100.0	100.0	

Table 1 Sex

Rage

		频率	百分比	有效百分比	累积百分比
有效	20~29 years	109	24.2	24.2	24.2
	30~39 years	130	28.8	28.8	53.0
	40~49 years	131	29.0	29.0	82.0
	50~59 years	53	11.8	11.8	93.8
	60~69 years	28	6.2	6.2	100.0
	总计	451	100.0	100.0	

Table 2 Age

Redu

		频率	百分比	有效百分比	累积百分比
有效	Middle/High school diploma	37	8.2	8.2	8.2
	Associate degree	30	6.7	6.7	14.9
	Bachelor's degree	228	50.6	50.6	65.4
	Graduate degree(Master, Ph.D)	156	34.6	34.6	100.0
	总计	451	100.0	100.0	

Table 3 Education level

Rjob

		频率	百分比	有效百分比	累积百分比
有效	Expert or technician	74	16.4	16.4	16.4
	Businessman	29	6.4	6.4	22.8
	Service	42	9.3	9.3	32.2
	Office worker	150	33.3	33.3	65.4
	Civil servant	14	3.1	3.1	68.5
	Housewife	20	4.4	4.4	72.9
	Student	96	21.3	21.3	94.2
	Retired	12	2.7	2.7	96.9
	Others	14	3.1	3.1	100.0
	总计	451	100.0	100.0	

Table 4 Job segmentation

Rincome

		频率	百分比	有效百分比	累积百分比
有效	Less than $12,000	56	12.4	12.4	12.4
	$20,000 to $39,000	122	27.1	27.1	39.5
	$40,000 to $79,999	127	28.2	28.2	67.6
	$80,000 to $99,999	96	21.3	21.3	88.9
	$120,000 to $139,999	27	6.0	6.0	94.9
	Over $140,000	23	5.1	5.1	100.0
	总计	451	100.0	100.0	

Table 5 Income

Table 6. Hypothesis testing results

Hypothesis	**β**	**p-value**	**Result**
H1 = Product quality → Wine purchase behavior	0.328	< 0.001	Supported
H2 = Purchase Motivation →Wine purchase behavior	0.232	< 0.001	Supported
H3 = Personal Characteristics →Wine purchase behavior	0.288	< 0.001	Supported

5.2 Result

According to the Table 6, First, the data showed that the three factors were positively correlated with wine purchase behavior, which are embodied in Product quality ($\beta = 0.328$, $P < 0.001$), purchase motivation ($\beta = 0.288$, $P < 0.001$), personal characteristics ($\beta = 0.232$, $P = 0.002$) and behavioral ($\beta = 0.175$, $P < 0.001$). This means that the consumers' evaluation of the wine product based on quality, customer buying motivation factors and their characteristics impact the wine purchase behavior. Therefore, H1, H2 and H3 are supported.

6. Discussion and Conclusion

6.1. Discussion

Based on a review of existing literature, based on the Theory of Planned Behaviour (TPB), the study constructed a theoretical model of the influencing factors of wine consumers' purchasing behaviour in China, explored and established the antecedent influencing factors of wine consumers' purchasing behaviour in Chinese wine market, and established its measurement indexes, so as to construct a systematic and complete research framework for in-depth study of the purchasing behaviour of China's wine consumers. This study indicated that the relationship of three main factors (Product quality, Purchase motivation factor, and personal characteristic factor) on Chinese wine consumer`s purchase behavior.

Through questionnaire surveys and empirical studies, this research study have analyzed the wine purchase motivation, and purchase behaviour of consumers of different genders, ages, educational levels, incomes, and occupations in China, and identified and analysed the key influencing factors and their levels of influence on the wine purchase motivation, purchase behaviour of Chinese consumers. A series of relevant conclusions were drawn, enriching the theoretical results of the research on wine consumers in China and providing a basis for wine producer and enterprises to formulate marketing strategies.

Subsequently, the study explores consumer wine knowledge and its sources, aiming to map out the educational landscape that informs wine choices. Purchase motives are dissected to uncover the emotional, cultural, and social drivers behind wine preference. Purchase intentions are examined in light of economic factors and behavioral tendencies, with an aim to predict future market trends. Actual purchasing behavior, including frequency and quantity, is analyzed to provide a comprehensive picture of consumption patterns.

6.2. Managerial Implications

Firstly, wine producer could adhere the factors to develop Chinese wine consumer`s brand experiences The interpretation system should therefore focus on satisfying the needs of tourists for knowledge. The research delves into the analysis is of Chinese wine consumer behavior, specifically targeting the mechanisms that drive the decision-making process in wine purchases. The research content encompasses a series of interrelated studies that collectively offer a detailed portrayal of the Chinese wine consumer. It begins with an assessment of the current state of wine consumption, drawing from demographic and socioeconomic data to establish a foundational understanding of the market.

Secondly, the wine company could focus on different type of target consumer and marketing strategies based on the analyses of this study, such as wine label design and some tasting activity to attract new consumer and remain old consumer, the wine producer of winery could design and innovate new wine product according to the desire consumer`s taste in China wine market.

6.3. Limitations and Further Research

First, this study focused on the original region character of consumer. Future research can also incorporate the nationality into the research model which include foreign wine amateur who are living in China and the wine knowledge level of individual wine consumer, or the involvement degree in wine activities or wine festival. So, it is recommended to use a broader and more representative cross-cultural sample in future research.

Second, the object of this research survey is limited to only two famous wineries sites in China, and future research can be aimed at brands of other types of research destination sites such as international wineries, wine tasting studio and wine training agent or school.

Third, the survey participation was target to wine consumer and wine amateur, the future research would focus on the group of wine importers, wine sellers or wine educators, provide more segmentations of wine consumer and depth insight of wine purchase behaviors of consumers.

Lastly, the research must tread carefully to ensure that it respects the cultural nuances and regulatory frameworks surrounding alcohol consumption in China (King et al., 2021). It necessitates a delicate balance between academic inquiry and cultural sensitivity, particularly when proposing strategies that align with both the industry's growth objectives and China's public health policies.

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Unveiling consumer-AI interactions: The effects of personalized AI on consumer response

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Abstract:

With the development of artificial intelligence (AI), it has been increasingly adopted in the hospitality and tourism (H&T) industry. Although the industry has shown keen interest in introducing AI in the consumer-facing operations, AI still falls short of human performance in many tasks that demand personalized relationships, such as customer service support. Thus, this research aims to examine the effects of two personalized AI types (thinking AI vs. feeling AI) on consumers' intention to seek further support from human employees (i.e., further seek intention) mediated by perceived warmth.

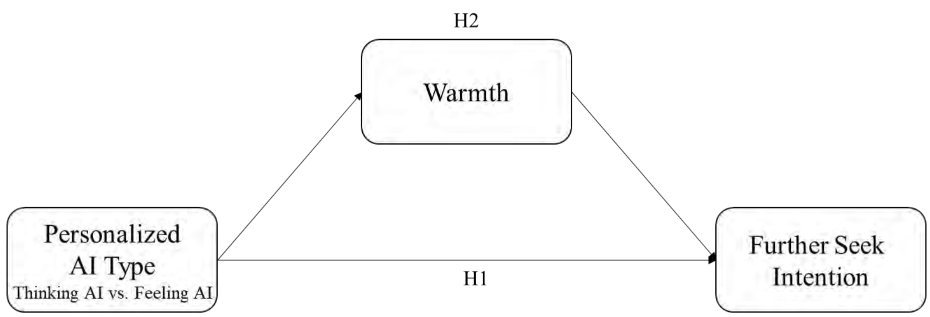
Keywords: Artificial Intelligence (AI), Consumer-AI Interactions; AI Types, Perceived Warmth, Further Seek Intention

1. Research Background

Artificial intelligence (AI) has received much attention from the hospitality and tourism (H&T) industry as it can be used to interact with and engage consumers across various service encounters (e.g., AI-based robot concierge – Hilton Connie, AI-based chatbots answering consumers' inquiries – Expedia AI chatbot). Given the experience-based nature of the H&T industry characterized by heterogeneity, inseparability, and intangibility (Wei et al. 2024), there have been conflicting views about the possibility of AI replacing humans in performing social, emotional, communicative, and interactive tasks (Dogru et al., 2023; Mende et al., 2024). Due to the potential of AI in the H&T industry, researchers examined consumers' perceptions of AI, and conceptually suggested that different types of AI (e.g., mechanical, thinking, and feeling; Huang & Rust, 2021) could be used for various functions in the service process. However, little research has empirically tested the effects of the personalized AI types (i.e., thinking and feeling) on consumer response in the H&T industry. Thinking AI processes consumers' requests based on logical reasoning and algorithmic learning based on cross-sectional data, thereby providing personalized services (Huang & Rust, 2021). Feeling AI analyzes natural language obtained from its interactions with consumers, extracts consumers' emotions, and provides personalized suggestions/outcomes and services (Huang & Rust, 2021).

In the H&T industry, one of the main reasons to introduce AI to consumer-facing operations is to overcome labor shortage. However, given the importance of delivering personalized and relational services in the H&T industry, some expressed that AI cannot replace humans due to the lack of human characteristics, such as warmth and empathy (Karagiannis, 2023). Thus, this research aims to identify the effects of two personalized AI types on consumer response, particularly focusing on examining if the two personalized AI types can serve consumers without making them seek further support from human employees. Compared to thinking AI, feeling AI is closer to human intelligence as it not only identifies consumers' emotions but also responds to them with simulated emotions (Mende et al., 2024). As feeling AI mimics human employees better than thinking AI, consumers are less likely to need further support from human employees (hereafter, further seek intention). According to the social response theory (Revees & Nass, 1996), when consumers interact with non-human agents (e.g., service robots), they tend to respond in a similar way they react to other humans, and evaluate warmth (Liu et al., 2021). As feeling AI can understand consumers' emotions and respond to the emotions, consumers would find feeling AI warmer than thinking AI that is grounded upon logical reasoning. As consumers perceive feeling AI warmer, they would believe that feeling AI is capable of delivering personalized and relational services. Accordingly, consumers' further seek intention would be lower when communicating with feeling AI, compared to thinking AI. Thus, the following research framework was developed.

Figure 1. Research Framework



H1: Compared to thinking AI, consumers are less likely to seek further support from human employees when they interact with feeling AI.
H2: The effect of AI type on consumers' intention to seek further support from human employees is mediated by perceived warmth.

2. Methodology

Two scenario-based single-factor (AI type: Thinking AI vs. Feeling AI) between-subjects experiments were conducted to examine the effects of personalized AI types on consumers' further seek intention, mediated by perceived warmth in the context of airline service failure (i.e., flight delay) (Study 1), tourism service failure (i.e., theme park mobile ticket malfunction) (Study 2). The scenarios were developed based on actual service failure examples and previous studies about personalized AI (e.g., Mende et al., 2024). The participants were randomly assigned to one of the two AI types, and asked to evaluate their further seek intention (how likely will you seek further support from human employees?), perceived warmth of the AI (Kirmani et al., 2022), manipulation check (i.e., To what extent did you think the AI is operated based on? 1 = standardized script, 4 = previous data, 7 = customers' emotions) and realism of the scenarios. All items were measured on a 7-point Likert or semantic differential scale. The hypotheses were tested by conducting a series of analyses of covariance (ANCOVA), regressions, and mediation analyses.

3. Results

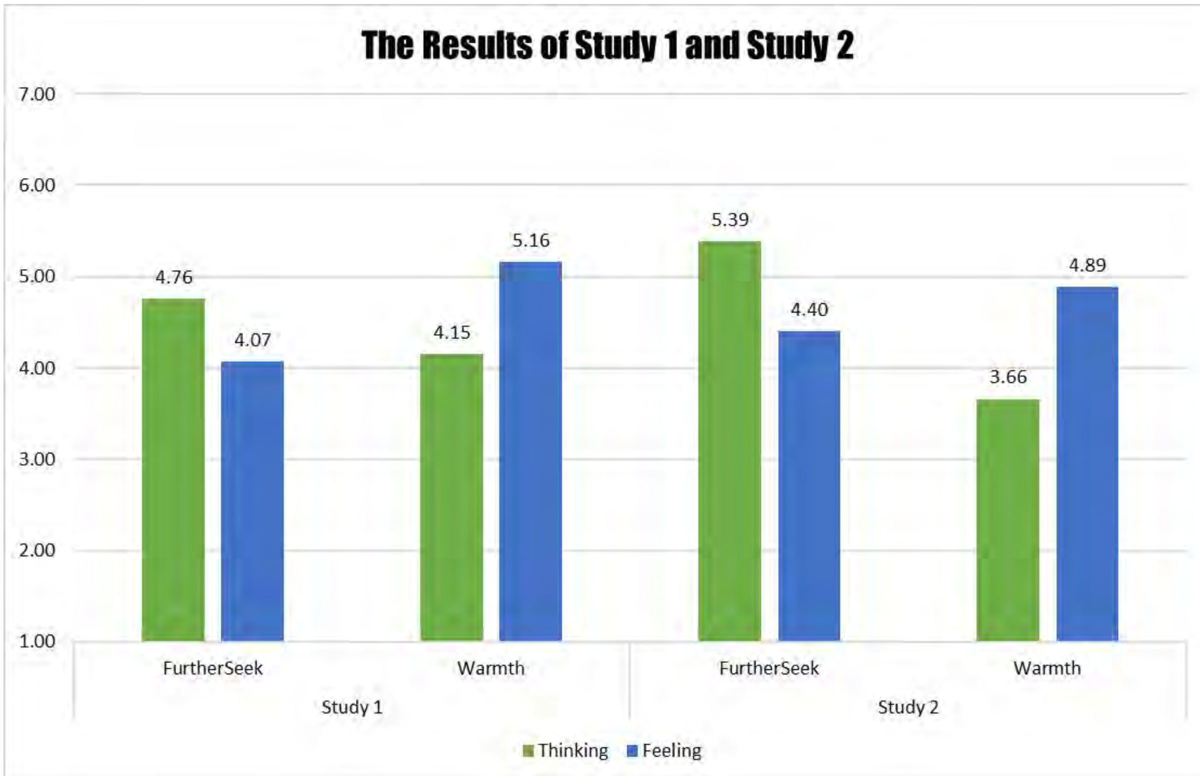
3.1. Study 1 (Airline)

A total of 152 participants (Study 1, $N_{Thinking}$=78, $N_{Feeling}$=74) were recruited via Prolific. The manipulation of the AI type was successful ($diff_{Feeling\text{-}Thinking}$=1.22; t=-5.02, p<.001). ANCOVA results (controlling for consumers' attitude toward AI and service failure magnitude) showed that consumers' further seek intention was significantly higher when they interacted with thinking AI than feeling AI ($F_{(1,148)}$=6.75, p<.05, $M_{Thinking}$=4.76, $M_{Feeling}$=4.07). Consumers' perceived warmth was lower when they communicated with thinking AI ($F_{(1,148)}$=15.03, p<.001, $M_{Thinking}$=4.15, $M_{Feeling}$=5.16). Warmth negatively influenced further seek intention (β=-.46, t=-4.98, p<.001). The mediating effect of perceived warmth in the relationship between AI type and further seek intention was assessed with Process Model 4 (bootstrapping sample=5,000). The results indicated that AI type indirectly (a×b=-.36, CI[-.71, -.11]) affects further seek intention, while the direct effect became insignificant (β=-.35, t=-1.30, p>.05). In other words, the full mediating effect of perceived warmth was found.

3.2. Study 2 (Tourism: Theme park)

A total of 167 participants (Study 2, $N_{Thinking}$=87, $N_{Feeling}$=80) were recruited fromProlific. AI type was successfully manipulated ($diff_{Feeling\text{-}Thinking}$=2.88; t=-11, p<.001). The results of ANCOVA (covariate: AI attitude and service failure magnitude) indicated that consumers were more likely to seek further support from human employees when they interacted with thinking AI, compared to feeling AI ($F_{(1,163)}$=13.46, p<.001, $M_{Thinking}$=5.39, $M_{Feeling}$=4.40). When consumers interacted with feeling AI, their perceived warmth of AI customer service agent was higher ($F_{(1,163)}$= 30.21, p<.001, $M_{Thinking}$=3.66, $M_{Feeling}$=4.89). Furthermore, consumers' further seek intention was significantly influenced by perceived warmth (β=-.49, t=-4.93, p<.001). The mediation analysis (Process Model 4, bootstrapping sample=5,000) indicated that both direct effect (β=-.59, t=-1.98, p<.05, CI[-1.179, -.004]) and indirect effect (a×b=-.45, CI[-.75, -.20]) of AI type via perceived warmth were significant, suggesting partial mediation.

Figure 2. The Results of Study 1 and Study 2



4. Discussion and Conclusion

Given the importance of personalized and relational service in the H&T industry, this research examined the impacts of two types of AI (i.e., thinking vs. feeling) on consumers' further seek intention. The findings suggest that consumers' intention to seek further support was significantly higher when they interacted with thinking AI, compared to feeling AI, as they perceived feeling AI warmer. Thus, grounded by the social response theory, this research makes a significant contribution to the body of knowledge in AI literature by examining the varying effects of two personalized AI types (thinking and feeling AI). Particularly, the findings indicated that feeling AI can potentially replace some human tasks in the H&T industry by reducing consumers' further seek intention. The results indicated that perceived warmth mediated the impacts of AI type on further seek intention. Consumers are more likely to perceive feeling AI (as opposed to thinking AI) warmer than thinking AI, which leads to a lower further seek intention. This research is not free from limitations. This research relied on scenario-based experiments. Although the manipulations and realism of the scenarios were successful, field experiments would provide further insights into consumers' perceptions of AI in the H&T industry.

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The power of sensory experiences: Exploring the influence of sensory cues on revisit intentions in Korean franchise restaurants

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Abstract:

This study explores how sensory cues influence consumers' revisiting intentions at franchise restaurants in Suzhou, China. Through a thorough analysis of visual, auditory, olfactory, haptic, and gustatory elements, alongside evaluations of brand and country image, it aims to illuminate the interplay between sensory experiences and consumer behavior. The findings will benefit academic research and practical applications, providing insights for enhancing dining experiences, brand management, and international marketing strategies.

Keywords: sensory cues, Korean franchises, brand image, country image, revisit intention

1. Introduction

The senses, comprising vision, hearing, smell, taste, and touch, often referred to collectively as the "five senses," are central to numerous marketing endeavors and cultural initiatives. This study strives to the direct impact of sensory cues on the intention to revisit Korean franchises, while also investigating the mediating roles of two key factors: Korean country image and brand image. Specifically, the research seeks to ascertain whether sensory cues significantly influence revisit intentions and whether the mediating effects of Korean national image and brand image augment the likelihood of revisiting franchises. By exploring these dynamics, the study aims to provide insights into how sensory experiences shape consumer behavior within the context of Korean franchise restaurants, offering valuable implications for marketing strategies and fostering customer behaviors in the industry.

2. Literature Review

2.1. The State of Korean Franchise Restaurants Overseas

The state of Korean franchise restaurants overseas has been characterized by steady growth in the Korean food service franchise industry between 2016 and 2022. However, there was a slight decline in 2020 due to the COVID-19 pandemic, exacerbated by withdrawals from certain markets prompted by pandemic-related challenges (Ministry of Agriculture, Food and Rural Affairs, 2023). Nonetheless, there has been a noticeable uptick in the number of Food and Beverage businesses pursuing international expansion. This surge is propelled by a burgeoning appreciation for Korean culture, with Korean cuisine steadily gaining prominence in the global food scene, thereby influencing market expansion strategies. This strategic shift reflects a desire to diversify their international presence beyond the well-established market in China (Ministry of Agriculture, Food and Rural Affairs, 2023). With the United States and Vietnam emerging as promising markets with a growing harmony for Korean cuisine, there lies an opportunity to tap into a new consumer base (Ministry of Agriculture, Food and Rural Affairs, 2023). This strategic move underscores an evolving landscape in Korean food franchise expansion, where established industry leaders are actively seeking untapped potential in fresh markets.

It's noteworthy that according to the China Cuisine Association, China's food service industry experienced a 16.6% decrease in 2020 compared to pre-COVID-19 levels (China Cuisine Association, 2021). This downturn prompted an accelerated shift towards digital and integrated online-offline business models. However, despite these initial setbacks, the market is rebounding swiftly, presenting significant potential for continued growth. This is particularly true for Korean franchises, which are strategically leveraging cultural proximity and digital innovation to expand their global footprint.

2.2. Sensory cues

In the realm of sensory cues, human senses play a crucial role in gathering information and shaping product experiences. Sensory marketing utilizes these senses to evoke emotions and create meaningful interactions with consumers, thereby fostering positive brand engagement (Ouyang, 2018). Offering unique sensory elements and motivating consumer responses distinguishes a brand and its products in a competitive market, ultimately cultivating brand loyalty (Gobe, 2001).

Visual cues, stemming from the perception of light and space, are paramount in marketing strategies. Color, in particular, serves as a powerful tool to stimulate consumer desire and reinforce brand identity (Krishna & Elder, 2021). Research indicates that color marketing influences consumer cognition and memory, facilitating product and brand differentiation through distinctiveness, symbolism, association, and prominence (Gobe, 2001).

Auditory cues, perceived directly by consumers' ears, have a profound impact on their experiences. Sounds within environments such as restaurants seamlessly integrate into the customer experience, influencing purchasing decisions and eliciting emotional responses (Ouyang, 2018). Music, in particular, plays a significant role in stimulating desires, shaping product evaluations, and evoking emotions in consumers (Gobe, 2010; Ouyang, 2018).

Haptic cues serve as a fundamental means of sensing the surrounding environment, contributing to the satisfaction of basic needs and enhancing sensory experiences within consumer settings. Interacting with products through touch provides pleasurable experiences and aids in evaluating attributes such as texture, weight, and strength (Fenko et al., 2010).

Olfactory cues, closely linked to human memory and emotions, play a significant role in consumer experiences. Surrounding scents have the power to evoke imagination, sensations, and associations, influencing consumer impressions and behaviors (Krishna & Elder, 2021). Olfactory stimuli can swiftly generate favorable impressions or convey displeasure, thus impacting consumer judgment and behavior.

Gustation, the sense of taste produced by food, is influenced by various factors. Taste, as a sensory element, can significantly alter the atmosphere and brand perception, making it a crucial component of experiential marketing (Ouyang, 2018). Consequently, taste, alongside other senses, plays a pivotal role in shaping consumer behavior and attitudes.

3. Methodology

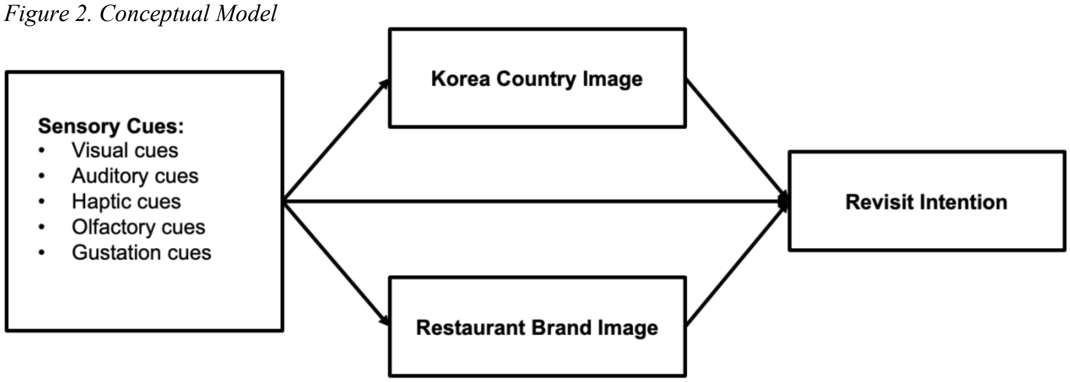
3.1. Research object and model

This study entails conducting an online survey aimed at comprehensively analyzing the impact of sensory cues within the Korean restaurants on the revisit intention. This study collect data from customers frequenting dining in Paris Baguette located in Suzhou, China. By leveraging the power of online surveys, we seek to delve into the various realm of sensory cues, which encompass visual, auditory, haptic, olfactory, and gustatory stimuli present within the restaurant environment. The focus lies on understanding how these sensory elements collectively shape customers' perceptions, experiences, and ultimately, their intention to revisit these restaurants. Through rigorous data collection and analysis, this study aims to provide valuable insights into the intricate interplay between sensory cues and consumer behavior within the restaurant context, thereby contributing to the advancement of knowledge in both sensory marketing and hospitality management fields. The conceptual model displayed in figure 1.

3.2. Measurement

Sensory cues encompass visual, olfactory, auditory, haptic, and gustatory elements, each evaluated using a 10-item Likert 5-point scale (Ouyang, 2018). Brand image is comprehensively assessed, encompassing tangible and intangible aspects, also measured on a 10-item Likert 5-point scale (Erkmen & Hancer, 2019). Country image is evaluated through a 9-item Likert 5-point scale (Lee et al, 2015). Revisit intention towards franchise stores is gauged using a 4-item Likert 5-point scale (Jeon & Kim, 2021).

Figure 2. Conceptual Model



4. Implications

This research is expected to contribute to the existing body of knowledge by providing empirical evidence on the influence of sensory cues on consumer behavior within the restaurant industry, particularly in the context of Korean franchise restaurants in China. This study's implications are significant for both academic research and practical applications in sensory marketing and consumer behavior. By analyzing how sensory cues influence consumers' intention to revisit franchise restaurants, it provides valuable insights for enhancing the dining experience and behavioural intentions. Understanding brand image across tangible and intangible dimensions informs strategic brand management, while insights into country image contribute to international marketing strategies. Overall, the study offers actionable guidance for optimizing sensory marketing strategies and driving customer attitudes and behavioural intentions in the restaurant industry.

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Facial recognition payment systems in the Chinese restaurant industry: Adopting technology acceptance model

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Abstract:

This study examines user acceptance regarding facial recognition payment systems within restaurants in China. By scrutinizing factors influencing acceptance, it offers valuable insights for enhancing payment experiences and driving technological adoption in the industry. Understanding user preferences and behaviors aids in optimizing system design and implementation, ultimately fostering trust and facilitating the widespread adoption of innovative payment solutions in Chinese restaurant settings.

Keywords: Facial Recognition, Payment, Technology Acceptance Model, Satisfaction, Perceived Ease of Use, Perceived Usefulness

1. Introduction

As franchisees seek innovative opportunities to embrace the latest technology, one notable example is the adoption of facial recognition payment technology in China (Liu et al., 2021). By incorporating advanced technologies like facial recognition payments, restaurants aim to innovate customer service and gain competitive advantages. Facial recognition technology, which analyzes facial features to authenticate individuals and process payments, is emerging as an effective means to minimize unnecessary contact, enhance security, and meet the demands of modern society (Liu et al., 2021). Already utilized in hypermarkets, shopping malls, and unmanned retail outlets in China, it reduces checkout wait times and enhances the overall customer experience. While the adoption of this technology can enhance customer service, there are also security concerns and user preferences regarding facial recognition payments (Liu et al., 2021). Additionally, facial recognition payments utilize customer data to provide personalized promotions and services, making the adoption of the latest technology crucial to meeting consumer expectations. Despite these concerns, the technology continues to expand rapidly, driven by innovation and convenience, and is poised to become a key differentiator for franchised restaurants.

2. Literature Review

2.1. Facial Recognition Technology

Facial recognition technology is a subset of biometrics, which extracts unique physiological or behavioral features of an individual for authentication or identification purposes (Davis, 1989).

Compared to other biometric methods such as fingerprints or irises, facial recognition technology relies on analyzing facial features and comparing them to a database to verify or identify individuals. It offers convenience and usability as it does not require direct contact with a sensor (Zhang et al., 2021). This technology finds applications in various fields including advertising due to its efficiency and minimized exposure of sensitive information. Contactless facial recognition payment methods have been integrated into company access control systems, vault management, restaurant payments, ATMs, internet payments, mobile payments, and more (Liu et al., 2021).

The integration of facial recognition technology into the financial technology (fintech) space has led to innovations in payment systems. Train stations in China, for instance, now offer facial recognition payment services in collaboration with Alipay (Liu et al., 2021). Facial recognition payment services provide users with a secure and fast payment experience, leading the digital payment trend. Advances in biometric technology enhance the security of payment systems, fostering greater trust among users (Zhang et al., 2021).

Facial recognition payment services prioritize convenience, speed, security, and contactlessness to meet user demands. However, despite the perceived simplicity and faster transactions, users are concerned about security risks such as hacking and information leakage (Igbaria et al., 1997). To address these concerns, systems must implement robust security measures and ensure transparency. Improving user experience and providing consumer education are crucial for the success and security of facial recognition payment services, considering their hygiene benefits and efficiency over traditional methods (Cobanoglu et al., 2015).

2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) proposed by Davis (1989), based on Fishbein and Ajzen's theory of reasoned action, elucidates that perceived usefulness and perceived ease of use significantly influence users' acceptance of technology. According to TAM, users' attitudes toward using a system are determined by perceived ease of use and perceived usefulness, which subsequently influence their intention to adopt and actual usage behavior (Davis, 1989). TAM has been instrumental in supplementing and extending predictive models by incorporating user characteristics and environmental factors. In this model, technology acceptance is determined by perceived usefulness and perceived ease of use (Davis, 1989). The more users perceive a technology as convenient and beneficial, the more positive attitudes they develop, leading to increased acceptance intention and usage behavior.

Prior research has extensively applied TAM to predict user intentions and attitudes across various domains. However, there are rooms to improve the impact of variables such as perceived usefulness, convenience, innovation orientation, and security risk on fostering positive user attitudes and intentions, particularly in terms of restaurant context.

2.3 Satisfaction with Use

User satisfaction is a complex concept influenced by the alignment of expectations with the actual experience, which is shaped by various facets of the product or service, including its quality, user experience, convenience, and anticipated benefits (Anderson, 1994). High satisfaction occurs when consumers receive a product or service as anticipated and evaluate it positively, whereas dissatisfaction arises when expectations are not met (Anderson, 1994). Satisfaction encompasses aspects such as the purchasing journey, the reliability and performance of the product or service, effective resolution of issues, and the delivery of value surpassing expectations. This contentment directly impacts user behavior, with heightened satisfaction fostering loyalty to a product or service and driving positive word-of-mouth marketing (Moon & Kim, 2001). Furthermore, enhancing the customer experience and nurturing positive relationships can significantly contribute to a company's sustained success and consumer loyalty (Davis, 1989).

2.4 Actual usage behavior

Actual usage behavior denotes how users practically engage with a specific product, service, or technology (Ajzen, 1985). Discrepancies may exist between user intentions and actual behaviors, with actual usage behavior being grounded in users' real-world experiences and interactions. Numerous behavioral theories and models scrutinize actual usage behavior to comprehend and elucidate the link between user intentions and realized actions (Young & Kent, 1985). Understanding how users employ and interact with a product or service yields valuable insights for product and service enhancement, formulation of marketing strategies, user experience design, and various other domains. In this study, actual usage behavior pertains to the concrete utilization of the facial recognition payment system, delineating the actions involved in employing the franchised facial recognition payment system (Ajzen, 1985).

3. Methodology

The questionnaire is structured into five sections: characteristics of the facial recognition payment system, perceived usefulness, perceived ease of use, satisfaction with use, and actual usage behavior. Each section comprises a total of 25 questions, resulting in a comprehensive assessment tool. This study aims to explore the impact of perceived ease of use and usefulness of facial recognition payment systems in Chinese franchise stores on both usage satisfaction and actual usage behavior among consumers in China. Data collection occurred via the Chinese online survey platform, wenjuanxing (www.wjx.cn).

4. Conclusion

The study focuses the intricate user experience of facial recognition payment systems within Chinese restaurant restaurants, emphasizing on the technology acceptance model. Through an examination of the interplay between perceived ease of use and perceived usefulness, this study examines their influence on intention to use and actual usage behavior. The findings of study will serve as a cornerstone for comprehending the dynamics of user interactions with facial recognition payment systems in Chinese restaurant settings, thereby improving the system design and implementation.

This study focuses on factors driving user acceptance and effective utilization of facial recognition payment systems, especially within restaurants in China. It deepens understanding of user experience nuances, facilitating tailored strategies for enhancing satisfaction and engagement. Additionally, insights aid in optimizing system design and implementation processes, aligning with user expectations. This research offers practical guidance for promoting acceptance and proficient use of facial recognition payment technology, fostering consumer trust and innovation adoption within Chinese franchises.

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Do hotel employees perceive workplace telepressure? Analyses of their telepressure and its consequences

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Introduction

With the improvements in information and communication technology (ICT), the hospitality industry has experienced significant changes in employees' working environment, generating newly surfacing negative stressors such as workplace telepressure and nomophobia. Therefore, this study initially developed a theoretical model and tested the effects of workplace telepressure on its outcomes using serial mediation and moderated mediation analyses.

Methods and results

A total of 816 hotel employees in mainland China were garnered. The findings showcased that all with the exception of a path between telepressure and service recovery failure were significant at the .05 level. The results of the study found that telepressure led to nomophobia which entailed negative mental health (depression, symptoms of nervousness, and loss of peace of mind). Even though workplace telepressure did not significantly influence service recovery failure, the mediation effect was significant.

Discussion and implications

This study initially delineated the nature of telepressure in the hotel employees' context. Hospitality businesses need to develop a guideline of nurturing an organizational culture that discourages employees from answering unnecessary messages during their duty time and instead encouraging their actions their rest periods as a means of recovering from work-related stress.

Breaking the glass ceiling in the lodging industry in the province of Bataan

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Abstract:

This study aimed to assess the factors affecting women's career progression in the lodging industry in Bataan. Due to an increasing number of women in this industry, women's status is of more concern than ever. The respondents were managers in the lodging businesses. The findings revealed that women are well-represented in the top, or managerial positions. However, there were specific factors related to the career progression of women in the hospitality industry, both negatively and positively. Hard work, positive attitude, and job knowledge facilitated the career advancement of women while family issues and gender stereotyping were constraints to career progression.

Keywords: career progression, gender equality, women in leadership

1. Introduction

In recent years, there has been a growing influence of women in the lodging segment of the hospitality industry. Significant increases in the number of women holding leadership roles at all levels of hotels, inns, lodges, resorts, and other lodging facilities are observed. There have been changes in the role of women within society. Lewis (2019) stresses that successful women filling managerial and supervisorial roles at every level of hotel and restaurant operations are indications that the glass ceiling has been cracked. Even though females are still outnumbered by their males, they have broken through the once-impenetrable "glass ceiling" and driving the way for a modern era of females who yearn for authority positions in the hospitality industry.

The glass ceiling is a metaphor referring to an artificial barrier that prevents women and minorities from being promoted to managerial- and executive-level positions within an organization (Kagan, 2019). Supervisory and line management positions were mostly occupied by women employees as managers whilst males dominated the upper management positions.

While other countries find this sector to have a thick ceiling, the Philippine lodging industry, in particular the hotel sector, is graced with a good number of empowered female executives who have overcome the demands and inflexibilities of the hospitality industry. However, the quantity of men holding managerial positions in the accommodation/lodging and food service industry is greater than that of women. According to the 2018 Gender Statistics on Labor and Employment (GSLE) released by the Philippine Statistics Authority (PSA), the accommodation or lodging sector in Central Luzon is female-dominated but there are more male managers (187) compared to women (144) as per the Labor Force Survey in July 2019 by PSA indicating that there are factors associated with the career advancement of women in the lodging sector in the region, including the province of Bataan.

Since the number of women who choose a career in the hospitality industry (as evidenced by the female/ male ratio in education institutions in Bataan) has been increasing, women's status is of more concern than ever. Scanty information currently exists on the factors that affect women's career progression in the lodging industry in Bataan and how the perception of the male and female managers on these factors can effectively influence the progression outcomes for women in Bataan. This study addresses this research gap by determining the factors that affect women's career progression in the lodging industry with specific emphasis on medium-large scale and full-service lodging establishments in Bataan such as hotels and resorts. Furthermore, by investigating how women managers reach top management positions in the lodging sector, the needed hospitality job-related knowledge, skills, and attitude in going up the ladder will be identified that may be used as a basis for developing a training program for the hospitality industry workers. Addressing these issues in an industry setting will, in the long term, enable hospitality managers to formulate policies that may provide a long-lasting solution to the matter. Lastly, future researchers may use the present study as a reference to future studies aligned to the gender and development mainstreaming in the lodging industry.

The general objective of the study was to assess the managers' and department heads' perceptions of the factors that affect women's career progression in the lodging industry in the province of Bataan. Specifically, it aimed to (1) describe the socio-demographic information of the managers and department heads and their perceptions on what they consider as indicators of career progression in the lodging industry in Bataan; (2) identify the factors related to women career progression in the province of Bataan; and (3) determine the relationship between the social-cultural and organizational factors, job-related characteristics, factors that may constrain women's career progression factors, work, and gender discrimination, and their effects on women's career progression.

2. Literature Review

2.1. Factors that Affect Women's Career Progression in the Hospitality Industry

Peshave and Gupta (2017) opine career progression as a "constant process of managing work, learning, leisure time transition to move upward towards a personally determined goal and creating self-preferred future". Also, Asinas et al. (2019) on the career advancement of women in the hospitality industry in Batangas province, found that respondents often experience career advancement provided by the lodging industry. They also often experience barriers that hinder their career advancement concerning mentoring support, training, and development, work-life balance, and networking.

The findings of the study conducted by Nawarathna (2017) reflect that, socio-cultural and organizational factors, work and family conflicts, and gender discrimination as the factors that affect women's career progression in the hospitality industry and organizational background for women to pursue higher positions in the hotel industry. It is concluded that women participation and women in top positions in the hotel industry in the southern province of Sri Lanka are considerably low due to a lack of formal and informal networking and a lack of visible women in senior positions whereas work and family life balance, gender bias and dominant masculine culture were not affected for career advancement regarding the findings.

Narayanan (2017) noted that human resources are often seen as the backbone of hospitality and tourism organizations. It is one of the most important assets for an organization as the human element in the hospitality industry is critical for service quality, competitive advantage, and organizational performance. Social factors are also identified to affect women in management. Gender role stereotypes give rise to the perception that women generally possess less leadership ability than men. Likewise, sex and gender discrimination is still evident in the hotel sector, nevertheless, the situation is getting better, and women managers are given more opportunities to pursue a managerial career as mentioned by Marinakou (2014).

2.2. Facilitators and Barriers to Career Progression of Women in the Hotel Industry

According to Kumara (2018), it is noteworthy to study whether the barriers are self-imposed or caused by external factors. Lack of role models, glass ceiling, attitudes of the management, the perception that underestimates the capabilities of women, and sexual harassment were found to be key factors preventing women from reaching the high echelons of organizations (Kumara, 2018). Insufficient numbers of female leaders demotivate potential women aspirants in the industry to reach the highest level of managerial positions in the Sri Lankan perspective (Karunarathna, 2015).

The gender challenges in the global hospitality industry as per Ivanova (2019) highlight a range of barriers that are mostly socio-cultural but also affect the wider economy and politics. One of these is a cultural tradition that prescribes traditional gender roles and responsibilities in the home and workplace resulting in a reduced opportunity for women to progress to the highest levels in organizations. Another is role stereotyping which sees women divided into roles in specific departments of hotels such as housekeeping, front office, and human resource management from which promotion to senior operational and leadership roles may be difficult. Inadequate female role models in the workplace that reinforce these stereotypes are also identified as one of the barriers. In the study conducted by Shrestha (2016) on barriers for women in career advancement in the hospitality industry, work/ family conflicts, equality of opportunities, lack of support, and gender discrimination are identified.

2.3. Breaking the Glass Ceiling

Statistics would attest that the Philippines rules when it comes to women's empowerment. Gender roles indeed persist in Philippine culture. But Maria Clara has gone so far that gender equality seems to be not an issue anymore in this generation (The Manila Times, 2016). When it comes to gender equality, the World Economic Forum's Global Gender Gap Index for 2015 recognized the Philippines as the highest rank among Asia Pacific nations and the seventh in the world.

The demands and rigors of the hospitality business, despite their indispensable roles as ladies of their own homes, have been overcome by these female executives. To name some, Anna Vergara is set to lead the much-awaited Sheraton Manila and Cleofe Albiso meanwhile took the lead in the first Courtyard by Marriott brand in the country, located in Mandurriao Iloilo City.

And this comes as no surprise as Marriott International has a long-standing history of valuing diversity and inclusion in its organization (Remo, 2018).

3. Methodology

3.1. Measurement

The study utilized the descriptive design with a population comprised of DOT-accredited and Bataan Provincial Tourism Office-classified lodging establishments' departmental heads in the area of Bataan and purposive sampling was used. There were nine (9) DOT Accredited lodging establishments and fifty –five (55) classified establishments by the Bataan Provincial Tourism Office which include hotels, resorts, motels, inns, lodges, and guest houses. The respondents of the study were 128 selected women and men employees in various positions like Hotel/Resort/Operations Manager, Front Office Head, Human Resources Head, Housekeeping Head, Food and Beverage Head, Sales and Marketing Head, Finance/Accounting Head, Engineering/Maintenance Head and Security Head in the medium-large scale hotels and resorts in Bataan province.

3.2. Data Collection

The study was documented through a survey questionnaire and online data-gathering procedures were utilized due to travel restrictions at this time of the pandemic. The instrument was an adapted questionnaire from Nzioka (2013) which was partially modified to fit the situation of the current study. The letter of permission to conduct the study, as well as a copy of the online survey questionnaire, was sent to 19 contact people who were the researchers' friends and linkages for the internship program of the university and working in the identified resorts and hotels in Bataan. At the end of data collection, 128 responses were received.

3.3. Analytical Methods

Measures of central tendency (Means, and percentages) were used to describe the demographic profile of the respondents and their perception concerning the factors that affect women's career progression in the lodging industry in the province of Bataan. Also, the Pearson correlation analysis was utilized to measure the relationship between the factors that affect women's career progression in the lodging industry in Bataan and how strongly the pairs of variables were related.

4. Results

4.1. Position Occupied by the Respondents

Table 1

Position of the Respondents in the Hotel and Resort Organization

Position (Manager/Head)	Male		Female		Total	
	(f)	%	(f)	%	n	%
General Manager/Operations /Hotel	4	7.84	10	12.99	14	10.94
Human Resource	0	0.00	16	20.78	16	12.50
Front Office	4	7.84	13	16.88	17	13.28
Food and Beverage	12	23.53	5	6.49	17	13.28

Housekeeping	6	11.76	10	12.99	16	12.50
Sales & Marketing	3	5.89	11	14.29	14	10.94
Finance	0	0.00	11	14.29	11	8.59
Engineering	11	21.57	1	1.30	12	9.38
Security	11	21.57	0	0.00	11	8.59
Total	51	100	77	100	128	100

The majority of the departments such as Human Resources, Front Office, Housekeeping, Sales & Marketing, and Finance/Accounting are headed by females while Food and Beverage, Engineering/Maintenance, and Security departments are occupied by males.

4.2. The Demographic and Socioeconomic Characteristics of the Respondents

Table 2
The Demographic and Socioeconomic Characteristics of the Respondents

Sex	f				Percentage (%)	
Male	51				40	
Female	77				60	
Total	128				100	
Age	Male		Female		Total	
	(f)	%	(f)	%	n	%
21-30	2	3.92	17	22.08	19	14.84
31-40	20	39.22	46	59.74	66	51.56
41-50	27	52.94	13	16.88	40	31.25
51 and above	2	3.92	1	1.30	3	2.34
Civil Status						
Single	7	13.73	27	35.06	34	26.56
Married	44	86.27	49	63.64	93	72.66
Divorced/Separated	0	0.00	1	1.30	1	0.78
Level of Education						
Undergraduate	5	9.80	1	1.30	6	4.69
Bachelor’s Degree	45	88.24	75	97.40	120	93.75
Master’s Degree	1	1.96	1	1.30	2	1.56
Length of service (in Years)						
1 – 3	22	43.14	49	63.64	71	55.47
4 – 6	20	39.22	21	27.27	41	32.03
7 – 9	5	9.80	4	5.19	9	7.03
10 and above	4	7.84	3	3.90	7	5.47
Total Work Experience (in Years)						
1 – 3	17	33.33	36	46.75	53	41.41
4 – 6	21	41.18	28	36.36	49	38.28
7 – 9	7	13.73	7	9.09	14	10.94
10 and above	6	11.76	6	7.79	12	9.38
Salary Scale (in Pesos)						
11,000-30,000	45	88.24	67	87.01	112	87.50
31,000-50,000	3	5.88	7	9.09	10	7.81

51,000-70,000	2	3.92	3	3.90	5	3.91
71,000-90,000	1	1.96	0	0.00	1	0.78

From Table 2, it can be observed that an overwhelming majority of the managers and departmental heads are females (60%) and the majority of the managers and heads were middle-aged (31 to 40 years) individuals and most of them were females. In terms of civil status, the results show that the majority of the managers are married (72.66%), both male and female. Also, the highest number of the respondents (93.75%) finished a Bachelor's Degree. On the other hand, more men are undergraduates than women.

Moreover, the findings show that half of the total number of managers and departmental heads had worked with their current employer for 1-3 years (55.47%) while 32.03% of them had already been connected to their current employer for 4 to 6 years. The longest-serving employees (Male=4, Female=3) have already connected with their present employer for more than 10 years. Most female managers and heads had work experience spanning over three years implying that despite all the forces constraining women from career progression, they still have many years of experience in the hospitality industry. With regards to their income, there was a varied nature of the total earnings of the respondents in the hotel and resort industry with 87.50% of the managers earning between Php11,000 to Php30,000 while only one of the respondents earning Php71,000 to Php90,000. Ten women in this study earn about Php31,000 to Php70,000 compared to six men.

4.3. Socio-Cultural and Organizational Factors

Table 3
General Perception of the Respondents on Socio-Cultural and Organizational Factors

Socio-Cultural and Organizational Factors	WM	VI
Hard work	3.88	SA
Attitude towards work	3.84	SA
Effective communication skills	3.24	A
Old Boy's network	2.49	D
Job knowledge	3.58	SA
Network linkages	3.16	A
Personal sacrifice	2.84	A
Personality	3.53	SA
Support & guidance from a mentor	3.25	A
Educational qualifications	3.18	A
Opportunities	3.48	SA
Luck	2.30	D
Career goals	3.24	A
Mobility	2.96	A
Network opportunities	3.17	A
Support systems at work	3.18	A
Composite Mean	3.21	A

Legend: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

As revealed from the result, the composite mean of 3.21 indicates that managers and department heads agreed that the above factors affect how women progress in their hotel and resort careers. Hard work is considered the most important factor while luck got the lowest mean.

4.4. Hospitality Job-Related Characteristics

Table 4
General Perception of the Respondents on the Hospitality Job-Related Characteristics

Hospitality Job-Related Characteristics	WM	VI
Hard work and dedication to work	3.86	SA
Job characteristics and knowledge	3.77	SA
Effective communication skills	3.22	A
Educational qualifications	3.27	SA
Opportunities for progression	3.66	SA
Personal sacrifice at the workplace	2.96	A
Business Management skills	3.19	A
Problem-solving at the workplace	3.16	A
Interpersonal skills	3.37	SA
Competitiveness	3.56	SA
Career planning	3.42	SA
Lack of role models	2.54	A
Irregular work hours	2.52	A
Lack of mentoring/coaching	2.70	A
Composite Mean	3.23	A

Legend: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

Hard work and dedication are the highly valued hospitality job-related factors affecting the career mobility of women in the ladder of hospitality management. Job characteristics and knowledge, opportunities for progression, being competent, career planning, and having interpersonal skills are also regarded as important factors in the advancement of women.

4.5. Factors That May Constrain Women's Career Progression

Table 5
General Perception of the Respondents on the Factors that may Constrain Women's Career Progression

Factors Constraining Women's Career Progression	WM	VI
Conflicts with family responsibilities	2.82	A
Job Characteristics	3.13	A
Childcare responsibilities	2.66	A
Being a single parent	2.23	D
Marital status	2.20	D

Supportive systems for promotion and mobility	3.01	A
Personal sacrifice at the workplace	2.57	A
Cultural belief	2.49	D
Visibility	2.59	A
Gender role	2.88	A
Irregular work hours	2.41	D
Difficulty in establishing credibility	2.37	D
Composite Mean	2.61	A

Legend: SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree

Based on the results presented in Table 6, job characteristics have the highest rating among factors. The results may be because most of the respondents are frontline employees from front offices, food and beverage departments, and housekeeping, whose jobs are considered to be repetitive.

4.6. Interrelationships Between the Factors Affecting Women's Career Progression in the Lodging Industry in the Province of Bataan

Table 6

Interrelationships Between the Factors Affecting Women's Career Progression in the Lodging Industry in the Province of Bataan

	Variables	r	p-value	Interpretation
Socio-Cultural and Organizational Factors	Hospitality Job-Related Characteristics	0.805	0.000	Significant
	Factors that may Constrain Women's Career Progression	0.537	0.000	Significant
	Work and Gender Discrimination	0.591	0.000	Significant
Hospitality Job-Related Characteristics	Socio-Cultural and Organizational Factors	0.805	0.000	Significant
	Factors that may Constrain Women's Career Progression	0.589	0.000	Significant
	Work and Gender Discrimination	0.652	0.000	Significant
Factors that may Constrain Women's Career Progression	Socio-Cultural and Organizational Factors	0.537	0.000	Significant
	Hospitality Job-Related Characteristics	0.589	0.000	Significant
	Work and Gender Discrimination	0.423	0.000	Significant
Work and Gender Discrimination	Socio-Cultural and Organizational Factors	0.591	0.000	Significant
	Hospitality Job-Related Characteristics	0.652	0.000	Significant
	Factors that may Constrain Women's Career Progression	0.423	0.000	Significant

level of significance of 0.05

Based on the given data, shows that there is sufficient evidence to prove that there is a significant relationship between the mentioned sections. Specifically, sociocultural and organizational factors have a significant positive relationship with hospitality job-related characteristics ($r=0.805$, $p<0.00$) implying that hospitality women's career progression is to a large extent affected by sociocultural and organizational factors and the characteristics of the hospitality industry. While hospitality job-related characteristics have a significant positive relationship with the factors that constrain women's career progression ($r=0.589$, $p<0.00$).

4.7. Recommendations that May Enhance Women's Career Progression in the Lodging Industry in the Province of Bataan

Respondents were asked regarding their opinion on what the hospitality industry could do to help reduce the barriers to women's career progression that may exist in the hospitality industry. Twenty-four percent of the respondents addressed the importance of giving equal opportunities in career training development; the managers suggested that industry organizations should strive to enhance training opportunities for both men and women. They should also provide personal development, opportunities to undertake new challenges, and extensive experience in managerial roles. Equality for all genders in terms of training/career development was also suggested. Moreover, it was also mentioned that the industry should think more strategically and long-term about employees' career development and not just immediate training needs.

Establishing a network and support systems for female employees was also recommended by thirteen percent of the respondents. Women supporting women was suggested and committing to gender diversity and equality was also mentioned by the respondents as one of the recommendations to reduce barriers to women's career progression.

Based on the responses, a female can also be a leader in which they can also perform the same job that men can do as explained by the respondents. Twenty-one percent of the responses indicated that the industry should be focusing on their capabilities, skills, and knowledge, not on gender itself. Flexible arrangements and work-life balance were also addressed by the respondents. Considering the work-life balance of their employees, especially those who have multiple works both at home and in the workplace was recommended.

5. Discussion and Conclusion

5.1. Discussion and Implications

The results from the study reflect a sexually oriented view in terms of the occupied positions, assigning males to lead the food and beverage, engineering/maintenance, and security departments while human resources, housekeeping, front office, finance/accounting, as well as sales & marketing, are headed by females. These results are in line with Segovia Pérez et al. (2018) who emphasize that the hospitality sector is still very traditional, based on masculine values, and, consequently, on a stigmatized and stereotyped view of jobs.

Notably, the overwhelming majority of the managers and departmental heads are females indicating that women are well-represented at the managerial level in the lodging industry in the province of Bataan. Also, a vast majority of them are married implying that family responsibilities may not be an important hindrance to women's upward mobility in hotel/resort management. The results of the present study contradict the research undertaken by Suk Ha et al. (2018) in which married employees prefer to focus on the family relationship more than career achievement, whereas single employees want career achievement only. The findings differ from the findings of Asinas et al. (2019) which showed that the majority were single indicating the advantage of being single is that they could attend to the shifting of schedules with ease. There is also an indication that educational qualifications are considered one of the factors related to women's academic and career progression in the hospitality industry.

Managers and department heads in this study expressed their strong agreement with the hospitality career progression indicators. Due to their hard work, attitude towards work, job knowledge, personality/characteristics, and opportunities given to them, women nowadays are being recognized in the area of service quality and the hospitality industry. These findings imply that managers and department heads should be hardworking, knowledgeable about their jobs, and have a positive attitude and personality towards work to achieve advancement in their careers. The results of the present study have similarities with Asinas et al. (2019) which emphasize that women are being recognized in the area of service quality and the hospitality industry due to their personality and characteristics that add to the quality of service that the industry could provide.

Job characteristics are the most agreed-upon factor constraining women in their career progression. Other factors that are perceived to hinder the career progression of women include supportive systems for promotion and mobility, gender roles, conflicts with family responsibilities, childcare responsibilities, personal sacrifice at the workplace, and visibility. As posited by Wireko-Gyebi & Ametepeh, women are more vulnerable to the demands of work to the extent that they often have more non-work demands than men. The given responsibilities of women as primary caregivers for families in addition to the activities outside the home, work, and family balance have become a great challenge for women in this industry.

Based on the results of the correlation analysis, among the many factors that affect women's career progression in the hospitality industry, job-related factors are found to be the most significant in affecting women's career progression. These results, therefore, suggest that an individual’s attitude and personality are pivotal for career advancement in the hospitality industry. Moreover, hard work, adequate job knowledge, effective communication skills, good educational qualifications, business management and problem-solving skills, interpersonal skills, and competitiveness are perceived to be important criteria for occupying high positions in the hospitality industry.

This study provides academic and industrial implications, specifically for women aspiring to work in the lodging industry as well as those who already working in the field. Factors related to women’s career advancement, both positive and negative, are discussed and the findings in the study indicate that modification could be considered to extend to a broader audience. Other segments of the hospitality industry may also be included. Moreover, there are academic implications for it encourages researchers for further investigation of women and management. Also, it has implications for universities and other educational institutions offering tourism and hospitality programs that play an important role in transmitting competencies related to equity, equality, and respect to eliminating stereotypes and gendered positions in the lodging sector. Furthermore, the findings on the representation of women at the management level as well as the factors related to career progression, this study could provide insights into the preferred qualities, specific skills, behavior, and competencies that are needed for success in this hospitality sector.

5.2. Conclusion

There has been a noticeable increase in women's employment in activities associated with tourism and hospitality, given the lack of research on gender and leadership in the hospitality industry, specifically in the lodging sector, this study takes an essential step to examine the linkages between gender and leadership in Bataan lodging industry. Regardless of the demographic characteristics of the respondents, socio-cultural and organizational factors, as well as hospitality job-related characteristics, are considered to be major factors. Hard work and dedication, positive attitude, adequate job knowledge, opportunities for progression, interpersonal skills, competitiveness, and career planning influence the upward mobility of women in the industry. Also, the challenges related to the work-life balance are critical due to the traditional belief that women need to carry out their reproductive roles as a mother and housewives.

Being a single parent, marital status, cultural beliefs, irregular work hours, and difficulty in establishing credibility have the least impact on women's career development. To reduce constraints on women's career progression provision of equal opportunities and treatment and supportive systems among male and female employees. Furthermore, focusing on the talents and capabilities of women rather than their stereotyped characteristics is also recommended.

In conclusion, women participation and women in top positions in the lodging establishments in the province of Bataan is considerably high regarding the findings though there are identified factors and barriers affecting their advancement. Because of the continuous commitments to fully implement the Magna Carta of Women (MCW) or Republic Act (RA) 9710, the lodging industry in the province is starting to be visible. These female executives have overcome the demands and difficulties of the hospitality industry, despite their primary gender role at home. The higher female representation in leadership roles catalyzes growth in overall female-led positions within the lodging sector of the hospitality industry. The path to gender equality has a long road ahead, but the industry is getting closer to breaking the glass ceiling in the lodging sector.

5.3. Limitations of this study and suggestions for future studies

The small sample size and use of simple statistical methods are the limitations of the study. Replication of the study to validate the findings with a larger sample size as well as to gain a better understanding of the issues concerned and dynamics involved are suggested for future studies. Moreover, further research in other regions in the country to explore the positions of women in hotel management and provide more general views on the topics and suggestions on how women may overcome the barriers as well as how hotels may create more opportunities for women managers.

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Adoption of green practices of DOT-Accredited restaurants in CALABARZON (Region 4-A)

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Abstract:

Given the increase in food tourism in the Philippines, this study determines the adoption of green practices of DOT-accredited restaurants in CALABARZON. The scarcity of resources and poor online information dissemination impede progress, compounded by the absence of national green certification. Five GRA certification variables were used to assess five areas: Energy, Water, Waste, Menu, and Food Packaging. Surveys and interviews with DOT-accredited restaurant employees reveal a commitment to basic green practices despite challenges. The research recommends establishment of green certification to be standardized thereby promoting sustainable eco-ethnic restaurants across the country in accordance with UN's Sustainable Development Goals.

Keywords: DOT-accredited restaurant, Food tourism, Green practices, Green Certification, UNWTO Sustainable Development Goals (SDGs)

1. Introduction

The Philippines, a country celebrated for its booming tourism industry, has seen a rising interest in sustainable practices. While the country does not have a single uniform national green certification system implemented across the board, the level of commitment to this endeavor varies quite significantly from one region to another. The Department of Tourism has accredited some restaurants in CALABARZON (Region 4A), a popular tourist destination, to ensure meeting quality and service standards, making them suitable for evaluating sustainable food tourism practices.

The Green Restaurant Association (GRA) certification examines in detail the green practices in the restaurant industry, with water efficiency, waste reduction, sustainable furnishings, food, energy, disposables, and pollution reduction being the main focus. This study focuses on the adoption of green practices by DOT-accredited restaurants in CALABARZON based on the GRA certification criteria. Furthermore, to provide an understanding of the green practices in the food tourism industry and present recommendation for development, which aligns with the UN's Sustainable Development Goals.

CALABARZON (Region 4A) was recognized as the Historical Culinary Destination Center last 2016. It is also known for its vibrant cultural heritage, natural landscapes, and proximity to Manila. It has a thriving culinary environment showcasing DOT-accredited restaurants serving both locals and visitors, notable farm tourism sites, and unique farm-to-table dining experiences. This study revolves around the assumption that DOT-accredited restaurants embrace green practices, which result in a relatively sustainable food services sector while at the same time contributing to the province's further ecological conservation effort and tourist promotion strategies.

1.2. Research Problem

Understand current state of green practices in these restaurants and identifying potential challenges and opportunities for enhancing their sustainability efforts, thereby promoting a more environmentally responsible culinary sector in Rizal Province. Specifically, the study seeks to answer the following:

1. What is the profile of the respondents in terms of:
    a. Management
        i. Age
        ii. Gender
        iii. Highest Educational Attainment
        iv. Years in the Position
    b. Employees
        i. Age
        ii. Sex
        iii. Highest Educational Attainment
        iv. Monthly Income
        v. Position
        vi. Years in the Position

2. What are the adopted Green Practices of DOT-Accredited Restaurants in Rizal Province?
    a. Energy
    b. Water Conservation
    c. Waste Management
    d. Menu
    e. Food Packaging

3. What are the challenges imposed in implementing green practices of the DOT-Accredited Restaurants in Rizal Province?

4. Based on the data gathered, what recommendations can be formulated to implement green practices in the restaurant industry of the Philippines?

1.3. Research Objectives

- To determine the demographic profile of DOT-accredited restaurants in CALABARZON (Region 4-A).
- To evaluate the extent to which DOT-accredited restaurants in CALABARZON have adopted green practices based on the specific criteria adopted from the Green Restaurants Association (GRA) certification program
- To identify the challenges faced by DOT-accredited restaurants in CALABARZON in implementing green practices
- To recommend strategies for DOT-accredited restaurants in CALABARZON to improve their adoption and implementation of green practices.

2. Literature Review

Provide a critical review of the relevant literature in a sequential argument so it leads to the development of the research question. Review the different themes or research areas to be examined.
Note: examples of in-text referencing: (Johnson, Key, & Son, 2021; Walker, 2022).

2.1. Green Practices in the Restaurant Industry towards achieving SDGs

The study of Jeong & Jang (2010) shows that green advertisement of companies is main source of impression about green image of restaurant rather perception about its own green practices. Notwithstanding impeccable green practices, customers might undervalue the restaurant's green image. The restaurants can create the customer's green attitude intention with the help of green advertising. Managers should ensure a validity of available environmentally friendly practices to lead to positive behavior in each group. Restaurant owners can carry out surveys to pinpoint environmental segments and go for the best green strategies that can be applied based on those environmental segments. The restaurants should focus on putting up programs that would educate the management of the restaurants to green practices and their positive impact for their competitiveness and performance (Buenaventura & Gutierrez, 2023). Buenaventura & Gutierrez (2023) further mentioned in their study findings the customers' needs are far more significant than green equitable to there little knowledge regarding the impact of green practices to the society, hence it is imperative for them to be educated as well to patronize green products.

2.2. DOT-Accreditation

As stated by DOT Philippines, the DOT Accreditation in Philippines is a certificate issued to tourism enterprises which have complied with minimum standards for operating tourism facilities and services under the Department of Tourism (DOT). DOT-Accreditation is a more specific form of restaurant accreditations, applied to second-class tourism enterprises deemed as restaurants.

DOT-Accreditation can also be treated as an index of excellence in the Philippine restaurant industry. It makes a difference to restaurants because it may help them pull in the clients, develop trust and support their sound name. Moreover, DOT-Accreditation gives restaurants some of the privileges and incentives for example government's endorsement benefits ad also training programs. Globe myBusiness Academy (n. d.) in one of their articles corroborates how the DOT accreditation is considered important to tourism and its allied industries; as more try institutions are given DOT distinction, it becomes easy for monitoring if establishment adheres to set industry standard Next, local travel and tourism outfits are able to meet national even international standards.

2.3. Trends and Issues

Tourism is one of the key factors that can contribute to the attainment of the 2030 Sustainable Development Agenda that consists of not only primary but also secondary operations in its value chain (World Tourism Organization, 2019). A framework has been created to harmonize the tourism industry with SDGs, giving the purpose of the tourism planning, setting of the activities and their management a collective approach.

Food tourism, for example, offers tourists opportunities to engage with local cultures through culinary exploration, enhancing cultural awareness and generating economic benefits across the entire tourism value chain by emphasizing the accessibility and availability of locally sourced products from farmers and producers (World Tourism Organization, 2023).

Diversification of economic growth-oriented tracks of the tourism value chain become not only a solution to poverty alleviation but also create better employment opportunities, with tourism being a driving force that brings not only tourists, but also workers and local communities to get fully involved in the process. As the outcome of such general improvement process, the tourism sector thus reinforces its potential for acting as a lever for achieving sustainable development goals (SDG).

2. 4 Theoretical Review

Triple Bottomline Theory and Green Marketing Theory

The theoretical framework guiding this research is constructed upon the TPB and Green Marketing Theory, in green marketing, the focus is emphasized on merging the marketing campaigns with environmental concerns and convincing the market to opt for products or services that are environmentally friendly or sustainable. The green marketing theory and triple bottom line (TBL) combination provide a broad-based approach in these restaurants towards establishing green practices. Green marketing embraces highlighting environmentally sound and functionally effective product s as well as processes throughout the whole production chain, including modifying products, adjusting production processes, making packaging simpler, and using eco-labeling schemes (Ottman, 2011). According to Elkington (1994), TBL is committed to accountability for the impact on people, planet, and profit, thus achieving a balance between economic prosperity, social responsibility, and environmental stewardship. By linking green marketing initiatives of restaurants with TBL principles, they will easily earn the trust and loyalty of customers who are environmentally conscious, as well as produce positive economic impact on the community and social benefits.

Organizations such as the Green Restaurants Association (GRA) and the Green Seal carry out restaurant certifications in North America and Europe to encourage environmentally friendly restaurants. One of the primary objectives of GRA is to quantify each restaurant's environmental successes, giving a route to boost their environmental sustainability and profitability. Furthermore, their firm uses green practices to create a distinct image that would set them apart from their competition. As a result, restaurateurs attempt to gain a competitive edge by incorporating green practices into their businesses (Hilario, 2014).

These certification standards by GRA, which consists of four (4) levels, is determinable by green points and compliance with the step requirements, shall aid the benchmarking standards of the Philippines restaurants towards going green, especially in the Province of Rizal, which the DOT of CALABARZON coins as a premiere food tourism destination.
This study adopted 5 variables from GRA certification which is applicable in the chosen setting: Energy and Water Conservation, Waste Management, Food Packaging, and Menu.

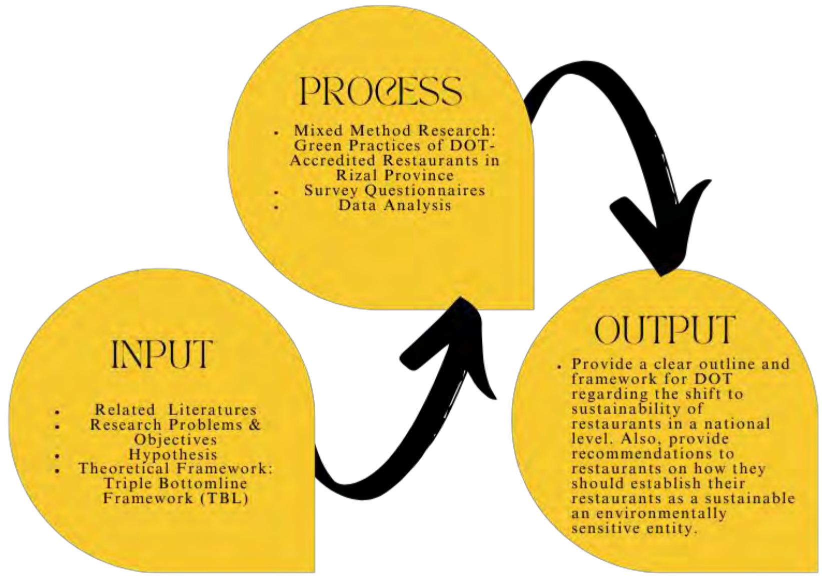
3. Methodology

3.1. Measurement
This study made use of purposive sampling technique, total enumeration; the research utilized mixed-method descriptive research, including qualitative in-depth interviews and a survey questionnaire for quantitative data, to gather insights from tourism destination representatives and host communities, and to assess tourists' opinions and behaviors using a 5-point Likert scale and thematic analysis.

3.2 Data Collection
The data was gathered through the distribution of survey questionnaires to employees of DOT Accredited Restaurants in Region 4A as of July 2024. The participants interviewed for this study were the owners/managers and tourism representatives in Region 4A.

3.3 Analytical Methods
The researcher applied descriptive statistics, Frequency & Percentage Ranking, Weighted Mean, standard deviation (STD as well as thematic analysis together with Likert scale to interpret the survey results. Researchers transcribed participants' answers and related them to the themes by the questions. Through this, respondents were able to share their experiences and perceptions.

3.4 Conceptual Framework
Figure 2
Conceptual Framework



4. Results

Present results of data analyses. Tables and Figures will be helpful to explain the findings.

4.1. Profile of the respondents

The following data in this section will be presented in a table and ranked by the percentages and frequency distribution.

Table 1
Age of Respondents

AGE	EMPLOYEES		
	Frequency	**Percentage**	**Rank**
20 - 30 years old	68	68%	1
31 - 40 years old	22	22%	2
41 - 50 years old	10	10%	3
TOTAL	100	**100%**	

The data presented in Table 1 proved that most of the employees of restaurants are from 20-30 years old, born from 1993 to 2004, with a percentage of 68%.

Table 2
Sex of Respondents

SEX	EMPLOYEES		
	Frequency	Percentage	Rank
MALE	70	70%	1
FEMALE	30	30%	2
TOTAL	**100**	**100%**	

The table shows that most of the respondents in terms of gender by birth are Males, with a percentage of 70%, while the rest of the remaining respondents are female, with a percentage of 30%.

Table 3
Civil Status

CIVIL STATUS	EMPLOYEES		
	Frequency	Percentage	Rank
SINGLE	73	73%	1
MARRIED	27	27%	2
TOTAL	**100**	**100%**	

The data presented shows that most of the respondents are single, with a frequency of 73 and a percentage of 73%.

Table 4
Educational Attainment

HIGHEST EDUCATIONAL ATTAINMENT	EMPLOYEES		
	Frequency	Percentage	Rank
College	60	60%	1
High School	28	28%	2
Invocational	10	10%	3
Post Grad	2	2%	4
TOTAL	**19**	**100%**	

The data presented shows that most of the respondents are at their college level, with a frequency of 60 and a percentage of 60%.

Table 5
Employment

STATUS OF EMPLOYMENT	EMPLOYEES

	Frequency	Percentage	Rank
REGULAR	68	68%	1
CONTRACTUAL	20	20%	2
SEASONAL	6	6%	3
CASUAL/TEMPORARY	6	6%	
TOTAL	100	**100%**	

The data presented in Table 5 show that 68 of all the respondents, or 68%, are regular employees.

Table 6
Monthly Income

MONTHLY INCOME	EMPLOYEES		
	Frequency	**Percentage**	**Rank**
Less than 15,000	84	84%	1
15,001 - 20,000	13	13%	2
20,001 - 25,000	3	3%	3
TOTAL	**100**	**100%**	

The data presented in Table 6 show that 84 of all the respondents, or 84%, receive a low-income salary ranging from 15,000 below.

Table 7
Job Position

JOB POSITION	EMPLOYEES		
	Frequency	**Percentage**	**Rank**
Waiters/Waitress/Food Server	44	44%	1
Chef or cook	22	22%	2
Others	19	19%	3
Bartender/Barista	14	14%	4
Dishwasher	1	1.0%	5
TOTAL	**100**	**100%**	

The data presented in Table 7 in terms of the position of employee shows that most of the respondents are food server/waiters/waitress with a frequency of 44 and percentage of 44%.

Table 8
Years in Position

YEARS IN THE POSITION	EMPLOYEES		
	Frequency	Percentage	Rank
Less than 1 year	46	46%	1
1 - 5 years	39	39%	2
6 - 10 years	10	10%	3
More than 10 years old	5	5%	4
TOTAL	**100**	**100%**	

Table 8 showed that most of the respondents are working for less than 1 year, with a frequency of 46 and percentage of 46%.

4.2. Adoption of Green Practices

Table 9
Likert Scale

Rating	Range of Score	Verbal Interpretation
1	1.00 – 1.50	**Not Adopted**
2	1.51– 2.50	**Seldomly Adopted**
3	2.51– 3.50	**Moderately Adopted**
4	3.51– 4.50	**Mostly Adopted**
5	4.51–5.00	**Completely Adopted**

This section presents the adoption of green practices of DOT-accredited restaurants in Region 4A, in terms of the five (5) GRA standards adopted in this study.

Table 10
Energy Conservation

Energy Conservation	Mean / STD	VI	Ranking
There is a regular energy audit to identify areas for improvement and increase efficiency	4.10 / 0.30151	Mostly Adopted	**1**
The employees and customers are educated on energy conservation practices	4.05 / 0.21904	Mostly Adopted	**2**
The restaurant implements energy-saving practices such as turning off unused equipment and optimizing heating and cooling systems	3.94 / 0.56533	Mostly Adopted	**3**
The restaurant utilizes renewable energy sources (e.g., solar panels, wind turbines) to power its	3.00 / 0.77850	Moderately Adopted	**4**

operations			
The restaurant uses energy efficient lighting and appliances	2.00 / 0.44947	Seldomly Adopted	**5**
OVERALL	**3.42**	**Moderately Adopted**	

The data above are the following results regarding Energy Conservation and how much it is practiced. The overall mean is 3.42 and is verbally interpreted as Moderately Adopted.

Table 11
Water Conservation

Water Conservation	Mean/STD	VI	Ranking
Regularly maintaining plumbing fixtures and equipment to ensure they are functioning efficiently and not wasting water unnecessarily	4.25 / 0.83333	Mostly Adopted	**1**
The restaurant recycle water for non-potable purposes (e.g., irrigation, cleaning)	4.25 / 1.14040	Mostly Adopted	
Encouraging customers to request water only when needed, rather than automatically serving it with meals.	3.10 / 0.54123	Moderately Adopted	**3**
The restaurant utilizes water-saving devices and technologies (e.g., low-flow faucets, water-efficient dishwashers)	1.75 / 0.83333	Seldomly Adopted	**4**
Offering incentives for customers who bring their own reusable water bottles or containers to reduce reliance on single-use plastic bottles	1.20 / 0.40202	Not Adopted	**5**
OVERALL	**2.91**	**Moderately Adopted**	

The data above are the following results regarding Water Conservation and how much it is practiced. The overall mean is 2.91 and is verbally interpreted as Moderately Adopted.

Table 12
Waste Management

Waste Management	Mean/STD	VI	Ranking
Implementing a comprehensive recycling program that includes separate bins for recyclables such	4.53 / 0.68836	Completely Adopted	**1**

as paper, plastic, glass, and metal, and educating both staff and customers on proper sorting techniques.			
Utilizing composting systems to process organic waste generated in the kitchen and dining areas and using the resulting compost to enrich soil for landscaping or community gardens.	4.25 / 0.43519	Mostly Adopted	**2**
Conducting regular waste audits to analyze the types and amounts of waste generated, identify opportunities for reduction and diversion, and track progress towards waste reduction goals.	4.09 / 0.37859	Mostly Adopted	**3**
Implementing a "zero waste" policy by prioritizing reusable alternatives to single-use items such as utensils, cups, and containers, and offering incentives for customers who bring their own reusable containers.	3.67 / 0.47258	Mostly Adopted	**4**
Minimizing food waste through practices such as careful portion control, offering smaller portion sizes, and donating surplus food.	3.08 / 0.27266	Moderately Adopted	**5**
OVERALL	**3.92**	**Mostly Adopted**	

The data above are the following results regarding waste management and how much it is practiced. The overall mean is 3.92 and is verbally interpreted as Mostly Adopted.

Table 13
Food Packaging

Food Packaging	Mean/STD	VI	Ranking
Transitioning to biodegradable or compostable packaging materials for takeout orders and to-go containers to reduce the environmental impact of single-use packaging.	4.76 / 0.63755	Completely Adopted	**1**
Encouraging customers to opt for packaging-free options by bringing their own reusable containers for takeout orders and leftovers.	11. / 0.31447	Mostly Adopted	**2**
Educating both staff and	4.00 / 0.53182	Mostly Adopted	**3**

customers about the importance of proper disposal of packaging materials and providing clear instructions for recycling or composting.			
Offering incentives, such as discounts or loyalty points, for customers who choose eco-friendly packaging options or bring their own reusable containers.	3.00 / 0.44947	Moderately Adopted	**4**
Collaborating with suppliers to source packaging materials that are made from recycled content or are recyclable to minimize waste generation.	1.99 / 0.36223	Seldomly Adopted	**5**
OVERALL	**3.57**	**Mostly Adopted**	

The data above are the following results regarding Food Packaging and how much it is practiced. The overall mean is 3.57 and is verbally interpreted as Mostly Adopted.

Table 14
Menu

Menu	Mean/STD	VI	Ranking
Highlighting locally sourced ingredients and seasonal produce on the menu to support local farmers and reduce carbon emissions associated with transportation.	4.89 / 0.42391	Completely Adopted	**1**
Offering smaller portion sizes and customizable options to minimize food waste and accommodate varying dietary preferences and appetites.	3.07 / 0.35548	Moderately Adopted	**2**
Implementing a menu rotation strategy to feature seasonal ingredients and reduce reliance on imported or out-of-season produce, thereby reducing environmental impact and supporting local agriculture.	2.04 / 0.53029	Seldomly Adopted	**3**
Partnering with sustainable seafood organizations or certifications to ensure that seafood offerings are sourced responsibly and support healthy ocean ecosystems.	1.38 / 0.66332	Not Adopted	**4**
Increasing the proportion of	1.30 / 0.64354	Not Adopted	**5**

plant-based and vegetarian options on the menu to promote sustainable eating habits and reduce the environmental footprint associated with meat production.		
OVERALL	**2.54**	**Moderately Adopted**

The data above are the following results regarding Menu and how much it is practiced. The overall mean is 2.54 and is verbally interpreted as Moderately Adopted.

Thematic Analysis

Theme	Struggles	Current Green Practices observed, in accordance with the 5 themes	Quotation
Energy	1. Typhoon 2. Expensive Materials	1. Turning off lights during daytime 2. Minimal use of electrical devices 3. Energy Audit	*"Gustohin man namin lagyan ng maraming solar panel para ayun nalang ang aming gagamitin kaso sobrang mahal"*
Water Conservation	1. Limited resources 2. Expensive Equipment	1. Using of greywater to clean floors, toilets, and to water plants 2. Installed different types of water filters	*"We use water refillable tanks and containers, and ipapa igib namin yun sa nawasa tuwing umaga at kailangan pagkasyahin sa buong araw."*
Waste Management	1. Garbage collection intervals	1.Waste segregation 2. Recycle materials 3. Giving leftover food to animals, such as dogs and pigs 4. Cooks excess and edible ingredients for the employees 5. Reuses leftover foods as fertilizers to their in-house garden or greenery	1. *"Binibigay po namin ang mga tira sa mga alaga po naming mga hayop tulad ng aso, at ang iba naman ay pinapamigay sa nangongolekta ng mga tirang pagkain para sa mga baboy."* 2. *"Pinapaluto po namin ang mga pasira nang ingredients sa staff para magsilbing pagkain ng mga empleyado".*
Menu/Food	1. Increasing the proportion of plant-based and vegetarian options on the menu 2. Partnering with sustainable seafood organizations or certifications	1. Getting supplies to local markets and community crops 2. First-in, first-out policy	*"Nagpapalit kami ng menu dahil sa price."*

	3. Implementing a menu rotation strategy 4. Inflation 5. Resource Limitation		
Food Packaging	1. Encouraging customers to opt for packaging-free option	2. LGU's protocol for "zero-use of plastic." 3. Using of eco-bags, microwavable containers, wooden utensils, paper bags, and paper containers for to-go products and dine in	*"We're not using plastic."*

5. Discussion and Conclusion

5.1. Discussion

The study delved into the adoption of green practices by DOT-accredited restaurants in Region 4A. The collected findings were able to answer the research questions and objectives and underscore the significance of sustainability initiatives implemented by the associated restaurants. According to the results and gathered data, it was revealed that DOT-accredited restaurants in the CALABARZON region are partially adopting and implementing green practices in accordance with their local government policies and out of convenience and initiative as well. Mainly, the study highlighted sustainability practices like management and utilization of waste, conservation of water and energy, prevention of waste or excess food, sourcing local crops as their ingredients, and usage of eco-friendly materials for their takeaways packaging that signify their commitment to reducing negative environmental impact. However, despite the positive strives and despite efforts to practice green, the findings also showed the various challenges. Issues like the expensive cost of going sustainable, limited resources of energy and water-saving devices such as solar panels and water tanks and filters, as well as the inflation and inefficient menu offerings strategy, are hindering the widespread adoption of sustainability. It was also claimed that the LGUs provided information about their projects through social networking sites, but for some of the restaurants, geographical location, low internet connection, and real-time information dissemination are their struggles to adopt a greener operation.

5.2. Conclusion

As the CALABARZON region has become one of top tourist destinations when it comes to the combination of nature and gastronomy tourism, this study showcases the key observations that reveal the commendable efforts by these DOT-accredited restaurants to adopt green practices. The adoption of green practices by DOT-accredited restaurants is not an easy task despite the challenges, however this green policy contributes to both the operational effectiveness and efficiency of the Region 4A DOT-accredited restaurants and Calabarzon as a tourism destination. These programs sheds light for thoughts of customer to sustainability. Furthermore, the adoption of green practices and the initiative and compliance of associated stakeholders with local government regulations will adhere to one of the trends in marketing: green marketing, advertising the tourist place through their sustainable commitments. The move towards sustainability is a collective effort, and by overcoming challenges altogether, CALABARZON can be a benchmark for responsible tourism.

5.3. Limitations of this study and suggestions for future studies

It is imperative to acknowledge several inherent limitations that may influence the interpretation and generalization of the findings.

1. Geographical Contextualization: This study focused on Region 4A therefore generalizability of findings to larger regional, national, or global culinary contexts.
2. Limited Number of Respondents: Due to time and logistical constraints, only one hundred twenty-four (124) respondents which includes one hundred (100) restaurant employees, nineteen (19) management level/owners of restaurants, and five (5) LGU/Tourism Representatives from Region 4A were include in the study.
3. Tourism Enterprise and Date Scope: The research is limited to DOT-accredited restaurants in Region 4A as of July 2023.
4. Restaurant's Cooperation and Availability: Certain restaurants included in the DOT-accredited restaurants list declined to participate in the said study.

Based on the findings and results collected during the study and the experience of the researchers, some recommendations can enhance and improve the gastronomy and tourism industry. The study recommends the following measures:

1. Promote partnerships with sustainable organizations and certification bodies to ensure that main ingredients such as seafoods and meats are sourced responsibly while preserving the ecosystem.

2. Enhance the strategy on menu offerings, through implementing the menu rotation that will feature the seasonal local ingredients and reduce the usage of imported or out-of-season ingredients.

3. Encourage restaurants to invest in water and energy saving and efficient devices and appliances such as solar panels, water tanks, filters, low-flow faucets, water-efficient dishwashers, and more.

4. Enhance collaboration between the government and private sector in providing resources such as renewable energy sources, green water standards, and internet connection.

5. Give incentives to customers like redeemable loyalty points and discounts, to promote and encourage them to bring their own reusable water bottles or food containers for their takeaways.

6. Encourage restaurants in collaborating and partnering with eco-friendly food packaging manufacturers, to lessen the use and waste of plastics.

7. Strictly implement the zero-waste or zero-plastic policy to the establishments to lessen the carbon footprint and emissions. Provide rewards for those who comply as motivation.

8. Promote and educate staffs and customers regarding green practices such as in waste management, water and energy conservation that brings impact to the industry, environment and community.

9. Restaurants should gather customer feedback to solicit suggestions to improve their products and practices towards sustainability.

10. Encouraging the Department of Tourism to implement a policy that states that all DOT-accredited establishments must participate in tourism-related studies or research, such as surveys and interviews that will contribute to the development of the industry.

11. Future research should expand the findings to assess certain green practices of DOT-accredited restaurants in Region 4A, focusing on profitability and financial success of these practices.

IMPLEMENTATION

The Green Practices of the Food Tourism industry could be strengthened by implementing the following recommendations through creating a Certification Body, which are based on the Sustainable Development Goals published by the United Nations World Tourism Organization and also the certification standards of Green Restaurant Association. The forming and implementation of own green certification standards/checklist in the Philippines would contribute to a positive impact on sustainable growth in related industries. This certification will provide recognition and corresponding reward from the associated Departments to the said establishment that could meet the given standards and complete the checklist. Furthermore, CALABARZON's ongoing sustainability projects should be improved upon as benchmarks for other regions in the Philippines.

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The bibliometric analysis of the ESG impact on hotel performance

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Abstract:

This study analyzes the impact of ESG on hotel performance by using bibliometric analysis methods. During the analysis, 32 hotel and tourism research papers were retrieved using ESG-related keywords. Keywords related to corporate social responsibility were also included in the analysis due to their relevance. Research identifies two main ways in which EGS core impacts internal and external outcomes: consumer and employee responsiveness and ESG performance.

Keywords: ESG, CSR, hospitality, tourism, environmental, hotel performance

1. Introduction

In recent years, corporate social responsibility (CSR) has become one of the indispensable and important factors in business operations (Legendre et al., 2024). Stobierski (2021) proved that CSR has a positive and critical impact on employees, customers, and investors by providing statistical data (Stobierski, 2021). At the same time, with the promotion of the global sustainable development agenda, the importance of ESG standards in the hotel industry has become increasingly prominent (Choi & Choi, 2024). However, And does ESG definitely have a positive impact on the hotel's image? Against this background, by adopting bibliometric analysis methods, this study aims to explore the impact of ESG on hotel performance, while clarifying the forward trajectory of the ESG industry, and analyzing its trends and impact on the future development of the hotel industry. By deeply studying the relationship between ESG and hotel performance, we can provide the hotel industry with more competitive business strategies and promote its sustainable development.

2. Literature Review

M. S. Lin et al. (2024) demonstrated that practices such as environmentally friendly operations, employee welfare, and community responsibility can enhance a hotel's brand value and customer loyalty; Park and Shin (2024) examined how customers' subjective knowledge of ESG affects their perceived ESG benefits through cognition, which in turn affects their visit intentions. However, Y. Lin et al. (2024) The study found that ESG practices show a bright side as a reputation builder that can mitigate the negative impact of the epidemic on market performance, while the dark side of ESG practices consumes company resources and exacerbates the negative impact of the epidemic on accounting performance during the coronavirus outbreak, which has a negative impact on hotels; And Adeneye et al. (2023) found that corporate governance mechanisms reduce the management development of resources needed for sustainable investment and sustainable performance. Through the literature review, it was found that ESG factors interact with various stakeholders, including investors, employees, customers and communities (Arian et al., 2023; Bae, 2022; Vaughan et al., 2023). These aspects all have a positive or negative impact on the hotel's performance.

3. Methodology

3.1. Data collection

Our research methodology draws from the frameworks proposed by Tiwary et al. (2021) and Ding et al. (2022), as illustrated in Figure 1. By analyzing co-citations, we objectively depict the interconnections among articles within the research field (Fetcherin & Usunier, 2012). Our search strategy involved using keywords related to ESG and CSR, considering their evolving definitions (Legendre, 2024). Subsequently, we filtered published articles by year to identify contemporary research topics aligned with the definitions of ESG and CSR.

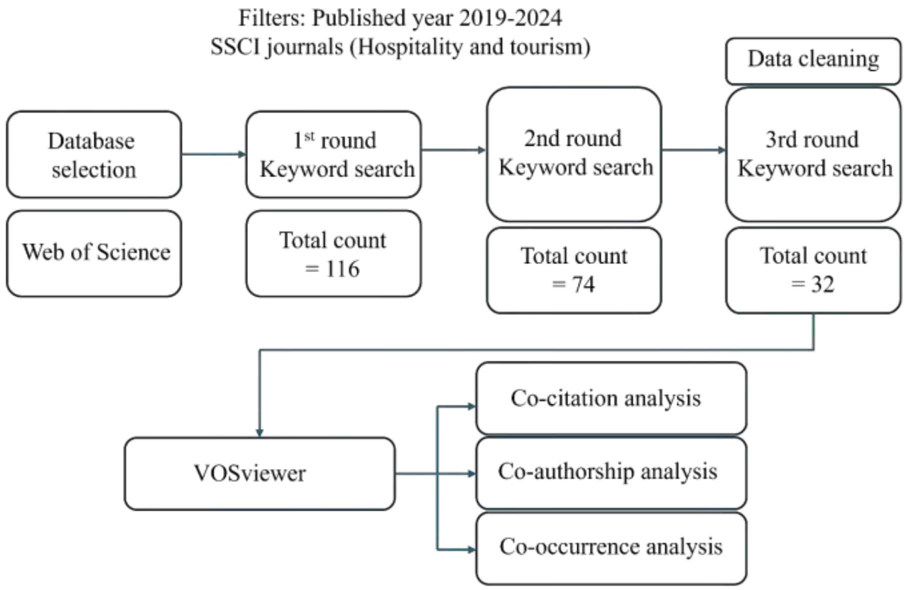

Figure 1. Informatics framework adopted for this study.

3.2. Data Analysis

We limited our source of articles to SSCI (Social Science Citation Index) journals in hospitality and tourism, selecting 22 specific journals. To achieve our objective, we chose bibliometric analysis as the most effective method to review previous literature research, identify similarities and differences between previous studies, and take a comprehensive view for future research.

Afterwards, we eliminated duplicate data and errors check. We used several keywords, including "ESG," "CSR," "hospitality," "tourism," "environmental," and "hotel," to choose the selected database. As a result, we collected a total of 32 articles in the last round of data collection.

4. Results

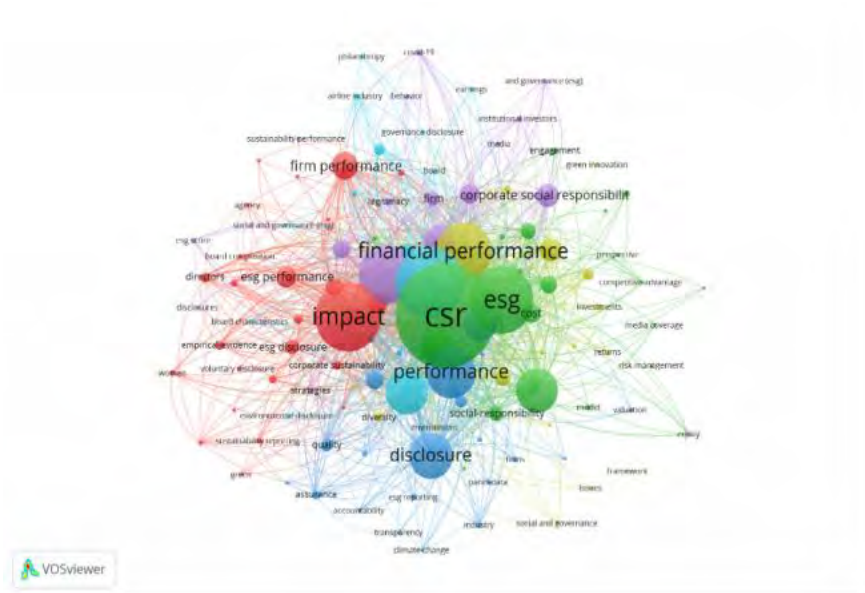

Figure 2. Visualization of the keywords map.

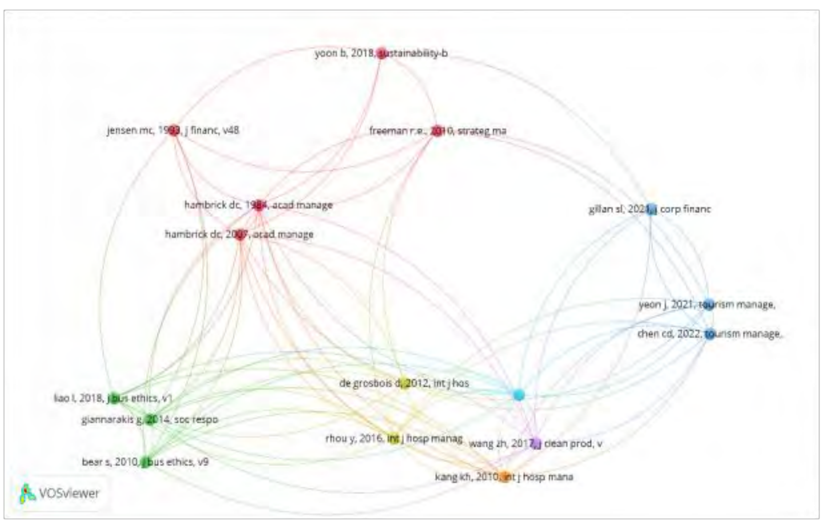

Figure 3. Visualization of the co-occurrence and source map.

We found two main approaches to EGS core impact on internal and external outcomes with two research streams: consumer and employee response's and ESG performance. we investigate the impact of employees' perceptions of ESG efforts on various relational outcomes. These outcomes encompass crucial factors such as job satisfaction, organizational commitment and trust, and turnover intention. This underscores the pivotal role of ESG initiatives in nurturing positive employee relations within hospitality settings.

The second research stream delves into the critical area of ESG performance, focusing on CSR (Corporate Social Responsibility) reporting and information disclosure. Within this theme, scholars have examined the transparency of reporting and the alignment between CSR goals and actual achievements. Notably, concerns have been raised regarding stakeholder skepticism in cases where there is a perceived disconnect between companies' CSR claims and their actual practices, as evidenced by research such as that conducted by Rahman et al. (2015).

5. Discussion and Conclusion

5.1. Conclusion

Our bibliometric analysis highlights the growing importance of studying ESG and CSR in the hospitality industry. By examining various impacts and exploring emerging research avenues, our findings offer valuable insights for both scholars and practitioners seeking effective ways to measure the impact of ESG within the sector.

This finding suggests that the limited scope of the studies related to ESG and firms' performance and image. For example, ESG such as finance and marketing literature, it mainly concerned for the reporting and scores. In the ESG in hospitality and tourism ESG, are related to green initiatives are the only mentioned. The current study shed light on the possible range of studies for future studies. Our content analysis result revealed that there is a need for research for firms' performance (could be impacted on the brand's image).

5.2. Limitations of this study and suggestions for future studies

Further investigation is needed to understand how ESG practices affect hotels of various sizes, including both brand and independent establishments. Additionally, expanding the sample size is crucial to differentiate between previously studied areas. We strongly recommend that future research prioritize developing countries to gain a better understanding of the impact of ESG initiatives in these regions. While existing studies have gathered data from diverse regions such as China, the USA, South Korea, and Spain, there remains a gap in geographic representation.

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The impact of advertising disclosure and source credibility on customer behavioral intention toward Michelin Bib Gourmand restaurants

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Abstract:

This study aims to examine the relationships between advertising disclosure and the perceived credibility of SMIs in influencing consumers' behavioral intentions. In particular, we strive to build upon the persuasion knowledge model and the source credibility theory to analyze how disclosure statements influence the efficacy of SMIs in the specific context of the restaurant industry. The findings provide valuable insights for academics and marketing professionals, elucidating how disclosure practices might improve the impact of SMIs on consumer behavioral intentions.

Keywords: Advertising Disclosure; Behavioral Intention; Michelin Bib Gourmand Restaurant; Social Media Influencers; Source Credibility

1. Introduction

Weismueller et al. (2020) examined the potential impact of the disclosure method on source credibility and behavioral intention. The finding is consistent with the persuasion knowledge model, suggesting consumers have varying interpretations of advertisements. According to Kahle and Homer (1985), the attractiveness of an endorser plays a significant role in influencing customer purchasing behavior. SMIs perceived as trustworthy are more likely to encourage consumers to adopt behavioral changes (Martensen, Brockenhuus-Schack, & Zahid, 2018). Prior studies indicated that the expertise of SMIs is the most effective in influencing consumers' purchasing decisions relative to attractiveness and trustworthiness (Sliburyte, 2009; Ohanian, 1990). The source credibility model can be used to assess the source characteristics of SMIs in social media (Ohanian, 1991). He further noted that the foundation of source credibility is based on three key factors: perceived attractiveness, trustworthiness, and expertise. Fink et al. (2020) suggested that higher perceived trustworthiness of SMIs positively correlates with consumers' purchase intentions. Sesar et al. (2022) also mentioned that the source credibility of SMIs can be enhanced by disclosing advertising statuses. Persuasion theory also shows that followers view sponsored posts from SMIs as recommendations from people they can relate to and trust, compared to traditional advertisements (Han et al., 2020). The primary purpose of persuasive knowledge is to ascertain the authenticity of individuals' intentions (Campbell & Kirmani, 2000). However, previous research has examined the effect and credibility of SMIs on travel decision-making, not on the impact of advertising disclosure (Bokunewicz & Shulman, 2017; Colliander & Marder, 2018; Magno & Cassia, 2018; Xu & Pratt, 2018; Weismueller et al., 2020). Little research has examined the roles of disclosure statements and hashtags on source credibility in a social media context. Moreover, a few studies have investigated the disclosure wording of SMIs toward restaurants (Vrontis et al., 2021). In other words, while there is extensive research on the persuasive impact of SMIs in various domains, there remains a dearth of literature examining the effects of advertising disclosure on SMI credibility, particularly in the context of Michelin Bib Gourmand restaurants. Prior studies suggested that advertising disclosure can paradoxically bolster and undermine source credibility, with potential implications for consumer behavior (Weismueller et al., 2020; Fink et al., 2020). Recognizing this lacuna, this study intends to investigate the relationship between advertising disclosure and the perceived credibility of SMIs in shaping consumers' behavioral intentions toward Michelin Bib Gourmand restaurants in Singapore. We aim to build upon the persuasion knowledge model and the source credibility theory to analyze how disclosure statements influence the efficacy of SMIs in the specific context of the restaurant industry.

1. Literature Review

Advertising disclosure serves the purpose of informing social media users who engage in paid communication, typically through sponsored content (Boerman et al., 2017). Weismueller et al. (2020) and Sesar et al. (2022) proposed that a disclosure statement is likely to positively affect customers' attitudes toward SMIs and their behavior. Influencers can express their endorsement by including a statement such as "paid partnership" or use disclosure hashtags (Evans et al., 2017; Stewart, 2017; Ducros et al., 2023). Hence, it is imperative to assess the genuineness of SMIs' intentions in influencer marketing (Chen, 2017; Jin & Phua, 2014; Lee & Watkins, 2016). According to Ohanian (1990), the attributes of SMIs, the perceived attractiveness, trustworthiness, and expertise, can be evaluated by employing the source credibility model, which is critical in influencing customers' behaviors on endorsed products. Hall (2015) characterized SMIs as micro-endorsers. The rise of social media has broadened the concept of a celebrity, encompassing those who have gained recognition from the general public (Yang, 2018). SMIs have gained recognition and popularity by leveraging social media platforms (Djafarova & Rushworth, 2017; Keel & Natarajan, 2012; Piehler et al., 2021).

In the context of restaurants, behavioral intention refers to an individual's inclination to participate in specific actions influenced by their emotions, knowledge, and past experiences (Koo et al., 2014). Kement et al. (2021) explained that behavioral intention refers to customers' intention to revisit, recommend to others, and potentially pay for more goods or services they intend to purchase. Several studies demonstrated that visit intention and electronic word of mouth (e-WOM) exert substantial influence on behavioral intention in the context of restaurants, mainly through interactions on social media platforms (Aras, 2023; Yang et al., 2022; Liao et al., 2023). Nazlan et al. (2023) highlighted the direct influence of SMI content on informativeness and intention to visit. This suggests a positive relationship between perceived risk reduction, positive behavioral intention, and reviewing customer feedback before visiting (Pan & Ha, 2021; Pang et al., 2020). Souki et al. (2022) noted that customers' perceived quality and happiness substantially impact e-WOM and subsequent behavioral intentions. Moreover, fostering relational benefits with customers can enhance e-WOM behavior (Dandis et al., 2022), with implicit endorsements proving more persuasive than explicit ones (Liao et al., 2023). Nevertheless, it is imperative to recognize the potential ramifications of negative e-WOM reviews, as consumers may rely on them and maybe harbor retaliatory actions when dissatisfied (Akhtar et al., 2019; Eman & Refaie, 2023; Popy & Bappy, 2020). Hence, effective online review management is crucial for restaurants aiming to maintain a positive reputation and influence customer behavior. Therefore, based on the literature discussed, the following hypotheses are suggested to test the conceptual model presented in Figure 1.

H_1: The use of a disclosure statement increases source attractiveness.
H_2: The use of a disclosure statement increases source trustworthiness.
H_3: The use of a disclosure statement increases source expertise.
H_4: The more attractive the source, the higher the consumers' behavioral intentions (intention to purchase, visit, and recommend).
H_5: The more trustworthy the source, the higher the consumers' behavioral intentions (intention to purchase, visit, and recommend).
H_6: The more expertise the source has, the higher the consumers' behavioral intentions (intention to purchase, visit, and recommend).

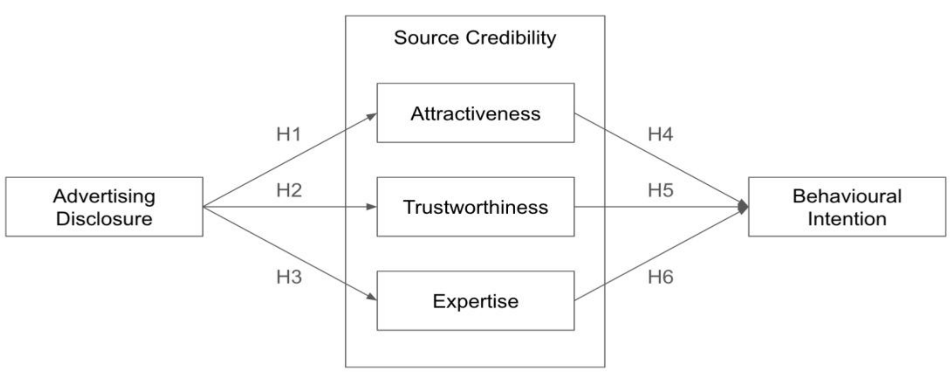

Figure 1. Conceptual Model

2. Methodology

The study employs stratified random sampling to ensure a diverse representation of Michelin-Bib Gourmand restaurant patrons (Curtin, Presser, & Singer, 2005; Thomas, 2023). The survey is disseminated on Instagram and a total of 240 samples are collected. To maintain consistency, only micro-influencers are selected (Conde & Casais, 2023; Kay, Mulcahy, & Parkinson, 2020). The survey includes explicitly five selected SMI posts that disclose Michelin-Bib Gourmand restaurants and assign labels ranging from 1 to 5. Each participant randomly selects one number to watch an SMI post before completing the survey. As shown in Figure 1, the measurement items are derived from the literature on advertising disclosure, source credibility, and behavioral intentions. Source credibility is measured using a five-point semantic differential scale with 15 items—five per factor (Ohanian, 1991; Weismueller et al., 2020). Participants assess their perception of SMIs' posts and interactions on Instagram. Lastly, behavioral intentions are operationalized with three items (Park, Sutherland, & Lee, 2021) on a five-point Likert scale. Demographic variables, such as gender, age, education level, and income, are also collected.

3. Discussion and Conclusion

This study examines the relationship between advertising disclosure and the perceived credibility of SMIs in influencing consumers' behavioral intentions toward Michelin Bib Gourmand restaurants. It is worth noting that the findings explore the impact of advertisement disclosure on the credibility of SMIs and how it affects customers' behavioral intentions; as Han et al. (2020) indicated, customers tend to have a negative perception of their explicit advertising disclosure. Disclosure of paid content is essential as it ensures authenticity in SMIs' intention of sharing a social media post (Campbell & Kirmani, 2000), especially since it brings varied impacts on the source credibility of SMIs and an individual's behavioral intention (Weismueller et al., 2020). As more businesses use SMIs to promote their products, advertisement disclosure is becoming increasingly important as customers invest their trust in the online content they consume (Yoo & Gretzel, 2010; Nath, Saha, & Salehi-Sangati, 2019). Therefore, the findings of this study will benefit Michelin Bib Gourmand restaurants and other culinary establishments by providing an alternative perspective on marketing strategies.

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Community based tourism (CBT) development: Mararison Island, antique Philippines case study for program development or enhancement program

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Introduction

Tourism plays a vital role as a driver for economic expansion and job creation. Significantly, it has evolved into one of the economic development pillars in the service sector in the Philippines (Villegas B.M., 2017). The Philippines is a popular tourist destination because of its numerous natural landscapes, rich culture and tradition, and hospitality. Hence, its tourism program developments are mostly focused on rural areas which promote the country's environmental and socio-cultural resources. However, huge firms control the majority of the country's tourism activity. The government and local communities recognize the need to empower local communities who expressed their opinions and actively participate on tourism implementations (Laire E., Gutierrez M., 2019) to promote sustainable tourist practices.

Community Based Tourism (CBT) is seen as an alternative to mainstream tourism and is critical to destination sustainability (Zielinski S, Kim S Botero C et al. 2021). CBT is one of the most supported and effective platforms towards sustainable tourism. The term CBT is defined as "tourism owned and/or managed by communities and intended to deliver wider community benefit, benefiting a wider group than those employed in the initiative" (Goodwin & Santilli, 2009, p.4). It is characterized by collective participation and decision making by involved stakeholders, from government officials to community residents, developers, and planners (Haywood, 1998). Communities are frequently overlooked in tourism. Many tourist locations ignore the locals or, unfortunately, misuse the destination as a source of entertainment and labor for outsiders. Instead, tourism could be a supporting avenue to enhance local quality of life and destination development (Nair & Hamzah, 2015; Zivrali, 2022) . The goal is to enhance community empowerment to build vibrant, self-sufficient communities that make decisions for their own well-being (Dodds et al., 2018; Goodwin & Santilli, 2009; Vafadari & Say, 2022).

As a promising substitute for conventional mass tourist approaches, community-based tourism at the Mararison Island is suggested. Mararison Island in the province of Antique is one of the gems hidden in the province of Antique boasts its pristine waters and Boracay-like white sand shore and sand bar, and Batanes like hills with 360-view of the mainland Antique and the vast Sulu Sea. The beauty of this Island was in vogue and become more popular online. Solar energy is the only power source for the whole island, with sustainable electric and income generating initiatives. However, the decline in visitor numbers, as in all other sites afflicted by the Covid-19 outbreak, devastated the locals. There used to be a systematic give-and-take system in the island, but it seemed to fade out as the homes at the sandbar area, where the boats dock when they arrive on the island, are at the forefront of economic operations ("Brush-off Realities in Mararison Island, 2022). Locals are given more control, cultural heritage is preserved, and the environment is safeguarded. CBT helps to the general growth and well-being of not just the residents of the island but also of the numerous communities throughout the province of Antique by integrating tourists in genuine cultural experiences and encouraging sustainable practices.

Beyond the disadvantages and challenges of tourism development in rural areas, it is seen by community and stakeholders that CBT is an effective and sustainable platform to eliminate poverty and strengthen economic income. With the negative impacts of CBT initiatives such as cultural disrespect, crimes, destruction of nature, higher cost of living, and leakage of income (Arnstein, 1969; Perdue, et al, 1990; Mayaka, et al. 2018; Goodwin, et al., 2009) the success of these highly invested projects under CBT platform, especially in developing countries, has not been widely monitored and actual benefits to local communities are still unclear. In addition, stakeholders' collaboration and partnerships are essential for successful CBT projects. Though stakeholder collaborations' effectiveness is being challenged by differences of intent, conflicts and lack of trust (Jung et al., 2022).
Hence, this paper aims to further investigate CBT initiatives success factors and how stakeholders' participation come to be one significant factor that supports practical CBT developments. The study determines the Community-Based Tourism (CBT) development potential of Marirason Island in the Philippines as basis for program enhancement. Specifically, this study aims to seek answers to each of the following questions:

1. What is the profile of the community based on documents available, and the data published online in terms of the following:
a. tourism stakeholders,
b. tourist arrivals,
c. tourism establishments, and
d. tourism services.
2. Who are the key community stakeholders that significantly supports CBT development and sustainability?
3. What are the successes of stakeholders' participation towards sustainable tourism development in Marirason Island, Antique, Philippines?

4. What are the challenges of stakeholders' participation towards sustainable tourism development in Marirason Island, Antique, Philippines?
5. What are the factors that motivate stakeholders' participation in Marirason Island, Antique, Philippines?
6. Based on the result of the study, how will the existing programs in the community be enhanced?
7. Based on the result of the study, what are the programs to be developed by the involved external stakeholders in support of the existing community programs; such as the state university and the local government?

Review of Related Literature

Community Based Tourism. Community participation in the tourism planning process is advocated as a way to implement sustainable tourism. There are theories used to discuss community participation, including the "ladder of civic participation," the redistribution of power, collaborative processes, and the creation of social capital. These theories form the basis for defining a community-based tourism (CBT) model (Okazaki, 2008). Although conceptual models have been extensively researched, the development of practical CBT models in field studies has been limited (Rodrigues & Prideaux, 2018). CBT owned and managed by the community as a whole is "the purest model" of CBT. That could lead to cited barriers towards success of CBT, from luck of financial skills, unreached marketing network, to land management concerns (Dodds et al., 2018) . However, the success factors of CBT are undeniable and national/international governments/organizations continue to support the CBT programs (Hamzah & Khalifah, 2009; Nair & Hamzah, 2015).

Community-based tourism is believed to have a major impact on rural communities in the Philippines and many other countries. It is well known for its impact on the poor, bringing socio-cultural, environmental, and economic benefits to the governance of a community when guided with sound policies. CBT has great potential to enhance such aspects of a place for community development (Andelecio & Martin, 2022). The development of CBT projects can follow different trajectories. CBT projects can be initiated within and outside the community by the private, public and non-governmental sectors or a combination of these, using a top-down or bottom-up approach. It is also noted that CBT projects can take on a formal or informal nature depending on the conditions that led to their implementation (Mtapori & Giampiccoli, 2016).

One of the issues in CBT that has not been adequately addressed concerns the sustainability of community tourism as a model based on the use of local indigenous resources and sustainability as a resource for the conservation of nature that serves as a habitat for developed tourist activities (Naranjo, 2022). Hence, the concern about too much dependency of the community to the tourism program alone, and mismanaged development initiatives due to lack of community empowerment and capacity skills is suggested for further studies by previous research (Goodwin & Santilli, 2009; Juma & Khademi-Vidra, 2019).

The Tourism Industry in the Philippines. Philippines is an archipelago of more than 7,100 islands, depends on low tide or high tide. The country is one of the competitive tourist destinations in Southeast Asia especially with regards to RCBT experience. In competition against Indonesia, Vietnam, and Thailand when it comes to nature and beach destination, the Philippines' Department of Tourism (DOT) sets Tourism Development Plans (2016-2022) along with a Tourism Rapid Assessment Manual in order to strategically develop its tourism products to be competitive.

Tourism's contribution to the economy continued to increase as the economy returned to normality and there were no further major lockdowns from 2022, post COVID-19. Though with this is a wave of tourist intention to relax and enjoy nature in the rural areas with genuine interaction with the locals, hence, community empowerment and capacitation is highly encouraged for the community to continue dependence in delivering tourism programs in the destination, or else the CBT projects are seen lead to failure. (Ruiz et al., 2018).

Stakeholders Theory: Stakeholders theory (Kamarudin, 2013; Kontogeorgopoulos et al., 2014) is suggested to be a key factor to start off any CBT initiatives. As pointed out by previous research (Kamarudin, 2013), some of the participating community members' challenges is when there is no approving support from the government side, skills training opportunities, and situations when outside funders and/or business owners to disregard the local community participation on their private tourism program operations. By addressing the communication gap between community and key involved external stakeholders, a better establishment of project planning, decision making, and monitoring can be achieved.

Methodology

Method. This study makes use of the qualitative research, specifically the narrative inquiry. According to Clandinin and Caine (2008), narrative inquiry is both a view of the phenomena of people's experiences and a methodology for narratively inquiring into experience; and thus, allows for the intimate study of individuals' experiences over time and in context.

Research Setting. This was conducted at Mararison, Island, Culasi, Antique in the Philippines.
The Participants. This study includes the following participants: 1) community leaders / representatives, 2) community residents / homestay owners, 3) Local Government officers, 4) outside/private business owners / funders, 5) academe, and 6) non-government organization representatives. These participants were purposefully selected because these are the main participating community stakeholders that support CBT success (Witchayakawin, et al., 2022).
Data Collection Methods. The data was gathered through focus group discussions (FGDs) to the five groups of stakeholders with 3-4 representative from each group, and these FGDs will be done face-to-face, and/or online. A question guide in English, and its translated version in Kinaray-a will be used during the focus group discussion. The FGDs will be done for 3-4 rounds and these will be recorded, then later transcribed accordingly.

Data Analysis. The researchers utilized Clarke and Braun, (2006) Framework. The following are the steps: 1) Familiarization with the data, 2) Generating initial codes, 3) Searching for themes, 4) Reviewing themes, 5) Defining and naming themes, and 6) Producing the report.
Significance of the Study
The result of this study is deemed significant to the following:
External Stakeholders:

- **Academic Administrators.** This study may be used as basis to strengthen or sustain the tourism-related programs of the involved university.
- **Local Government Representative.** The result of this study can be a useful data to refer in able to establish strategic CBT development and enhancement programs.

Community Stakeholders. The result of this study can be used as bases in policy formulation, and in developing a tourism program, especially the one related to CBT or strengthening the existing ones.

Researchers. The outcome of this study can benefit the researchers because this may serve as baseline data in conducting further tourism-related research.

Discussion and Conclusion. The research study received positive support from the respective local community members who participated in this paper. It was also concluded that community's initiative towards tourism developments in their area is highly active should there be also an active support from the respective stakeholders. Previous research stated that community's initiative to support tourism developments is mediated with the economic return promised by CBT tourism platform. In addition, to sustain such initiative, stakeholders' support to strengthen the community members' skills, and remained empowered is deemed important. Necessary supports such as skills training, policy development (e.g. garbage collection/management, safety regulations, etc.), tourists monitoring and management, and safety regulations are significant to build community empowerment. Such important supports from the academe, local government, and non-government organizations are positively significant towards successful rural community-based tourism projects.

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The role of mindfulness and perceived organizational support in mediating psychological anxiety and its impact on employees' intention to stay in five-star hotels

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Abstract

This study aimed to explore the role of mindfulness and perceived organizational support in mediating psychological anxiety and its impact on employees' intention to stay in five-star hotels in Taiwan. Data were collected from 300 five-star hotel employees (93.75% response rate) and analyzed using SPSS 25.0 and Hayes (2017) PROCESS Macro 4.2. As a result, both mindfulness and perceived organizational support as a mediating variable had significant positive effects on the relationship between employees' psychological anxiety and retention intention. Enhancing employees' mental health status and providing strong support from the organization might increase employee retention in the hotel business.

Keywords: Intention to Stay, Mindfulness, Perceived Organizational Support, Psychological Anxiety

1. Introduction

Resources are important for individuals to face challenges. Mindfulness would be an important internal resource for individuals, playing an important role in psychological mental health and various aspects (Ryan & Deci, 2000; Brown & Ryan, 2003). When individuals feel stressed, mindfulness can be an influential way to deal with stress, as mindfulness can increase personal resilience and help individuals to mitigate the negative effects of fear (Sears & Kraus, 2009; Foley et al., 2010; Delgado et al., 2010; Hülshege et al., 2013). Employees' fear and job insecurity may increase their stress (Sverke & Hellgren, 2002). Mindfulness might be an effective tool for employees to reduce stress, anxiety, depression, job uncertainty and worries when interacting face-to-face with customers (Jacobs & Blustein, 2008; Delgado et al., 2010).

In terms of external resources, organizational support is an important work resource for employees. Carrying and trusting employees as well as providing them with resources to improve work efficiency, companies would enable employees to have stronger connections to other departments or members, thereby allowing employees to feel more independent and competitive at work, which in turn leads to positive psychological and organizational outcomes, such as reduced emotional exhaustion (Hobfoll et al., 2018; Karatepe, 2015; Michel et al., 2013; Mitchell et al., 2021). Previous studies have shown that comprehensive benefits, incentive programs, and bonuses can increase employees' retention intention. To retain employees, the company needs to make them feel they are part of the organization and believe that their contributions to the organization are valued (Mitchell et al., 2001; Taylor, 2002).

Hotel employees around the world have long working hours and high work pressure. Studies have found that anxiety is an emotional response that varies with individual characteristics and environments (Jensen et al., 2013). Studies have shown that when work pressure is too high, hotel employees become prone to anxiety and poor physical and psychological health. Anxiety brought about by work can cause employees to feel afraid of future employment, which in turn affects hotel employees' retention intention (Robbins, 1992; Lu et al., 1999; Khawaja et al., 2021). Therefore, anxiety and uneasiness increase when the working environment is unstable, which might affect hotel employees' retention intention.

Therefore, this study aimed to explore the effects of employees' psychological anxiety on their retention intention in five-star hotels, with mindfulness and perceived organizational support as the mediating variables. The purposes of this study were as follows:

1. To explore employees' psychological anxiety and retention intention in five-star hotels.
2. To explore whether mindfulness mediates the relationship between employees' psychological anxiety and retention intention in five-star hotels.
3. To explore whether perceived organizational support mediates the relationship between employees' psychological anxiety and retention intention in five-star hotels.

2. Literature Review

Anxiety is a symptom of stress, which refers to an individual's response to stimuli. Anxiety is characterized by subjective tension, worry, and activation or arousal of the autonomic nervous system, which is triggered whenever a person perceives that a particular stimulus or state poses a potential harm, danger, or threat. It has been pointed out that anxiety can be differentiated into state anxiety and trait anxiety. Specifically, state anxiety refers to the short-term temporary emotional state of an individual. When an individual feels threatened by the external environment, they will have physiological reactions of anxiety and tension; conversely, when the state disappears or the individual adapts to the new environment, the anxiety will be ameliorated or disappear (Spielberger, 1966). A study measuring the psychological health of 1,515 people suspected of having COVID-19 who were forced to live in home isolation used the Depression, Anxiety and Stress Scale (DASS-21), and found that 53.8% of the patients had moderate or severe emotional distress due to the isolation. Among the patients who reported it, 16.5% suffered from moderate to severe depression, and 28.8% suffered from moderate to severe anxiety. Such distress could lead to suicidal behavior in severe cases (Wang, 2020).

Retention intention refers to the desire to remain part of an organization or the intention to stay in an organization, and it is the employees' intention to maintain the current employment relationship with the current employer over the long term (Johari, 2012; Reyes, 1990). Researchers have suggested that working conditions that meet employees' basic needs or desires are important and that organizations should motivate employees to feel more satisfied with their jobs, involve them in decision-making, make them feel valued, and understand their work stress through positive communication to develop their potential and increase their retention intention (Kim & Jogaratnam, 2010; Simons & Enz, 1995). If managers can improve employees' retention intention, it will help to improve the quality of service as well as the performance of the operation. Supervisors should listen to employees, express appreciation, and give guidance to employees at the appropriate time to make them recognize the supervisor's leadership behavior and feel satisfied with their jobs. When employees find that their career development and employment skills can be improved, they will have a sense of emotional commitment to the organization, and this will further enhance their retention intention in the organization (Contino, 2002; Naim & Lenkla, 2016).

Previously, mindfulness was considered a personal resource that facilitates psychological performance and reduces psychological processes, and previous cognitive experiences limit thinking (Carmody et al., 2009). Professor Jon Kabat-Zinn at the University of Massachusetts Medical Center (UMMC), one of the first scholars in the West to engage with mindfulness, applied meditation to patients in a hospital attached to UMMC. He considered mindfulness as a method to reduce stress and relax, and created the Mindfulness-Based Stress Reduction (MBSR) program in 1979. Mindfulness refers to the awareness of what is actually happening inside one's heart in a continuous perception, a process of psychological states, and a present awareness without making judgement, including one's feelings, thoughts, bodily states, consciousness, and the environment. Mindfulness helps people to alleviate and assimilate negative emotions and thoughts, helps them to handle matters and personal thoughts in their own way, and helps them to reject destructive behaviors and enhance self-regulatory behaviors, all of which can reduce employee burnout and emotional exhaustion (Nyanaponika, 1972; Bishop, 2002; Kabat-Zinn, 1990; Bajaj et al., 2016; Hülsheger et al., 2013; Li et al., 2017). Mindfulness therapy is popular, as it can reduce depression and anxiety while increasing an individual's vitality, and it has become the most widespread treatment modality in contemporary psychotherapy (Eifert & Forsyth, 2005; Hayes et al., 1999; Brown & Ryan, 2003).

Perceived organizational support refers to employees' perceptions concerning the extent to which their work organization values their contributions and cares about their efforts and well-being. According to the principle of reciprocity in social exchange relationships, when employees perceive high organizational support, they will exhibit certain behaviors that are beneficial to the organization as a form of support, such as organizational commitment, work engagement, and job performance, which enhances the employees' sense of control and reduces their job insecurity (Bal et al., 2010; Bohle et al., 2018; Rhoades & Eisenberger, 2002). When employees find that the organization is delivering on the commitments made to them, they will perceive the organization's support and recognition, and they will show a positive work attitude and make the best efforts to give back to the organization. It has been pointed out that the way an organization treats its employees, whether through social support (e.g., appreciation), economic support (e.g., pay raises and promotions), or encouragement in other forms, can encourage employees to generate positive attitudes and expectations, which in turn will generate favorable attitudes and expectations (Eisenberger et al., 1986).

Research has shown that work-related stress often causes individuals to feel anxious and overwhelmed, which may result in lower job satisfaction and lower retention intention (Lu et al., 1999). Previous studies have shown that mindfulness helps people to alleviate and absorb negative emotions and thoughts, reject destructive behaviors, and enhance self-regulatory behaviors, thereby helping individuals to handle events and thoughts in their own way while reducing employee burnout and emotional exhaustion (Hülsheger et al., 2013; Bajaj et al., 2016; Li et al., 2017). It has been pointed out that organizational support is a work resource that can help employees develop personal resources such as intrinsic motivation, positive emotions, and sense of self-efficacy. Organizational support has an impact on employees. If the company makes excessive demands on employees' work, it will cause employees to feel tension and stress, which will result in the depletion of their physiological and psychological energies and reduce their retention intention in the company (Michel et al., 2013; Karatepe, 2015; Hobfoll et al., 2018; Pomaki et al., 2010). Additionally, employees' perceived organizational support provides them with emotional support, positive self-esteem, recognition, and a sense of belonging, making them feel respected, cared for, and recognized, and reducing emotional exhaustion and burnout (Chiang & Hsieh, 2012; Fiksenbaum et al., 2007; Lee & Peccei, 2007).

3. Research Methods

1. Subjects and sampling processes

Subjects are employees working in five-star hotels. A list of 57 five-star hotels in Taiwain was based on the statistical data of Tourism Administration, MOTC in 2022. Employees of who had worked in each unit for more than six months were taken as the subjects. The questionnaires were distributed by purposive sampling. As the questionnaires required the cooperation of the subjects, the researchers first sought consent from hotel management to participate in the survey in advance. After obtaining consent, a total of 11 hotels were willing to cooperate and participate in the survey. The researchers sent online questionnaires or hard copies by mail to the five-star hotels that could not be reached in person. The official questionnaires, including online questionnaires and paper questionnaires, were distributed from March to June 2023. A total of 320 questionnaires were distributed, with 300 valid questionnaires (93.75%) and 20 blank questionnaires (6.25%) retrieved.

2. Questionnaire design

(1) Psychological anxiety

The STAI scale developed by Spielberger et al. (1983) was used as the psychological anxiety scale in this study. The scale consists of two scales, namely, state anxiety (A-State, abbreviated as STAI-S) and trait anxiety (A-Trait, abbreviated as STAI-T). This study focused on state anxiety (A-State). Therefore, the STI-S scale with 20 questions was adopted. Questions 1, 2, 5, 8, 10, 11, 15, 16, 19, and 20 were reversed questions. The scoring method was a five-point scale, with answers ranging from 1 (very inconsistent) to 5 (very consistent). A higher score indicated a higher anxiety index (Cronbach's α =.817), meaning a high degree of consistency and stability (Cuieford, 1965).

(2) Retention intention

The retention intention scale was based on the questionnaire developed by Hinshaw and Atwood (1983) and comprised 12 questions scored on a five-point scale, with answers ranging from 1 (strongly disagree) to 5 (strongly agree). Questions 2, 4, 5, 11, and 12 were reversed questions. A higher score indicated higher retention intention (Cronbach's α = 0.859), meaning a high degree of consistency and stability (Cuieford, 1965).

(3) Mindfulness

The Mindfulness Attention Scale (MAAS) developed by Brown and Ryan (2003) was used in this study. The scale comprised five questions scored on a five-point scale, with answers ranging from 1 (no) to 5 (always). A higher score indicated a higher level of mindfulness (Cronbach's α = .862), meaning a high degree of consistency and stability (Cuieford, 1965).

(4) Perceived organizational support

The scale developed by Eisenberger et al. (1986) and Eisenberger et al. (1997) was used as the perceived organizational support scale in this study. The scale comprised eight questions scored on a five-point scale, with answers ranging from 1 (strongly disagree) to 5 (strongly agree). Questions 6 and 7 were reversed questions. A higher total score indicated a higher perceived level of organizational support (Cronbach's α = .817), meaning a high degree of consistency and stability (Cuieford, 1965).

3. Statistical analysis

This study was conducted using SPSS 25.0 statistical software and Hayes' (2017) PROCESS macro 4.2. The study variables included psychological anxiety, retention intention, mindfulness, and perceived organizational support, while the analytical methods included descriptive statistics, reliability test, correlation, and regression analysis.

4. Results and Discussion

1. Participants

In this study, 46.3% of the participants were male and 53.7% were female. By age, the majority of the participants were 21–30 years old (37.3%), followed by 31–40 years old (22.3%), 41–50 years old (21.0%), 51–60 years old (8.0%), 18–20 years old (6.7%), and 61 years old and above (5.7%). By marital status, 62.7% of the participants were unmarried and 37.3% of the participants were married. By educational level, the majority of the participants had finished technical college and university (52.7%), followed by high/vocational school (17.3%), graduate school and above (15.7%), specialized school (10.7%), and junior high school or below (3.7%). By place of residence, the majority of the participants were from the northern region (83.0%), followed by the southern region (8.3%). By salary, the majority of the participants fell in the range of NTD 30,001–50,000 (56.0%), followed by NTD 50,001–70,000 (17.0%), NTD 30,000 and below (15.7%), NTD 70,001–90,000 (6.0%), and NTD 90,001 and above (5.3%). By number of years of service in the hotel industry, the majority of the participants had service experience of one year and five months (7.6%), followed by five years and five months (4.6%) and two years and five months (4.2%). By years of experience in catering and tourism, the majority of participants had experience of four years and five months (5%), followed by five years and five months (4.6%), six years and five months, and eight years and five months (3.8%).

2. Correlation analysis of the research variables

Pearson correlation analysis was used to test the correlation between the variables of the study. The results of the mean and standard deviation of each variable and the correlation coefficient between the variables are presented in Table 1. The correlation between mindfulness and perceived organizational support was nonsignificant ($r = .042$, $p > .05$).

Table 1. Correlations between variables

	M	*SD*	(A)	(B)	(C)	(D)
(A) Psychological anxiety	2.50	.48	1			
(B) Retention intention	3.28	.62	$-.321^{**}$	1		
(C) Mindfulness	3.42	.73	$-.291^{**}$	$.315^{**}$	1	
(D) Perceived organizational support	3.42	.63	$-.511^{**}$	$.368^{**}$	.042	1

Note: *M* = mean, *SD* = standard deviation, $^{**}p<.01$

3. Regression analysis of the research variables

In this study, regression analysis was conducted using PROCESS Model 4.2. Table 2 shows that there was no significant effect of psychological anxiety on retention intention ($\beta = -.095$, $SE = .081$, $p > .05$). In Model 3, mindfulness mediated the relationship between psychological anxiety and retention intention; and had significant positive effect on retention intention ($\beta = .236$, $SE = .046$. $p < .001$). In addition, perceived organizational support mediated the relationship between psychological anxiety and retention intention; and had significant positive effect on retention intention ($\beta = .317$, $SE = .059$. $p < .001$). Figure 1 shows the relationship between the variables in the model diagram of this study.

Table 2. Relationships between variables

Regression Models	M1	M2	M3
Dependent Variables / Independent Variables	Mindfulness	Perceived Organizational Support	Retention Intention
Psychological Anxiety	-.440***(.084)	-.673***(.066)	-.095(.081)
Mindfulness			.236***(.046)
Perceived Organizational Support			.317***(.059)
Total Effect	.084	.264	.230
F	27.202***	106.405***	29.365***

Note: ****p*<0.001

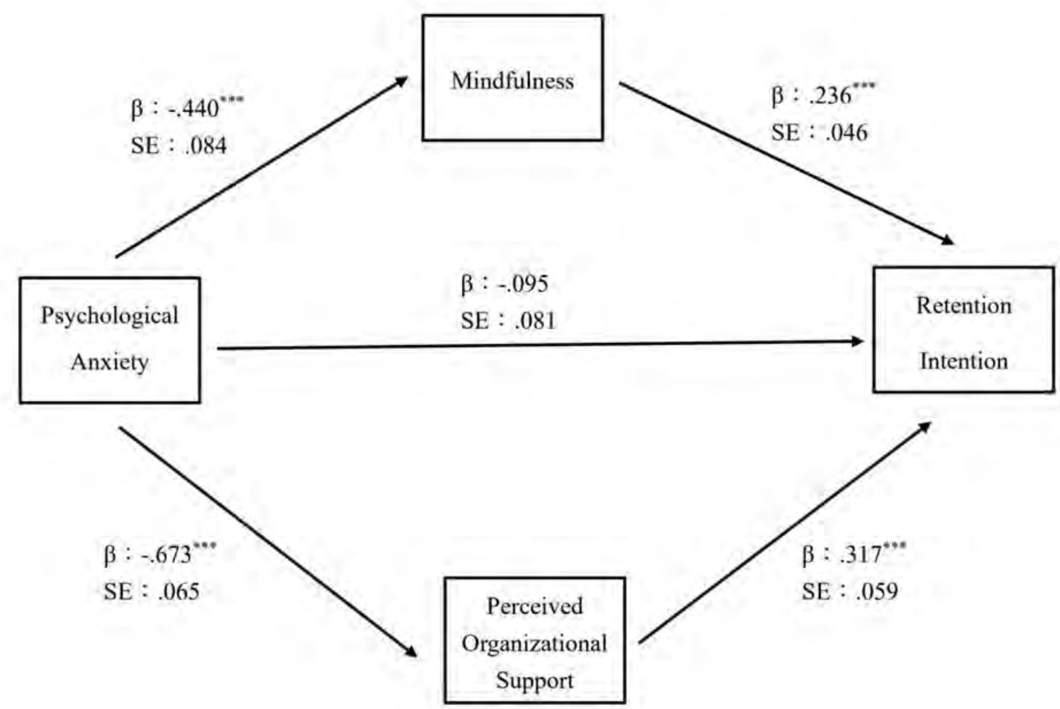

Figure 1. Research model

5. Conclusion and Suggestions

This study focused on the effect of employees' psychological anxiety on their retention intention in five-star hotels, with mindfulness and organizational support as mediating variables.

1. Research conclusion

(1) Employees' psychological anxiety and retention intention in five-star hotels

This study explored the psychological anxiety and retention intention of 300 employees working in five-star hotels. The results showed that the mean psychological anxiety was 2.50 (SD = 0.48) and the mean retention intention was 3.28 (SD = 0.62). Psychological anxiety of tourism workers who were also affected during the COVID-19 pandemic ranged from 2.39 to 3.31, while the mean retention intention ranged from 2.89 to 3.16 (Wang & Yen, 2021). Using previous research findings as reference, five-star hotel employees might have lower levels of psychological anxiety and higher levels of retention intention during the post-pandemic recovery period.

(2) Mediating effect of mindfulness on the relationship between employees' psychological anxiety and retention intention in five-star hotels

Relevant studies have pointed out that mindfulness is a kind of personal energy that helps to alleviate negative emotions and process thoughts. It can reduce emotional burnout and exhaustion, and also prevent people from passing by opportunities in the pursuit of their goals (Nyanaponika, 1972; Hülsheger et al., 2013; Bajaj et al., 2016; Li et al., 2017). In recent years, mindfulness has been emphasized in clinics, schools, and workplaces to effectively improve concentration, solve and alleviate health problems such as sleep disorders and psychological anxiety, and positively affect happiness and hope (Malinowski & Lim, 2015). The use of mindfulness can affect individuals' emotional responses and decision-making, and the continued use of mindfulness can generate the best decision-making results (Hafenbrack, 2013; Fiol & O'Connor, 2020). Therefore, this study hypothesized that individuals' high levels of mindfulness would weaken the effect of psychological anxiety on their retention intention. The results of this study showed that mindfulness as a mediating variable had a significant positive effect on the relationship between employees' psychological anxiety and retention intention.

(3) Mediating effect of perceived organizational support on the relationship between employees' psychological anxiety and retention intention in five-star hotels

Organizational support has an impact on employees. Changes in company policy, salary, or the benefits offered by a company will be the main reasons to increase employees' retention intention in an organization. The external environment, individual differences, and the organization will affect the work stress of the employees in hotels. If a company can effectively adjust and change its policies according to the environment, the employees' stress and anxiety will gradually decrease. If employees have a high retention intention in the company and maintain a consistent quality of service, the company's human resources expenditure will be reduced, which is a critical factor for the success of a company (Robbins, 1992). The demands placed on employees during the operation of a company can deplete their psychological and physical energy, resulting in physical and psychological tension and stress. However, if the leaders of the departments to which the employees belong provide appropriate support, it will have a positive effect on the employees' physical and psychological health and reduce their intention to leave the company (Pomaki et al., 2010). Therefore, this study hypothesized that perceived organizational support would weaken the effect of psychological anxiety on retention intention. The results of this study showed that when perceived organizational support was used as a mediating variable to influence the relationship between employees' psychological anxiety and retention intention, it had a mediating effect that was significant and positive.

2. Research Limitations and Suggestions

With respect to the construct of retention intention, if an employee has the intention to leave the company or the construct has a negative outcome, the employee may be influenced by social or workplace expectations. In addition to quantitative data collection, it is recommended that qualitative in-depth interviews be conducted to learn employees' perceptions in a more comprehensive manner. The results of this study could provide a reference basis for future researchers to make inferences.

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Structural literature review on the impact of digital transformation on the ocean tourism industries

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Abstract:

This research presents the findings from a structural literature review (SLR) on the impact of digital transformation on the ocean tourism industry. Specifically, it searched peer-reviewed journals published in 2014~2024 from six scholarly databases and identified 31 studies. The results indicated that the selected studies investigated virtual reality, gaming, geographic information systems, Internet-of-Things, etc. as key digital technologies driving improved performances or positive responses from tourists, businesses, and the industry. The three most studied sub-sectors include cruise, ecotourism, and expedition. Over 60% of studies are from Asia Pacific countries. This SLR results in several future research agendas.

Keywords: Structured Literature Review, Ocean Tourism, Digital Transformation, IoT, GIS, Virtual Reality

1. Introduction

Digital transformation (DT) has become a driving force in the global tourism industry, revolutionizing the way services are delivered and experienced. It introduces efficiency and personalized experiences through technologies like virtual-reality, big-data, and the Internet-of-Things (Kindzule-Millere & Zeverte-Rivza, 2022). While DT has fostered economic growth and sustainable practices across tourism, its influence is particularly notable in the *ocean tourism* sector. Martínez Vázquez et al. (2021) describe *ocean tourism* as engaging individuals in experiences like diving, sailing, fishing, and observing marine wildlife, extending to cruises, beach activities, and exploration of coastal and historical maritime sites. This range of activities highlights the sector's diverse nature, placing marine tourism as a vital component of the global tourism landscape.

The adoption of digital technologies has not only enhanced the exploration and enjoyment of marine environments (Li et al., 2023) but also contributed to the sector's economic viability and environmental stewardship (Barykin et al., 2021). Indeed, DT is considered one of the important growth pillars for sustainable coastal and marine tourism initiatives, which eventually contribute to many countries' pursuit of the Sustainable Development Goals of the United Nations' 2030 Agenda (Làzaro, undated).

DT's impact on marine industries is well-documented in academia, with DTs significantly enhancing access to and utilization of marine environments to develop deeper explorations and robust infrastructure for economic activities (Papageorgiou, 2016). Tsvetkova et al. (2021) explored how digital innovations boost efficiency and cut costs in marine transportation. Similarly, Iman et al. (2022) detailed DT's positive effects on the marine supply chain, emphasizing improved productivity and competitiveness in Indonesian ports. DT's significance reaches other sectors such as maritime safety and fisheries. Kechagias et al. (2022) address ocean industry cybersecurity, detailing a maritime company's comprehensive approach to mitigate cyberthreats, showcasing the critical role of DT in ensuring maritime safety.

Beyond the abovementioned DT’s impact on marine industries, DT's broad impacts on the tourism sector are also well-documented. It has revolutionized tourism marketing via social media platforms (Kaur, 2017). Tourist planning and decision-making have been streamlined with extensive online resources (Berzina and Medne, 2021). Immersive technologies now offer virtual tours and detailed previews of destinations (Fan et al., 2022). DT has also facilitated more effective policymaking and strategy development for businesses by providing access to detailed data analytics. Choe et al. (2023) mentioned how the use of big data in a national park can be analyzed to improve the park’s sustainable management. Moreover, DT supports the initiative of sustainable tourism by encouraging eco-friendly practices (El Archi et al., 2023).

Despite extensive DT research, its specific impact on the ocean tourism sector remains underexplored with some exception of a few recent studies (e.g., Li et al., 2023). Indeed, while a plethora of studies address DT's effects in *other tourism sectors* on the one hand and *other marine sectors* on the other hand, the DT’s unique influences on the *“ocean tourism”* sector lack sufficient attention even with DT’s pronounced important roles in the sector. This research explores this gap, acknowledging ocean tourism's critical economic and environmental relevance in the overall tourism sector.

2. Research Methodology & Results

To understand the impact of DT on ocean tourism, we carried out a systematic literature review, following a method suggested by Tijan et al. (2021). The steps are outlined in Figure 1. This research utilized six databases and employed a predefined set of keywords to gather relevant studies (Table 1). Initially, 2,788 papers were retrieved, and by applying inclusion and exclusion criteria (Table 2), we narrowed it down to 28 studies. Subsequent backward snowball sampling further refined our selection to 31 studies included in the analysis. Table 3 illustrates a selection of journals from which these papers originated.

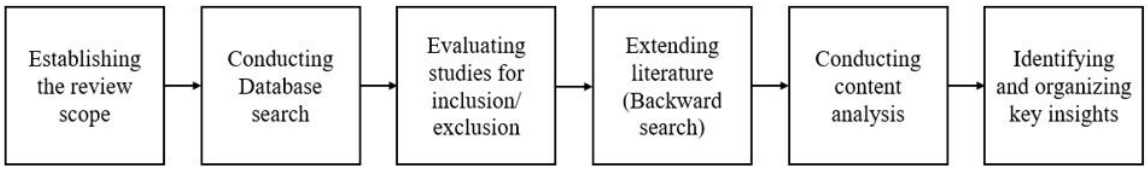

Figure 1: Methodological steps.

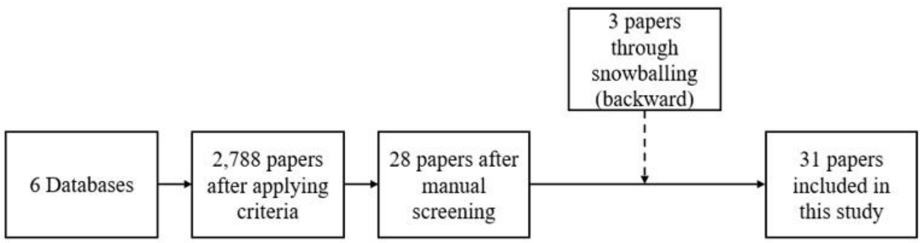

Figure 2: Literature search process and search results.

Table 1: List of databases and the keywords searched

List of Databases	Keywords
• Business Source Complete • ABI Inform Collection • Scopus • EBSCOhost (Academic Search Premier) • Science Direct • Google scholar → for backward snowball sampling	• Keywords related to ocean: Ocean, Marine, Maritime, Nautical, Underwater, cruise. • Keywords related to tourism: Tourism, Smart tourism, blue tourism, E-tourism, tourism industry, sustainable tourism, hospitality industry, travel, geotourism, sightseeing, smart cruising. • Keywords related to DT: Digital transformation, Technology adoption, Information technology, Innovation, Digital strategies, Technology advancement, technology trend, Digitalization, technological innovation, big data, machine learning, internet of things, blockchain, data, virtual reality, augmented reality, artificial intelligence

Table 2: Inclusion/Exclusion criteria

Inclusion Criteria	Exclusion Criteria
• Published in the years 2014-2024. • Articles in scholarly journals • Available in selected Databases • Published in the English language. • Mostly peer-reviewed	• Not published in English • Duplicated • Not related to the key topic (The topic needs to be related to the 'impact' of 'digital technologies' on 'tourism industry) of study, after paper-by-paper review by authors

Table 3: Journals contributing to this study

Journals contributing to this study
• African Journal of Hospitality, Tourism, and Leisure • International Journal of Contemporary Hospitality Management • Journal of Coastal Research • Journal of Business Research • Journal of Hospitality and Tourism Technology • Journal of Hospitality and Tourism Management • Journal of Information Technology and People • Journal of Information Technology and Tourism • Journal of Management Development • Journal of Marine Policy • Journal of Maritime Policy and Management • Journal of Sustainable Tourism • Journal of Sustainability (Switzerland) • Journal of Technological Forecasting and Social Change • Journal of Tourism Futures • Journal of Tourism Management • Journal of Tourism Management Perspectives • PLOS ONE • Sensors

By analyzing 31 selected studies, we uncovered distinct DT trends in ocean tourism. Table 4 highlights a particular emphasis on "virtual reality" and "gaming" as the most popular DTs in the ocean tourism industry, alongside broader discussions on DT's impact as a general phenomenon, exemplified by Chen and Zhou (2020)'s investigation into digital technologies' influence on marine tourism product design. The impacts discerned from these studies fall into three main categories: *effects on tourists, businesses, and the industry*, detailed in Table 5. Following Kowalczuk et al. (2021), tourist impacts are classified into *affective, behavioral, and cognitive* responses.

Further scrutiny identifies key factors driving these impacts, segmented into *tourist-related, technology-related, and business-related* factors, as shown in Table 6. Sector-specific analysis (Table 7) positions the *cruise industry, ecotourism, and expeditions* as the sectors most affected by DT, following *general ocean tourism*. On a geographical scale, research predominantly concentrates on Asia Pacific regions, which exceed over 60% of studies from these regions (Table 8). Temporally, there's been an uptick in academic focus on DT's effects on ocean tourism since 2020, spotlighting a vital yet uncharted territory (Figure 3). This observation emphasizes the growing scholarly attention to DT in ocean tourism, marking an essential direction for further research.

3. Discussions

Given the limited research on DT's impact on ocean tourism compared to general tourism, further exploration in this niche is essential. The focus has predominantly been on tourists, with impacts on businesses, SMEs, the industry, and the economy receiving less attention. Future studies should broaden their scope to address these overlooked areas. Delving into the role of emerging DTs, such as artificial intelligence and blockchain, in enhancing sustainability and operational efficiency in ocean tourism, offers a promising direction for future research. Other overlooked sub-sectors of ocean tourism, such as beaches and leisure activities could benefit from the newest DTs. Finally, this study suggests that scholars in the Western regions find interesting research topics related to the impact of DT on the ocean tourism sectors.

Table 4: DTs covered in selected papers and their frequencies

DT Covered in the papers	Number of papers
Digital data storage	1
Gaming	5
GIS	3
IoT	2
Mobile app	1
Mobile infrastructure	2
Overall DT	6
Social media	2
Tourism website and app	1
Virtual reality	8

Table 5: Impacts of DT on ocean tourism

<table>
<tr><td colspan="2">Impacts of DT on ocean tourism</td><td>Examples from papers</td></tr>
<tr><td rowspan="3">On tourists</td><td>Behavioral Response</td><td>Purchase Intention, Technology Adoption, Intention to Use, Loyalty</td></tr>
<tr><td>Affective Response</td><td>Tourist Engagement, Tourist Comfort, Hedonic Wellbeing, Connectedness to Nature, Memorable Tourism Experience, Intrinsic Motivation Inventory, User Enjoyment, Emotional Connectedness to the Environment, Satisfaction</td></tr>
<tr><td>Cognitive Response</td><td>Knowledge Gain, Brand Attitude</td></tr>
<tr><td colspan="2">On the Industry</td><td>Economic Value, Customer Surplus, Level of Carbon Emission, Expected GDP Per Capita</td></tr>
<tr><td colspan="2">On Businesses</td><td>Performance, Marketing Strategy, Management Preferences</td></tr>
</table>

Table 6: Driving factors of DT's impact on ocean tourism and examples from papers.

Driving factors of impact	Examples from Papers
Tourist-related variables	Attitude toward technology, trust in technology, self-efficacy, outcome expectation, immersion, social interaction, connection to the marine world, interest in marine conservation, engagement, enjoyment, user performance, emotional response, WOM Praise, WOM activities
Technology-related variables	Usefulness, Ease of Use, Compatibility, perceived benefit from the technology, informativeness, accessibility, interactivity, personalization, security, Media richness, Interactivity, presence, information reliability
Business/Industry-related variables	Travel cost, Distance from Residence, Expected contribution of the tourism sector to the overall GDP, terrestrial and marine protection, international tourism arrival

Table 7: Ocean tourism sectors, covered in selected papers, and their frequencies

Ocean tourism sectors	Number of papers
Beach	1
Cruise	7
Ecotourism	6
Expedition	5
Expedition; Park	2
leisure	1
Tourism General	9

Table 8: Geographical locations covered in selected papers, and their frequencies

Continents	Countries	Number of Papers
Asia	Indonesia	2
	China	5
	Singapore	2
	Taiwan	2
	South Korea	2
	Japan	1
Europe	Spain	1
	Portugal	1
	Italy	1
	France	1
North America	USA	1
Oceania	Australia	5
South America	Brazil	1

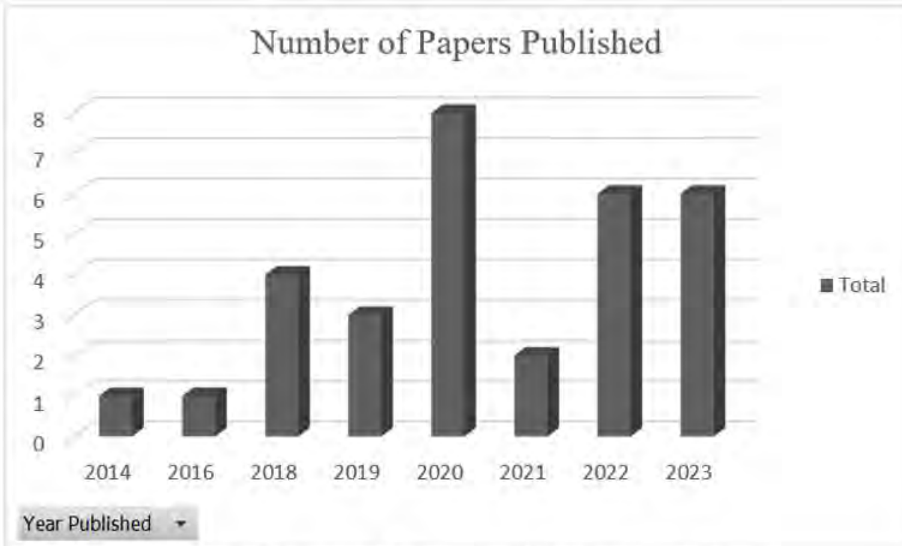

Figure 3: Number of papers published (2014-2023)

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Exploring the cool factors: The impacts of restaurant service robots on senior's co-creation experience and revisit intention

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Abstract:

Despite the efficiency and cost benefits of adopting service robots, concerns have arisen regarding seniors' adoption. Given global aging trends, understanding seniors' digital engagement become pivotal. This study explores the perceived coolness of robotic restaurants and its impact on the co-creation experience, well-being, and revisit intention among active seniors aged 50 and above. It aims to fill research gaps and clarify factors influencing active seniors' intentions to dine at robotic restaurants. The results of this research will contribute to a deeper understanding of active seniors' behavioral intentions and offer actionable insights for the restaurant industry's strategic planning and service innovation.

Keywords: Perceived coolness, Co-creation experience, Subjective well-being, Revisit intention, Robotic restaurants

1. Introduction

Technological advancements have revolutionized information access and service delivery (Kim et al., 2024), employing devices from smartphones to robots across various industries, particularly enhancing the service sector (Cha, 2020; Han & Chong, 2022; Kuo et al., 2017). In the hospitality industry, the adoption of robot services offers various benefits such as increased efficiency, cost reduction, and addressing labor shortages (McCartney & McCartney, 2020). However, certain demographics, especially the elderly, struggle to adapt to these changes due to skepticism and unfamiliarity with technology (Bianchi, 2021). With global aging accelerating, the senior population becomes a significant consumer demographic, particularly active seniors aged 50-60, who possess purchasing power and desire leisure activities (Nam et al., 2023; Nextunicorn, 2022). In Korea, the situation is progressing swiftly (Park, 2023). Consequently, hospitality businesses are keen on understanding active seniors' digital abilities and attitudes toward technology. However, there is a lack of research on perceptions based on direct experiences with robotic restaurants. Therefore, this paper aims to explore active seniors' perceived coolness of dining at a robotic restaurant and its subsequent influence on active seniors' co-creation experience, subjective well-being, and revisit intention.

2. Literature Review

This study employs service-dominant logic (SDL) as the theoretical framework, which underscores the collaborative creation of value among all parties involved in a service exchange. It emphasizes the active role of consumers in value creation through dynamic interactions during the service process (Hilton & Hughes, 2013; Vargo & Lusch, 2004). Particularly relevant in the context of robotic restaurants and Technology-Based Self-Service (TBSS), S-D logic highlights how consumers engage with service robots to enhance their service encounters, fostering both utilitarian and hedonic connections to the experience (Jain et al., 2023).

Perceived coolness in the context of robotic restaurants encompasses subcultural appeal, originality, utility, and attractiveness, reflecting consumers' positive attitudes toward novelty technology (Cha, 2020). This study defines perceived coolness as a multi-dimensional concept capturing the emotional and cognitive dynamics experienced by consumers in this setting, particularly emphasizing the uniqueness and rarity of robotic dining experiences. Specifically, given the early stage of adoption for robotic restaurants (Hlee et al., 2020), individuals may perceive them as rare and distinctive, known as subcultural appeal, contributing to their overall coolness. Originality highlights unique experiences, particularly interactions with service robots, while utility refers to the functional quality of robots. Attractiveness denotes the appeal customers feel towards the robots during dining.

Co-creation experience, a central aspect of SDL, highlights the collaborative nature of value creation, where both consumers and service providers (i.e., service robot) actively contribute to service design and delivery (Vargo & Lusch, 2004). It involves consumers' perception of deriving new value from their engagement with service elements, including both hedonic and cognitive experiences. Hedonic experience refers to the joy and delight felt while co-creating with service robots (Chen, 2018; Etgar, 2008), while cognitive experience denotes the acquisition of new knowledge or skills during the process of engaging with the service (Verleye, 2015; Zhang et al., 2015). Interactions with service robots evoke feelings of excitement and joy, contributing to hedonic experiences, while active participation in co-creating value may also lead to the acquisition of new knowledge and skills, enhancing cognitive experiences. Therefore, we propose:

H1: Perceived coolness of dining at a robotic restaurant has a positive effect on active senior's hedonic experience.
H2: Perceived coolness of dining at a robotic restaurant has a positive effect on active senior's cognitive experience.

Subjective well-being reflects positive emotions experienced by individuals in their overall lives, as well as a sense of meaning derived from engagement in activities (Seligman & Csikszentmihalyi, 2000). The cognitive and affective dimensions of individuals' service experiences influence their assessment of subjective well-being (Li et al., 2022). Therefore, we propose:

H3a: Hedonic experience has a positive effect on active senior's subjective well-being.

H3b: Cognitive experience has a positive effect on active senior's subjective well-being.

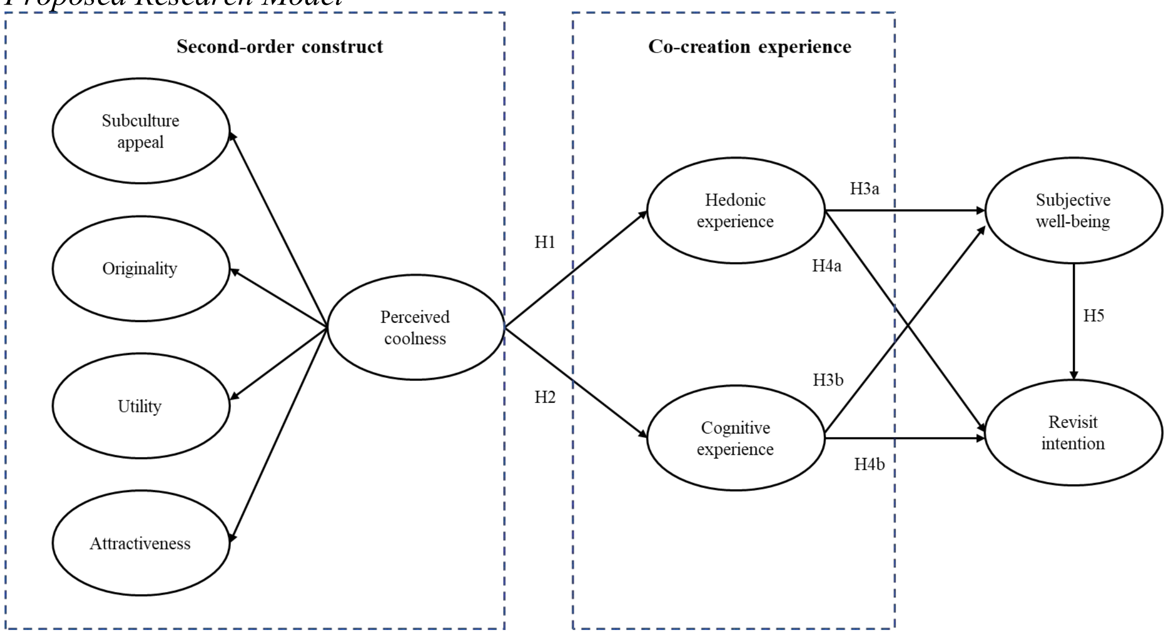
Customers' revisit intention serves as a crucial indicator of post-purchase behavior, formed upon positive service experiences (Meng & Choi, 2018; Yoo et al., 2020). When consumers play a central role in the service process through co-creation, it will result in positive behavioral outcomes (Jain et al., 2023; Vargo & Lusch, 2016). Given the above, the following hypotheses are proposed:

H4a: Hedonic experience has a positive effect on active senior's revisit intention.
H4b: Cognitive experience has a positive effect on active senior's revisit intention.
H5: Subjective well-being has positive effect on active senior's revisit intention.

Figure 1 presents the proposed research model.

Figure 1

Proposed Research Model



3. Methodology

Based on comprehensive literature review, perceived coolness of dining at robotic restaurants will be measured as a second-order construct containing subcultural appeal (4 items), originality (4 items), utility (3 items), and attractiveness (4 items) (Cha, 2020). The co-creation experiences will be measured by 9 items (Verleye, 2015). Subjective well-being will be measured utilizing 3 items (Hwang, & Lyu, 2015). Lastly, to measure revisit intention for the robotic restaurants, this study will utilize 4 items based on prior research (Bae et al., 2023). All measurements will be modified and supplemented to align with the current study's context and objectives. All items will be measured by a 7-point Likert scale.

A survey targeting Korean active seniors aged 50 to 65 with experience in robotic restaurants will be distributed by the end of April 2024. Subsequently, responses will be statistically analyzed using partial least squares structural equation modeling (PLS-SEM) to explore the relationships between factors.

4. Results

This is a work-in-progress paper.

5. Expected Findings and Implications

This study contributes to the broader literature on SDL and consumer behavior by examining the role of perceived coolness and co-creation experiences in the context of emerging technology adoption among older consumers. This study will also highlight the importance of considering the emotional and cognitive dimensions of service experiences in shaping subjective well-being and post-purchase behaviors.

This research has significant implications for the hospitality industry, particularly in designing and marketing robotic restaurant services to cater to the needs and preferences of the growing active senior demographic. By understanding the factors that contribute to a positive dining experience for active seniors, businesses can better tailor their offerings and improve customer satisfaction and loyalty in this segment.

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***More references are available upon request.**

Going beyond conspicuous consumption: Cultivating your life through luxury dining experience

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Abstract:

As the trend of 'Luxury goes mainstream' redefines luxury towards meaningful experiences, this study investigates how luxury experience in hospitality context, particular in dining experience, enhances self-esteem and well-being. Our results showed that luxury dining not only heightens self-competence and fulfillment but also significantly boosts self-worth, especially in individuals less involved to dining experiences. These individuals notably gain in self-value post luxury dining, underscoring the positive impact of luxury on personal well-being.

Keywords: Luxury Dining Experience, Well-being, Self-esteem, Dining Involvement

1. Introduction

"Luxury goes mainstream" was listed as one of the significant trends (D'Arpizio et al., 2024; Lean, 2015). Unlike in the past, today's luxury consumption is no longer limited to consumers in the highest socioeconomic class. The discussion about consumer spending on luxury goods/services has grown to include middle- and even low-income consumers (Kwon et al., 2022). As consumer aspirations shift upward, the culture of upscale spending has also grown (Schor, 1999). Consumers view experiential luxury as an opportunity to escape the stresses of daily life and indulge in moments of relaxation and enjoyment. These emerging trends suggest that looking at luxury experiences as part of consumption through a different lens of personal empowerment and self-expression, known as agentic luxury, can provide valuable insights into consumer benefits.

Luxury experiences have transformed the notion of "luxury," emphasizing meaningful experiences rather than the traditional conspicuous display of social status (Eckhardt et al., 2015). Despite market success, there is a limited understanding of luxury hospitality experiences (Chen

& Peng, 2018; Yang & Mattila, 2016). So far, most luxury research has maintained a strong focus on products (Cannon & Rucker, 2022), emphasizing how individuals are willing to spend more on branded products. Rather than seeking fulfillment through ownership, consumers increasingly prioritize experiences that enrich their lives and create lasting memories. This shift aligns with broader societal trends that emphasize seeking meaning and authenticity in everyday experiences.

Consumption, especially in luxurious experiences, can fulfill consumers' self-enhancement needs, contributing to their self-worth. Luxury consumption serves as a means to boost self-esteem (Sivanathan & Pettit, 2010) by signaling positive qualities like status, both to others and to oneself. Despite its significance, research regarding the impact of consumption on self-esteem is limited, and the available evidence is fragmented (Consiglio & van Osselaer, 2022). Notably, researchers have not shown much interest in directly studying this effect. In response to Consiglio and van Osselaer's (2022) call for research exploring the role of self-esteem in consumption behavior, our study examines how luxury experiences, specifically dining at luxury restaurants, shape self-esteem and well-being.

As consumers indulge themselves through extravagance in consumption, hospitality service organizations have obligations to ensure consumers' well-being. However, while the negative aspects of luxury consumption are often highlighted, the positive point of view has been overlooked. Therefore, this study aims to shed light on the positive effects of luxury consumption by exploring its role in enhancing self-esteem and well-being from a eudaimonic perspective in the hospitality industry context. By doing so, it may identify opportunities for businesses to develop and provide luxury consumption experiences that more effectively promote consumer well-being.

2. Literature Review

2.1. Agentic luxury consumption

The concept of agency, deeply rooted in psychology and consumer behavior, is closely related to discussions about luxury services and experiences. Holmqvist and his team (2023) conceptualized "agentic luxury" and proposed several research propositions regarding its impact on luxury service encounters. According to their work, agentic luxury signifies a departure from traditional luxury. In agentic luxury, consumers actively shape and influence their luxury experiences, contrasting with the typically passive roles they assume in traditional luxury settings. This means that consumers rely less on what the product or service provider offers but instead actively craft their experiences based on their preferences. This "agentic" aspect does not necessarily rely on consumers' substantial physical or financial resources. Instead, it signifies their ability to influence when, where, and how they infuse luxury into their lives. This perspective places a strong emphasis on personal involvement and choice in shaping these luxury encounters rather than being dictated by marketing efforts (Sudbury-Riley et al., 2020). In line with this, service providers play a role in facilitating and enhancing consumers' experiences, specifically by promoting self-centered values such as seeking stimulation (e.g., excitement, novelty) and hedonistic pleasures or gratification. However, research on consumers' active roles and self-focus in luxury services is still in its early stages.

2.2. Self-esteem

Self-esteem, the extent to which a person feels good about themselves (Leary & Baumeister, 2000), shapes how they see themselves and how they act. Therefore, self-esteem is crucial in shaping their commitment to particular consumption choices (You et al., 2020). For example, high self-esteem customers are more likely to switch to other service providers when they experience poor service quality, whereas low self-esteem customers are less inclined to switch to another provider (Consiglio & van Osselaer, 2022). Self-esteem plays a role in leading certain behaviors because individuals are more inclined to make choices that reflect their confidence and self-assessment. Stuppy et al. (2020) found that customers with low self-esteem are more inclined to seek out low-quality products because they are more likely to desire to confirm their existing self-view rather than enhance it. Dhandra (2020) also found that the customers' evaluation of their consumption experience improves as a result of the enhancement of their self-esteem. In addition, individuals are likely to purchase a particular product to confirm their self-esteem because they desire to confirm their self-view through consumption behaviors (Stuppy et al., 2020).

Understanding how customers' self-esteem functions concerning their consumption behaviors is essential because it provides insights when developing a business strategy to attract new customers from competitors (Grewal et al., 2019). For example, a company needs to consider how they invest their resources to generate a new market similar to their competitors because low self-esteem consumers are more likely to consider the level of risk aversion for switching to an alternative provider (Consiglio & van Osselaer, 2022). Therefore, marketers would ultimately benefit from understanding the role of self-esteem in building long-term connections with customers.

2.3. Eudaimonic well-being

The exploration of eudaimonic constructs in terms of conceptual and operational definitions has only recently begun, as Waterman (2008) noted, while other well-being conceptions, such as subjective and psychological, have been extensively researched. Eudaimonic well-being (EWB) refers to the quality of life that stems from a person's actualization of their highest potential and the pursuit of personally meaningful goals that align with their core values and aspirations (Waterman, 2008). Aristotle believed that true happiness, known as eudaimonia, comes from living a life to its fullest potential and following internal virtues. This perspective forms the basis for 'objectivist' happiness theories, which prioritize objective social values over personal feelings. Objectivist views assert that values such as knowledge, friendship, and ethics, beyond just pleasure, contribute to a fulfilling life (Brülde, 2007). Kashdan et al. (2008) explained that, in this approach, happiness is not solely about feeling good but is closely linked to virtuous living.

Dining at luxury restaurants provide opportunities for refined culinary experiences, social connections, cultural enrichment, personal growth, and intrinsic enjoyment. Engaging in the artistry of fine dining aligns with the eudaimonic pursuit of developing refined tastes, while sharing these experiences fosters social connections and contributes to a sense of community.

The culinary innovation and cultural diversity in such settings contribute to personal growth and enrichment, reflecting the eudaimonic aspiration for meaningful and culturally enriching activities. People may dine at these establishments to pursue personal growth and unique experiences, resonating with the eudaimonic concept of striving for one's full potential. The intrinsic enjoyment derived from the ambiance, service, and presentation emphasizes the inherent value of these experiences beyond mere hedonistic pleasure, aligning with the eudaimonic focus on actions with meaningful and lasting significance. In our study, therefore, we adopt the eudaimonic approach to well-being, as discussed by Kashdan et al. (2008).

2.4. Hypothesis development
2.4.1. Luxury dining and EWB

Dining at luxury restaurants can contribute to enhanced EWB, which is linked to a higher or broader level of functioning and personal development, differing from momentary pleasure (Huta, 2013). Fine dining restaurants are characterized by dedicated meal courses, exemplary service from well-trained staff, and luxurious ambiance (Ha & Jang, 2013). Patrons choosing to dine out at these fine dining establishments anticipate an enrichment of their lives through elevated dining experiences at upscale venues (Ha & Jang, 2013). Their research revealed that, in addition to the emotional value of the experience, the dominant value associated with fine dining experiences is the enhancement of their quality of life. A study conducted by Ahn et al. (2019) revealed that hospitality services, specifically integrated resort experiences, foster EWB by fulfilling the guests' needs. The fulfillment of psychological needs within integrated resort experiences, observed across sensory, emotional, cognitive, and behavioral dimensions, significantly enhances guests' overall sense of well-being. The findings further suggest a positive relationship between EWB and the fulfillment of autonomy, competence, and relatedness needs.

Luxury dining is anticipated to have a significant impact on quality of life, especially in enhancing one's sense of self. These dining experiences can heighten EWB by creating lasting memories that go beyond temporary enjoyment, adding richness and meaning to life. Experiencing exclusivity and attentive service in luxury dining, compared to other types of dining, contributes to individuals' sense of fulfillment, aligning with the principles of EWB. Therefore, the following hypothesis was formulated:
H1: Individuals are more likely to experience EWB when dining at a luxury restaurant than at a non-luxury restaurant.

2.4.2. The effect of luxury dining on EWB and the mediating role of self-esteem

Consumers are driven to engage in consumption activities that improve their self-perception (Consiglio & van Osselaer, 2022). Luxury consumption serves as a means to boost self-esteem (Sivanathan & Pettit, 2010) by signaling positive qualities like status, to both others and oneself. Individuals with higher self-esteem are more likely to engage in self-enhancing behaviors and beliefs, such as self-competence and self-worth, as they generally have a more positive view of themselves and seek to maintain and enhance that positive self-image (Consiglio & van Osselaer, 2022). Further, individuals are more likely to utilize purchasing choices to prove their abilities to themselves (Gao et al., 2018).

Basic psychological needs theory (BPNT) is one of the micro-theories of self-determination theory (SDT) (Ryan, 2009). BPNT provides theoretical evidence for predicting relations between feelings of competence in achieving desired outcomes and personal well-being because evolved psychological needs, including autonomy, relatedness, and competence, are essential for maintaining psychological well-being (Ryan & Deci, 2022). For example, customers in integrated resorts are more likely to experience EWB when they feel competent in using their skills to complete leisure tasks provided by the resort, such as golfing or swimming (Ahn et al., 2019). In other words, luxury dining experiences can positively impact EWB by enhancing both self-competence and self-worth. Feeling accomplished, sophisticated, and skilled during such experiences boosts self-competence, while receiving validation, prestige, and importance fosters self-worth. These feelings contribute to an overall sense of fulfillment and happiness, leading to improved EWB. Therefore, the following hypotheses were proposed:

H2**:** Individuals dining at a luxury restaurant are more likely to experience EWB through self-competence.
H3**:** Individuals dining at a luxury restaurant are more likely to experience EWB through self-worth.

2.4.3. The moderating role of dining involvement

The extent to which dining experiences affect consumer self-competence and self-worth may depend on the level of dining involvement. Defined as "a person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342), involvement is fundamental in understanding consumer behavior, affecting attitudes and behaviors related to purchases. Zaichkowsky (1986) emphasizes its role in moderating relationships among variables, influenced by factors like product type, purchase occasion, and decision-making duration. Houston and Rothschild (1978) previously suggested that the depth of involvement reflects consumers' past experiences with a product and its alignment with their values.

When it comes to luxury dining experiences, individuals with low dining involvement may be more likely to experience an increase in self-esteem. This is because consumers with low dining involvement may view luxury dining as special occasions rather than everyday activities. Their experiences in luxury settings, whether it be a recommendation by friends or colleagues or chosen for special occasions, even if not entirely by their own will, could significantly enhance their self-competence and self-worth. Further, consumers with low dining involvement may feel more accepted by others and capable when engaging in luxury dining experiences (Vigneron & Johnson, 1999). In contrast, those with higher dining involvement may have become accustomed to such experiences and have lower expectations for novelty or surprise. Additionally, consumers with high dining involvement typically exhibit less concern about seeking approval from others or discussing luxury experiences to gain social acceptance (Brown et al., 2006). Therefore, consumers with low dining involvement are expected to experience a greater increase in self-esteem from luxury dining experiences than those with high involvement. Therefore, this study hypothesizes that luxury dining experiences are more likely to heighten self-esteem for low dining involvement consumers compared to their highly involved counterparts. The following hypotheses are therefore presented:

H4: The indirect effect of luxury dining experience on EWB through self-competence is conditional on dining involvement, such that the indirect effect is stronger when dining involvement is lower.
H5*:* The indirect effect of luxury dining experience on EWB through self-worth is conditional on dining involvement, such that the indirect effect is stronger when dining involvement is lower.

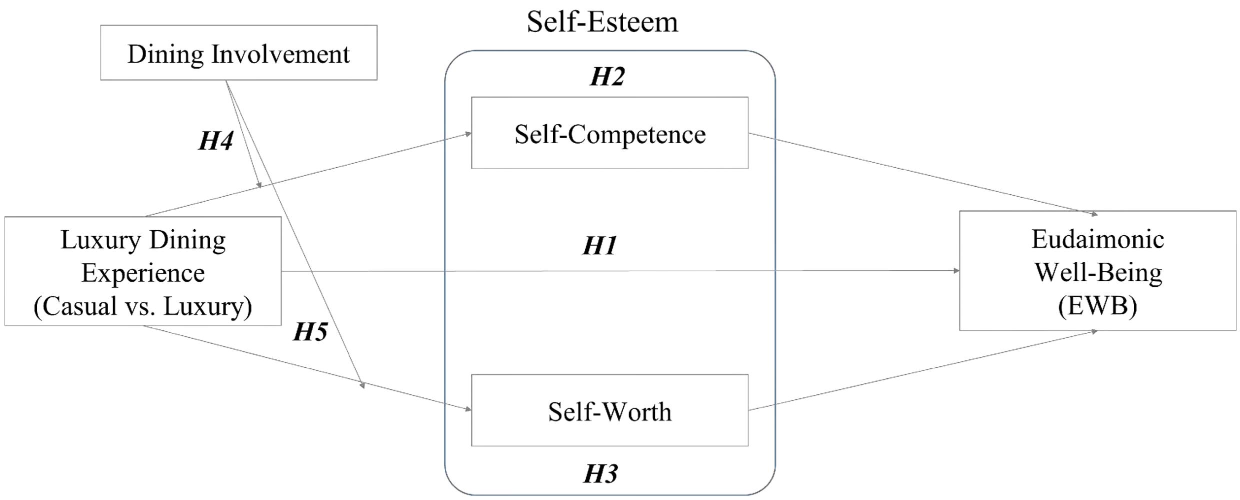

Figure 1. The hypothetical theoretical model

3. Methodology
3.1. Pretest and stimuli

To ensure the suitability of stimuli describing luxury dining relative to non-luxury dining, a pretest was conducted. Each description included the number of menu items in the prefix course menu as well as a dollar sign rating based on the price level. Specifically, the luxury dining scenario was described as "a 10-course meal for $$$$," while the non-luxury dining scenario was described as "a meal (with no course menu offered) for $$."

Ninety-two adults, comprising undergraduate and graduate students from universities in the Midwest and East Coast regions of the United States, participated in the study (Female: 66.4%; Mean age = 29.7 years). Following exposure to the provided scenario, the participants were asked to rate the perceived luxury level of the restaurant on a scale ranging from 1 (not luxurious at all) to 7 (extremely luxurious) and to indicate the amount they would be willing to pay per person for the meal at the restaurant (USD amount: $0 to $500). Independent samples t-tests were conducted to compare mean differences between the luxury and non-luxury dining experiences, considering the number of menu items in the prefix course menu and the dollar amount framing for the price level. Results revealed that there were significant mean differences for the luxury and non-luxury dining experience ($M_{luxury_\#\ of\ menu\ items}$= 6.36, SD = .92 vs. $M_{non\text{-}luxury\_\#\ of\ menu\ items}$= 4.55, SD = 1.46, t = 12.49, p < .001; $M_{luxury\_\$}$ = 239.08, SD = 184.3 vs. $M_{non\text{-}luxury\_\$}$ = 108.86, SD = 82.2, t = 9.88, p < .001, respectively). Both the number of menu items in the prefix course menu as well as the dollar description based on the price level were used in the main study to test the impact of the luxury dining experience on EWB.

3.2. Experiment procedure

This study employed a between-subjects design with two levels of dining experience. Participants were randomly assigned to one of the two experimental conditions. They were then asked to imagine themselves in the given situation. Furthermore, a 3-item scale adapted from Goodwin and Ross (1992) was used to assess the ecological validity of the experimental scenarios. The scale measured participants' perceptions of the realism of the scenarios (e.g., "I believe the situation depicted in the scenario is realistic.").

3.3. Measures

Participants assessed their level of self-esteem using a six-item scale that was taken from the Global Self-Esteem Scale developed by Rajlic et al. (2019). The scale had two components, self-competence and self-worth, and had a reliability coefficient (Cronbach's α) of .88 for both components. The scale included statements such as "I believe in myself." An eight-item scale was utilized to measure EWB, incorporating statements such as "I lead a purposeful and meaningful life." and "I am a good person and live a good life." (Cronbach's α = .91), adopted from Diener et al. (2010). Dining involvement was assessed using a three-item scale (Kim et al., 2010; van Trijp et al., 1996), including statements such as "When I make a decision where to dine out, I do it very carefully." and "Choosing a restaurant to dine out at is important to me." (Cronbach's α = .84). The questions were rated on a seven-point Likert scale, with responses ranging from strongly disagree (1) to strongly agree (7).

3.4. Data collection

A total of 713 adults participated in the study through the Qualtrics platform. Among the participants, 53.1% were women, and the mean age was 48.9 years. The scenario presented a dine-out experience, incorporating details regarding the number of menu items in the prefix course menu and descriptions of price levels based on $. Subsequently, participants were asked to evaluate the perceived level of luxury dining experience provided at the restaurant, and additionally, a reality check question was included to assess the perceived realism of the scenario.

4. Results

4.1. Manipulation and scenario realism checks

To assess the efficacy of the manipulation (i.e., non-luxury vs. luxury), two items were utilized: "Based on the scenario above, this restaurant seems luxurious." and "How much would you pay for the meal (per person) at this restaurant?" Participants in the luxury dining condition indicated a more robust perception of luxury ($M\_luxury = 6.07$, $SD = 1.11$ vs $M\_non\text{-}luxury = 4.89$, $SD = 1.41$, $t = -12.15$, $p < .001$) as well as a tendency to spend more on their meals compared to the non-luxury dining group ($M\_luxury = 197.58$, $SD = 132.75$ vs $M\_non\text{-}luxury = 148.11$, $SD = 140.19$, $t = -4.78$, $p < .001$). These significant mean differences affirm the effectiveness of the experimental design in eliciting varied perceptions of the luxury dining experience.

Realism checks were conducted to ensure the applicability of the experimental scenarios to real-world settings, revealing that participants perceived the scenarios as realistic (M_realism = 5.12, SD = 1.46). Additionally, the composite variable measuring the realism of the experimental scenarios exhibited a positive correlation with the expected dining duration (M = 4.97, SD = 1.48; r_s= .21, p < .05). This suggests that participants exposed to the luxury dining scenario anticipated a longer meal duration, aligning with the intended manipulation.

4.2. Luxury dining experience on EWB through self-competence

The PROCESS macro in SPSS 25.0 (Model 7; Hayes, 2018) was utilized with 5000 bootstrap samples. No significant direct effect of luxury dining experience on EWB (B = .01, SE = .02, t = 0.52, p > .01, 95% CI: [-.03, .06]) was found, thus not supporting H1. However, the indirect effects of luxury dining experience on EWB through self-competence were found significant (B = .54, SE = .15, t = 3.55, p < .01, 95% CI: [.24, .84], supporting H2. explaining 51.0% of the variance (F(4, 690) = 179.66, p < .001). The indirect effect of luxury dining experience on EWB, moderated by dining involvement, was weaker at higher involvement levels (Index = -.06, SE = .02, CI: [-.10, -.02]), supporting H4. This implies that l uxury dining experience positively impacted self-competence in the low-involvement group, with these individuals exhibiting higher self-competence (M = 3.78) compared to those with non-luxury dining experiences (M = 2.88) (B = -.09, SE = .03, CI: [.02, .14]).

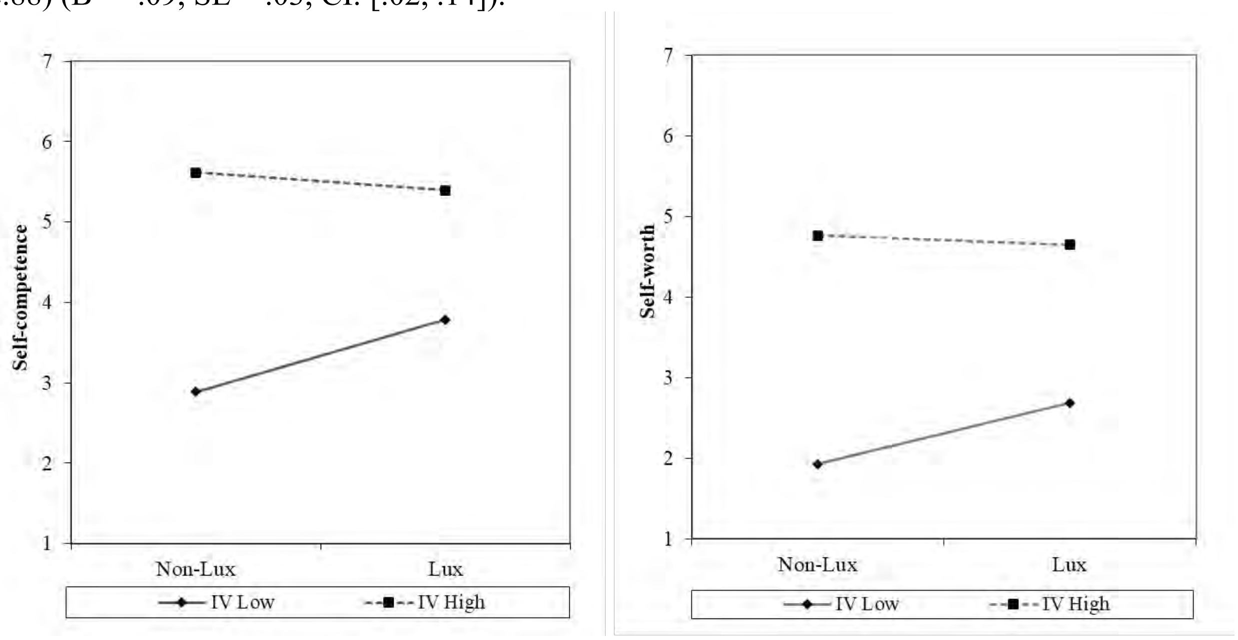

Figure 2. Interaction effect of luxury dining and dining involvement on self-esteem (left: self-competence; right: self-worth)

4.3. Luxury dining experience on EWB through self-worth

Further analysis revealed a significant relationship between luxury dining experience and EWB, particularly in self-worth, explaining 52.7% of the variance (F(4, 690) = 192.35, p < .001). Despite the insignificant direct effect of luxury dining on EWB (B = .04, SE = .02, t = 1.63, p > .01, 95% CI: [-.01, .08]), significant indirect effects on EWB through self-worth were found (B = .45, SE = .15, t = 2.99, p < .01, 95% CI: [.16, .75]); H3 supported. The indirect effect of luxury dining experience on EWB through self-worth depends on dining involvement (Index =

-.05, SE = .02, CI: [-.08., -.01]), confirming H5. Respondents with lower dining involvement exhibited a greater enhancement in self-worth with luxury dining experiences, as opposed to individuals with higher dining involvement. That is, individuals with lower dining involvement exhibited higher levels of self-worth (M = 1.93) compared to those with a non-luxury dining experience (M = 2.68) (B =-.07, SE = .03, CI: [-.13, -.02]), emphasizing the nuanced interplay between luxury dining, self-worth, and EWB.

5. Discussion and Conclusion

5.1. Discussion and implications

Our findings suggest that self-esteem (i.e., self-competence and self-worth) facilitates individuals' EWB. The findings indicate that individuals perceive themselves to possess greater competence and a sense of fulfillment when engaging in luxury dining experiences. Furthermore, our research shows that luxury dining experiences significantly boost self-esteem, including both self-competence and self-worth. This enhancement is particularly evident in individuals with low involvement in dining experiences, who exhibit a substantial increase in their sense of self-value following luxury dining experiences. These findings underscore the psychological impact of luxury dining on individuals' self-competence and sense of worth.

While academic attention has largely centered on the hedonic aspects of well-being in luxury hospitality, our study sought to explore the underexplored potential of dining experiences in enhancing EWB. Furthermore, our research contributes to SDT by elucidating how luxury dining experiences influence individuals' perceptions of self-competence and self-worth. We have demonstrated that luxury dining positively impacts both aspects of self-esteem, thus extending the theoretical framework of SDT, which emphasizes the importance of autonomy, competence, and relatedness in fostering intrinsic motivation and psychological well-being. Moreover, our study adds to the growing body of literature on luxury consumption by providing insights into its psychological implications. Overall, our research deepens our understanding of how luxury consumption influences individuals' EWB by uncovering the link between luxury dining experiences and self-perceptions, particularly self-competence and self-worth.

Practically, hospitality managers can leverage the psychological benefits identified in our study to enhance customer experiences beyond traditional metrics of satisfaction and loyalty (Holmqvist et al., 2020). By incorporating aspects of self-competence and self-worth into their marketing strategies, restaurant businesses can create more compelling and memorable luxury dining experiences. For example, restaurants can design marketing campaigns that highlight elements of self-esteem in their marketing efforts by emphasizing the value of the dining experience. This may involve framing the dining experience as more than just a meal but an opportunity for self-indulgence, celebration, or personal fulfillment. Such marketing materials could evoke feelings of exclusivity and prestige, positioning the restaurant as a venue where patrons can elevate their status and enjoy a sense of accomplishment by indulging in a luxurious dining experience. These implications extend its application to the broader hospitality industry, where luxury dining experiences can be strategically crafted to enhance customers' EWB.

5.2. Limitations of this study and suggestions for future studies

Although this study contributes valuable insights into EWB, it also highlights several limitations that warrant consideration for future research. Firstly, our study primarily focused on eudaimonic components of well-being as the primary indicator of overall well-being. Future studies could explore alternative measures and conceptualizations of well-being to corroborate our findings and elucidate pathways to hedonic components of well-being. Secondly, our research did not delve into the meanings of “better” and “improved,” which lie beyond the scope of our investigation. Therefore, future inquiries could investigate the long-term effects of luxury dining experiences on individuals’ self-concept and psychological health. Utilizing time-lagged data in longitudinal studies could shed light on the enduring effects of luxury dining experiences on self-concept development and overall life satisfaction. This would contribute to understanding transformations over time and aligning with spill-over theory (Burch, 1969) in hospitality experience consumption. Lastly, our study suggests avenues for exploring additional moderators and mediators of the relationship between luxury dining and psychological well-being. Further research could delve into individual differences, cultural influences, and situational factors that may influence the psychological outcomes of luxury consumption. Such investigations could deepen our understanding of the nuanced dynamics in luxury dining experiences.

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The impact of destination image on revisit intention: Does destination coolness matter?

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Abstract:
The purpose of this study is to verify the effect of tourism destination image on revisit intention, and the mediating effect of tourism destination coolness on the effect of tourism destination image on revisit intention. Frequency analysis, exploratory factor analysis, multiple regression, and mediation analysis were conducted using the SPSS 26.0 statistical package. The analysis showed that destination image had a significant effect on destination coolness. It was verified that destination coolness had a significant effect on revisit intention. The partial mediation effect of destination coolness was confirmed. This study contributes to the theoretical development of the field of tourism and suggests effective marketing measures to increase the intention to visit.

Keywords: Destination image, Destination coolness, Revisit intention

1. Introduction

Tourism and destinations are facing new levels of competitiveness every day due to the sophisticated demands of the market. Tourists prefer destinations that offer diverse content and high-quality experiences (Usakli&Baloglu, 2011).

Therefore, destinations should differentiate themselves by offering unique and innovative experiences to tourists to enhance their experience. They need to maintain a more positive image and long-lasting attractiveness (Pizam, 2010). Competition among tourism destinations to attract tourists is becoming more intense and destination marketers are trying to provide fun and enjoyable tourism experiences to attract tourists (Usakli&Baloglu, 2011).

However, many destinations use their unique attributes in their marketing, but they don't do much to differentiate themselves from the competition. Therefore, finding new factors is essential for a destination to survive the competition (Pike & Bianchi, 2016).

In addition, one of the strategies for creating a successful tourism destination is how to stay competitive. This competitive strategy is to keep tourists satisfied with the destination, and to drive attachment, satisfaction, and increase in revisit intent, the destination must be attractive enough for tourists to visit and have an enjoyable experience. When these conditions are met, tourists will be more likely to revisit the destination and recommend the destination (Sangpikul et al., 2017).

In recent years, research in the field of tourism has shown that positive experiences created by cool feelings lead to satisfaction and place attachment (Chen & Chou, 2019). Attachment can increase the emotional bond between the tourist and the destination, which in turn leads to revisit (Lee et al., 2012; Line et al.,2015).

Therefore, this study focuses on tourist destinations that are attractive enough to attract tourists and aims to analyze the influence of destination image on revisit intention, and aims to test the mediating effect of destination coolness on the influence of destination image on revisit intention.

2. Literature Review

Destination image defining it as individuals' subjective perceptions of destination(Hunt's, 1975). These perceptions are defined as thoughts, beliefs, feelings, or attitudes towards the destination(Gartner, 1989). The three primary components of image are Cognitive and Affective and Unique.

Cognitive image involves evaluations of attributes of a product or object, defined by perceptions based on factual realities(Soares, 2022).

Affective image of a tourist destination represents personal thoughts or feelings towards the destination, reflecting individual emotions that can be expressed as preferences, dislikes, or neutrality towards a specific entity, based on tourist motivations and the values they seek in a destination(Gartner, 1993).

Unlike generic images, unique images are particularly important as they contribute to the differentiation among similar destinations in the minds of target consumers, shaping the overall image of the destination(Qu et al., 2011).

What is widely recognized in academia today is that the modern concept of 'coolness' is associated with the ways in which African Americans resisted racial prejudice and coped with the challenges of life in unstable environments(Bird & Tapp, 2008). Destination coolness is representing the attribute of 'coolness' from the subjective perspective of travelers towards tourist destination.

The destinations coolness includes authentic(Kock, 2021), Rebellious(Kock, 2021), Symbolic(Runyan et al., 2013), Vibrant(Kock, 2021).

Revisit intention is derived from the concept of "consumer repurchase intention" is a crucial concept primarily in the field of marketing. It refers to measuring the probability of engaging in a specific behavior (Um et al., 2006). Research showed that revisit intention indicates the desire to revisit a destination after experiencing its sub-attributes (Fishbein & Ajzen, 1977). Baker(2009) and others suggest that when customers have a strong intention to revisit, they are more likely to initiate another trip.

3. Methodology

3.1. Hypothesis

Based on the previous studies by Chen & Chou(2019), which emphasize the importance of uniqueness in the creative tourism field and consider it a key factor in perceived coolness, and Kock(2021) who suggests that destinations need to possess specific characteristics and images to be perceived coolness, as well as authors like Warren et al.(2019) who emphasize associating image with brand coolness, indicating its potential in attracting tourists and making the destination perceived coolness in development and promotion of destinations.

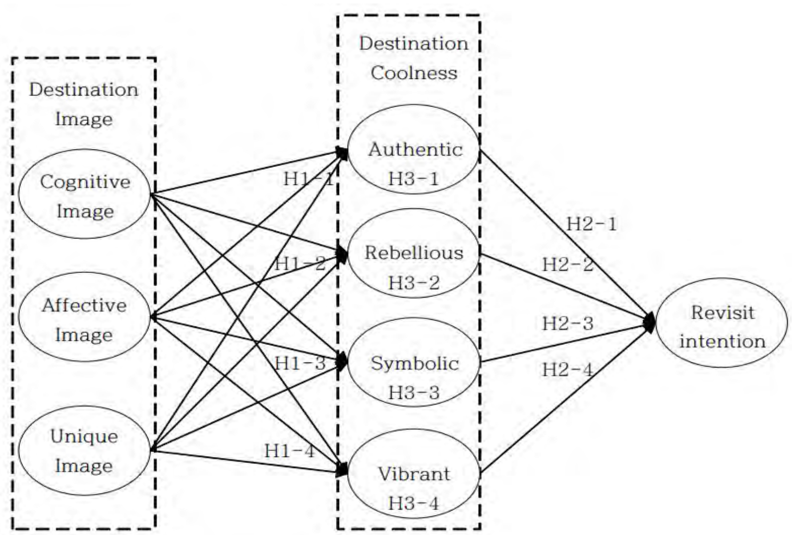
Based on Chen & Chou(2019), which suggests that perceived coolness factors in destinations are related to revisit intention, and Sandra Maria et al.(2021), who indicate that perceived 'coolness' factors are associated with attitudes and behaviors related to revisit intention and visitation behavior.

'Coolness' is a positive characteristic perceived by tourists in a destination, providing them with positive experiences and emotional states, and contributing to increased intention for word-of-mouth(WOM) and revisit intention(Tsai, 2016).

H1 Destination image has a positive influence on destination coolness

H2 Destination coolness has a positive influence on revisit intention

H3 Destination coolness will mediate the relationship between destination image and revisit intention



3.2. The theoretical model

3.3. Measurement

Measurement method: Likert 5-point scale(1 point for 'strongly disagree' to 5 points for 'strongly agree'). Destination image is defined as individuals' subjective perceptions of a destination(Hunt, 1975). Cognitive image included 4 items from Amaro et al.(2020), Lee & Lockshin(2011) , Jaemin Park(2022). Affective image included 4 items from Barnes et al.(2014), Kim & Richardson(2003) , Kim Woo Hyuk & Kim Nam Jo(2016). Unique image included 4 items from Munawar et al.(2021), Soares(2022). Destination coolness is defined as the subjective perception of tourists towards the destination. Authentic, Rebellious, Symbolic, Vibrant included 12 items from Kock(2021). Revisit intention is defined as the desire to revisit a destination after experiencing its sub-attributes. Included 3 items from Minseung Kang et al.(2021).

3.4. Data collection and analysis methods

The data for this study was collected using convenience sampling method from Chinese people who have visited Shanghai in the past three years. The survey was conducted online from September 27th to October 11th, 2023 using the Chinese online questionnaire platform "wenjuanxing", and a total of 300 responses were received, and valid specimens 256 data collected were used for statistical analysis. To analyze the collected data, SPSS 26.0 statistical software was employed. Including frequency analysis, exploratory factor analysis and reliability analysis, regression analysis, sobel test.

4. Results

4.1. Profile of the respondents

<Demographic characteristics of the respondents>

Sample		Frequency(N)	%
Gender	Male	120	46.9
	Female	136	51.3
Age	20s	204	79.7
	30s	34	13.3
	40s	18	7.0
Place of residence	Beijing	5	2.0
	Jiangsu	61	23.8
	Jiangxi	7	2.7
	Zhejiang	35	13.7
	Fujian	29	11.3
	Liaoning	23	9.0
	Anhui	21	8.2
	Shandong	9	3.5
	Shanxi	1	.4

	Guangdong	11	4.3
	Guangxi	2	0.8
	Henan	8	3.0
	Hebei	2	.8
	Hunan	6	2.3
	Hubei	12	4.7
	Sichuan	2	.8
	Chongqing	3	1.2
	Guizhou	3	1.2
	Shanxi	11	4.3
	Hainan	3	1.2
	Tianjin	2	.8
Education	High school graduate	10	3.9
	Currently attending college	98	38.3
	College graduate	130	50.8
	Currently attending graduate school	13	5.1
	Graduate school graduate	5	3.5
Occupation	Manual labor	9	43.3
	Service industry	51	19.9
	Office job	28	10.9
	Sales	24	9.4
	Research and technology, professional	10	3.9
	Administrative management	12	4.7

	Agriculture, livestock farming, forestry, fishing	3	1.2
	Student	113	44.1
	Other	6	2.3
Annual revenue (RMB)	Less than 30,000 yuan	38	14.8
	30,000 - 60,000 yuan	14	5.5
	60,000 - 90,000 yuan	123	48
	90,000 - 120,000 yuan	55	21.5
	120,000 - 150,000 yuan	4	1.6
	150,000 - 180,000 yuan	14	5.5
	180,000 - 210,000 yuan	3	1.2
	210,000 yuan or more	5	2.0
Total valid sample size: 256			

4.2. Reliability and validity analysis

Exploratory factor analysis was conducted. Principal Component Analysis was used to extract the factors of all measurement variables, and orthogonal rotation method (Varimax) was applied to simplify the factor loading. The total variance explained by all factors was over 60%, indicating adequate construct validity. The KMO measure and Bartlett's test of sphericity showed significant values, supporting the factorability of the data. Moreover, Cronbach's alpha coefficients exceeded the threshold of .7, indicating satisfactory internal consistency.

< Reliability and validity analysis results >

Factor/Items		Measurement items	Mean	Factor loading	Variance explained(%)	Cronbach's α
Destination Image	Cognitive Image	Q1	3.27	.820	69.517	.857
		Q2	3.28	.791		
		Q3	3.26	.811		
		Q4	3.30	.815		
	Affective	Q1	3.31	.807		.852

	Image	Q2	3.31	.779		
		Q3	3.38	.802		
		Q4	3.43	.849		
	Unique Image	Q1	3.27	.804		.849
		Q2	3.38	.797		
		Q3	3.32	.813		
		Q4	3.30	.794		
KMO=.865. Bartlett's test of sphericity approximate chi-square= 1394.294 (df=66, p<.001)						
Destination Coolness	Authentic	Q1	3.35	.854	76.243	.847
		Q2	3.29	.793		
		Q3	3.29	.845		
	Rebellious	Q1	3.35	.752		.829
		Q2	3.29	.847		
		Q3	3.35	.798		
	Symbolic	Q1	3.36	.835		.846
		Q2	3.29	.831		
		Q3	3.41	.809		
	Vibrant	Q1	3.27	.826		.838
		Q2	3.36	.808		
		Q3	3.43	.821		
KMO=.855. Bartlett's test of sphericity approximate chi-square=1507.388 (df=66, p<.001)						
Revisit intention		Q1	3.32	.829	71.174	.797
		Q2	3.34	.845		
		Q3	3.30	.857		

KMO=.708, Bartlett's test of sphericity approximate chi-square=233.875(df=3, p<.001)

4.3. Correlation analysis

The measured correlation coefficients fell within the appropriate range of .3 to .7, indicating a significant positive correlation.

< Correlation analysis results>

Items	Cognitive Image	Affective Image	Unique Image	Authentic	Rebellious	Symbolic	Vibrant	Intent to Revisit
Cognitive Image	-							
Affective Image	.477**	-						
Unique Image	.678**	.533**	-					
Authentic	.435**	.477**	.629**	-				
Rebellious	.512**	.512**	.558**	.672**	-			
Symbolic	.495**	.503**	.513**	.565**	.680**	-		
Vibrant	.520**	.529**	.487**	.516**	.623**	.669**	-	
Revisit intention	.476**	.514**	.491**	.426**	.564**	.553**	.652**	-
p<.05*, p<.01**, p<.001***								

4.4. Hypothesis testing analysis

The results of destination image and destination coolness test analysis are shown in the table. The results show that the p-value of the variable is less than. 05. Cognitive image, affective image and unique image have a significant effect on authentic, rebellious, symbolic and vibrant respectively.

<Destination image and destination coolness testing analysis results>

	Independent variables	Dependent variable	Unstandardized coefficients		β	t	P	R^2
			B	Standard				
H1-1	Cognitive Image	Authentic	.120	.060	.120	2.000	.047	.100
	Affective Image		.238	.060	.238	3.987	.000	
	Unique Image		.170	.060	.170	2.852	.005	

H1-2	Cognitive Image	Rebellious	.234	.058	.234	4.008	.000	.139
	Affective Image		.222	.058	.222	3.794	.000	
	Unique Image		.187	.058	.187	3.200	.000	
H1-3	Cognitive Image	Symbolic	.193	.059	.193	3.270	.001	.118
	Affective Image		.198	.059	.198	3.341	.001	
	Unique Image		.204	.059	.204	3.456	.001	
H1-4	Cognitive Image	Vibrant	.236	.059	.236	4.021	.000	.134
	Affective Image		.140	.059	.140	2.384	.018	
	Unique Image		.244	.059	.244	4.140	.000	

Destination coolness and revisit intetion testing analysis the results are shown in this table. The results show that the p-value of the variable is less than. 05. Authentic, rebellious, symbolic and vibrant have a significant effect on revisit intention.

<Destination coolness and revisit intetion testing analysis results>

	Independent variables	Dependent variable	Unstandardized coefficients		β	t	P	R^2
			B	Standard error				
H2-1	Authentic	Revisit intention	.260	.054	.260	4.807	.000	.267
H2-2	Rebellious		.119	.054	.119	2.196	.029	
H2-3	Symbolic		.274	.054	.274	5.064	.000	
H2-4	Vibrant		.334	.054	.334	6.144	.000	

Destination coolness mediating effect analysis the results are shown in this table. It was validated that authentic's p-value of the variable is more than. 05, does not have a mediating effect and validated that rebellious has a partial mediating effect.

<Destination coolness mediating effect results>

Framework	Unstandardized coefficients	standardize d coefficients	t	P	R^2 (adjR^2)

			B	Standard error	β			
H3-1	2	Cognitive Image	.253	.055	.253	4.628	.000	.248 (.239)
		Affective Image	.322	.055	.322	5.889	.000	
		Unique Image	.283	.055	.285	5.210	.000	
	3	Cognitive Image	.257	.055	.257	4.668	.000	.250 (.238)
		Affective Image	.328	.056	.328	5.609	.000	
		Unique Image	.293	.056	.294	5.207	.000	
		Authentic	-.038	.058	-.038	-.658	.511	
H3-2	2	Cognitive Image	.253	.055	.253	4.628	.000	.248 (.239)
		Affective Image	.283	.055	.283	5.210	.000	
		Unique Image	.322	.055	.322	5.889	.000	
	3	Cognitive Image	.212	.055	.212	3.823	.000	.274 (.263)
		Affective Image	.298	.055	.298	5.272	.000	
		Unique Image	.246	.055	.246	4.450	.000	
		Rebellious	.174	.058	.174	2.998	.003	
H3-3	2	Cognitive Image	.253	.055	.253	4.628	.000	.248 (.239)
		Affective Image	.322	.055	.322	5.889	.000	
		Unique Image	.283	.055	.283	5.210	.000	
	3	Cognitive Image	.233	.056	.233	4.199	.000	.257 (.245)
		Affective Image	.301	.056	.301	5.408	.000	
		Unique Image	.265	.056	.265	4.760	.000	

		Symbolic	.401	.058	.401	2.741	.043	
H3-4	2	Cognitive Image	.253	.055	.253	4.628	.000	.248 (.239)
		Affective Image	.322	.055	.322	5.889	.000	
		Unique Image	.283	.055	.283	5.210	.000	
	3	Cognitive Image	.227	.056	.227	4.043	.000	.259 (.247)
		Affective Image	.295	.055	.295	5.245	.000	
		Unique Image	.267	.056	.267	4.897	.000	
		Vibrant	.311	.058	.311	6.899	.039	

4.5. Sobel test

The mediating effect of destination coolness (rebellious, symbolic, vibrant) was statistically significant($Z>1.96$, $p<0.001$).

<Sobel test results>

Path	Z	P
Cognitive Image→Authentic→Revisit intention	-.622	>.05
Affective Image→Authentic→Revisit intention	-.646	>.05
Unique Image→Authentic→Revisit intention	-.638	>.05
Cognitive Image→Rebellious→Revisit intention	2.407	<.05
Affective Image→Rebellious→Revisit intention	2.361	<.05
Unique Image→Rebellious→Revisit intention	2.196	<.05
Cognitive Image→Symbolic→Revisit intention	2.957	<.01
Affective Image→Symbolic→Revisit intention	3.019	<.01
Unique Image→Symbolic→Revisit intention	3.092	<.01

Cognitive Image→Vibrant→Revisit intention	3.206	<.01
Affective Image→Vibrant→Revisit intention	2.170	<0.01
Unique Image→Vibrant→Revisit intention	3.274	<0.01

5. Discussion and Conclusion

5.1. Discussion and implications

The findings are summarised as follows. First, there is support that destination image(cognitive image, affective image, unique image) has a significant impact on destination coolness. Second, is supported destination coolness has a significant effect on revisit intention. Authentic, rebellious, symbolic, vibrant have a positive effect on revisit intention. Third, Authentic has no mediating effect, while rebellious, symbolic and vibrant have partial mediating effects.

Based on our findings, we draw the following theoretical implications.
First, this study identified factors for destination coolness. Four factors of destination coolness were identified (authentic, rebellious, symbolic, and vibrant).

Second, destination image has a highly significant effect on destination coolness. This is consistent with the work of Runyan et al. (2013), Chen & Chou (2019), and Jamshidi (2023). However, this study can be used as a basis for future research as there has been little research on how the destination image dimension relates to the destination coolness dimension.

Third, destination coolness was found to have an impact on revisit intention with a significant relationship. Chen & Chou's (2018) study contradicts the conclusion that revisiting, which is destination loyalty, is not related to destination perceived coolness. But differs from the validation presented in the Jiang et al. (2017) study. The study's findings that emphasizing authenticity alone does not increase repeat visits suggest that managers should pay more attention to destination image marketing and the tourist experience.

Fourth, the factors of destination coolness, Rebellious, Symbolic, and Vibrant have a mediating effect, while Authenticity has no mediating effect. These findings are supported Chen & Chou (2019).

The practical implications of our findings include the following .

First, in the process of destination marketing, DMO should promote positive experiences in the destination through mass media, digital and social media (platforms such as Instagram, TikTok, YouTube, etc.), and influencers to promote positive images of the destination to increase destination coolness.

Second, DMO need to consider the authentic, rebellious, symbolic, and vibrant of coolness as a tourism destination. Specifically, it's about maintaining the authentic of the tourist's experience at the destination they visited to encourage revisit. DMO adopt communications and marketing strategies that emphasize authenticity to win tourists' favor by delivering authentic messages and providing experiences that are actually relevant. They should also take into account the rebellious nature of the destination and offer new experiences and challenging programs. For example, by offering things like quirky festivals and offbeat art exhibitions that can pique tourists' curiosity and retain them through online promotion. Not only that, but need to differentiate from other destinations to increase revisit. It is important for DMO to organize traditional cultural performances and develop tourism courses on relevant historical topics. Moreover, vibrant cities tend to retain tourists. Therefore, DMO should make sure that tourists feel the vibrancy of the destination. This means hosting programs at lively sports events, art exhibition centers, and creative spaces.

Finally, to drive revisit intention that DMO can strengthen the cognitive image by improving service quality to build word-of-mouth and credibility, which in turn drives tourists' intentions to return. To strengthen the affective image, it is important to actively solve tourists' problems and focus on their needs and emotions. In addition, internationalizing an international conference or destination to enhance its unique image can also increase its iconicity, create a unique memory for tourists, and encourage them to return.

5.2. Limitations of this study and suggestions for future studies

Despite these implications, this study has limitation. The study was conducted those who had visited Shanghai in the last three years. Although Shanghai is one of the leading tourist destinations in China, it is not representative of tourists' perceptions and behaviors in all tourist destinations in China. Therefore, future studies should focus on other cities to increase generalizability.

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How to inspire potential tourists on social media? Exploring the influence of novelty of travel experience and users' social comparison orientation

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Abstract:

Social media is important in providing travel inspiration, yet relevant research is limited. This study investigates the impact of novelty and social comparison orientation on travel inspiration on social media, finding that novelty triggers inspiration, positively influences travel intention, while social comparison orientation negatively moderates this effect.

Keywords: Travel Inspiration, Novelty, Social Comparison, Social Media

1. Introduction

People may travel to a particular destination or visit an attraction due to exposure to certain social media content (Shin & Xiang, 2020). This social media-induced tourism phenomenon, often occurs in unpopular places, transforming previously lesser-known places into tourist hotspots. The information-abundant environment of social media provides a nourishing ground for travel inspiration, which could convert a casual browser into a tourist. However, our knowledge regarding how the travel experiences shared on social media inspire potential tourists is still scarce. This study is based on the travel inspiration theory and aims to investigate informational and social factors that may influence travel inspiration on social media.

2. Literature Review

2.1. Social media as a source of travel inspiration

Searching for inspiration or travel ideas is part of the dreaming phase, positioned at the start of the travel process (Dai, Wang, & Kirillova , 2022). Social media has been found not only used for functional information search and evaluations in the pre-trip planning stage, but also for looking for inspiration and idea generation at the beginning of "dreaming about travel" phase (Gretzel, 2021; Gretzel & Yoo, 2008).

Due to the significance of social media in marketing communication, it has drawn increasing academic attention focusing on inspiring customers in the marketing domain. The antecedents of inspiration in the social media context can be explored from three perspectives: informational, social and personal (Sheng et al., 2020). Prior studies have identified certain informational factors triggering inspiration, such as hedonic (Izogo & Mpinganjira, 2020), vividness (Sheng et al., 2020), and evocativeness (Meier et al., 2020). Overall, research on the driving factors of inspiration remains scarce, and compared to informational factors, fewer studies incorporate social factors and individual characteristics. Moreover, little is known about the triggering mechanism through which travel inspiration is evoked and its impact on travel intention.

2.2. Novelty of travel experience

Novelty refers to the psychological feeling of newness that comes from having a new experience (Chiarolanza et al., 2020). In a tourism context, novelty has been widely recognized as an essential motive for people to travel, which reflects the preference to seek adventure, new and different experiences (Crompton, 1979). Inspiration, by definition, arises from the reception of new ideas or novel insights (Thrash & Elliot, 2004). Novel travel-related content on social media can elicit travel inspiration, as they reveal new travel ideas, which is the key to inspiration (Böttger et al., 2017).

2.3 Social comparison orientation

Sociability is a key feature of social media. People have the nature to evaluate themselves by comparing themselves to similar others (Gibbons & Buunk, 1999). Social comparison orientation is a personality trait reflecting these individual differences. Sociability exerts an influence on inspiration. Previous studies found inspiration could be a positive outcome of upward comparisons in the social media environment (Meier et al., 2020). When getting inspired on social media, people high in social comparison orientation may be more strongly affected by the comparisons and internalize comparison-based content into the self. Driven by such tendency, they may be more willing to travel to the places that inspired them.

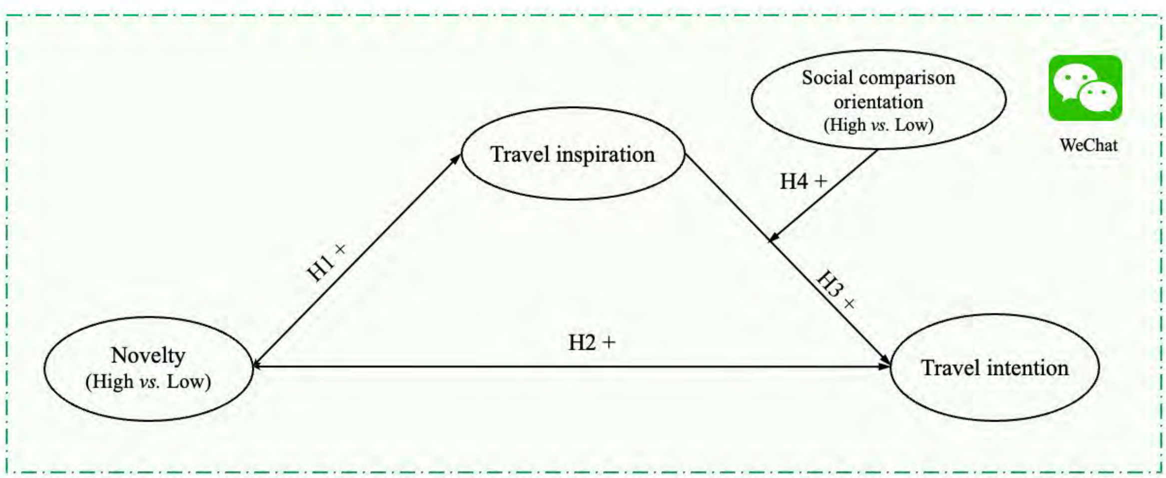

Figure 1. Model proposition

3. Methodology

This study used a quasi-experimental design with novelty manipulated (high vs. low) and social comparison measured. The researcher designed two WeChat Moment posts showcasing different levels of the novelty of experiencing Hong Kong. A total of 197 participants (41.6% male, 58.4% female) were recruited from Credamo. The measurement tools were adapted from scales in the existing literature, using a seven-point Likert-type scale with a range from 1 = “strongly disagree” to 7 = “strongly agree”. Data analysis was conducted using SPSS and PROCESS.

4. Results

First, a one-way ANOVA on travel inspiration indicated that participants in a high-novelty condition felt a higher level of inspiration ($M_{low\text{-}novelty} = 6.014$, $M_{high\text{-}novelty} = 6.163$, $F(1, 195) = 4.07$, $p < .05$). However, there were no significant differences in travel intention between two novelty groups.

Next, we used the PROCESS (bootstrapping = 5000, 95% CI, Model 1) to test the moderating effect of social comparison orientation on the relationship between travel inspiration and travel intention. The results indicated a significant interaction effect, suggesting that the impact of inspiration on travel intention varied depending on individuals’ social comparison orientation. Specifically, individuals with low social comparison orientation had a stronger relationship between inspiration and travel intention compared to those with high social comparison orientation (low social comparison orientation: $\beta = 1.14$, $SE = 0.11$, $t = 10.49$, $p < .05$; vs. high social comparison orientation: $\beta = 0.70$, $SE = 0.11$, $t = 6.27$, $p < .05$)

To further investigate this moderated effect, a moderated mediation analysis was conducted (bootstrapping = 5000, 95% CI, PROCESS Model 14). The analysis revealed that the indirect effect of novelty on travel intention through travel inspiration was significant for both individuals with low and high social comparison orientation (see Table 1). Inspiration played a full mediating role in translating the effect of novelty on travel intention. Besides, the bootstrapping analysis also supported a significant moderated mediation process through travel inspiration (indirect $\beta = -0.144$, $SE = 0.069$, $LLCI = -0.312$, $ULCI = -0.034$, not including 0), indicating a negative moderating effect of social comparison on the mediated paths (see Figure 2).

Table 1. Indirect effects of novelty on travel intention through travel inspiration

	Effect	95% CI	Moderated mediation index	95% CI
Low social comparison orientation	0.379**	[0.224, 0.123]	-0.144	[-0.312, -0.034]
High social comparison orientation	0.235**	[0.123, 0.354]		

Note: *p < .05; **p < .01; ***p < .001.

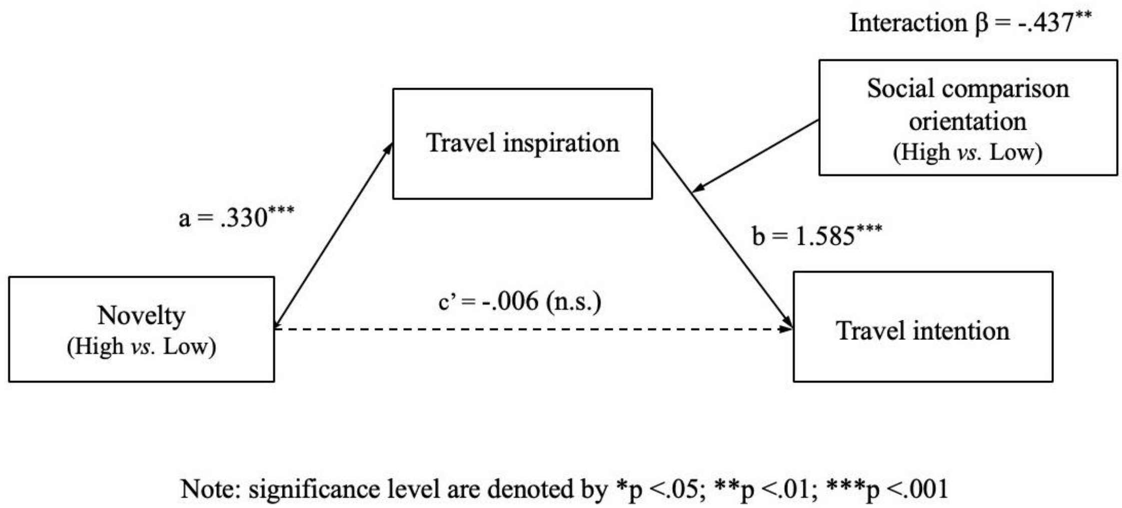

Figure 2. The moderated mediation model

5. Discussion and Conclusion

5.1. Discussion and implications

This study found that novelty is an important informational factor in eliciting travel inspiration on social media. Travel inspiration acts as a full mediator between the novelty of travel-related content and travel intention, driving individuals to actively pursue travel opportunities. However, contrary to our hypothesis, the impact of travel inspiration is negatively moderated by users' social comparison orientation. Those with a low social comparison orientation are more susceptible to the influence of travel inspiration, leading to a stronger intention to travel. This could be attributed to the negative emotions (e.g., envy and depression) that arise from comparing oneself to others, which can diminish the intrinsic motivational state of inspiration (Kim & Chung, 2022).

This study adds to the existing literature of travel inspiration by introducing novelty and examining the role of social comparison orientation on social media. It also contributes to the social media-induced tourism (Shin & Xiang, 2020) by showing inspiration as the underlying psychological mechanism in shaping people's travel intention. We also provide practical implications for destination marketing, suggesting a focus on promoting lesser-known attractions and novel experiences to inspire potential tourists. Additionally, social media platforms should foster a positive and inclusive environment by minimizing content that encourages comparison.

5.2. Limitations of this study and suggestions for future studies

Given this study used Hong Kong as the focal destination and conducted in WeChat setting, it is recommended to validate the findings in other destinations and social media environments. Future research can further explore additional factors that influence travel inspiration on social media from informational, social, and personal dimensions.

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The isolation impact of virtual reality on experiences of generation Z in museum context

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Abstract:
This paper aims to investigate the impact of head-mounted virtual reality (HMVR) isolation in a museum context on the Generation Z (Gen Z) visitors' travel experience and behavioral intentions to reuse HMVR. A mixed-method approach will be adopted, firstly using a quantitative research method and questionnaires to explore relationships between these factors. Additionally, semi-structured interviews will be further conducted to analyze the underlying reasons for relationships between the factors. The study is expected to recruit 30 semi-structured interviewers and 400 respondents who have used HMVR at least once on a museum trip. The study will use Structural Equation Modelling (SEM) and SPSS as the main data analysis tools for the quantitative study. Content analysis will be used as the main analytical method in the qualitative study. The expected result is that the isolation of HMVR may negatively influence the experience of using HMVR, thus affecting the overall museum tour experience and behavioral intention to reuse HMVR. Moreover, the hedonic and utilitarian values of HMVR may alleviate the impact of isolation on the experience for Gen Z. This study will fill the gap in terms of the negative impact of HMVR on visitors' use in a museum context. Furthermore, this study will provide different practical implications for museum managers and Gen Z travelers, providing insights into enhancing the utilization of HMVR in museums.

Keywords: Head-mounted virtual reality (HMVR); isolation; Generation Z; hedonic and utilitarian value; museum

Understanding the social impact of planned events: An empirical analysis on the event-crime relationship

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Abstract:

Planned event social impact has been comparatively understudied. This study systematically examines the effect of planned events and crime rates using panel data. To contribute to both academia and practitioners, the study attempts to advance our understanding of the intricate relationship between planned events and crime rates, ultimately striving to mitigate potential risks and maximize positive impacts

Keywords: Planned Events, Social Impact, Crime Rate

1. Introduction

Event studies have long attempted to understand the multifaceted impact of planned events. While the economic impact has been dominant, contemporary research recognizes the need for a more holistic approach encompassing socio-cultural and environmental effects alongside economic considerations. Within the context of social impact, the event-crime relationship remains understudied despite various concerns about event operation and city governance. The current literature underscores the heterogeneity among the event types, scale, and duration. The importance of the events domain is emphasized by concentrating on the relationship between crime and a single event or within sports venues. A critical literature gap exists in understanding the relationship between planned events and the crime rate.

To fill the existing literature gap, this study aims to, first, use daily events and crime data to examine the effect of events on crime. Second, by delving into the event characteristics, such as event type, scale, and duration, we scrutinize the unique impacts on crime rate. Lastly, we studied how the impact on the crime rate varies by distance from event venues. To understand the nuanced relationship, this study integrates data over three years from two distinct data sets sourced from PredictHQ and the Los Angeles Police Department (LAPD). By utilizing daily data with robust quantitative methodology, the findings will contribute both to academia and practitioners.

2. Literature Review

2.1. Crime and Hospitality and Tourism

Security and crime have long been a topic of interest within the hospitality and tourism field. Since the millennium, safety and security have been recognized as one of the five driving forces of tourism (Olsen & Cassee, 1996). The relationship between crime and this industry appears to be symbiotic, with the cost of crime impacting travel activities, industry stakeholders, and local residents alike (Hua et al., 2020). Conversely, a positive correlation has been identified between tourism and the crime rate, as observed in Spain (Montolio & Planells-Struse, 2016), and in districts with shared lodging properties in Florida (Xu et al., 2019).

2.2. Crime Theories

Two crime theories have been widely adopted separately or together depending on the research to comprehend event-related crime: routine activity theory and crime pattern theory. Routine activity theory, initially proposed by (Felson & Cohen, 1980), posits three conditions that promote crime. The conditions are the existence of a motivated offender, a suitable target, and the absence of a guardian or handler who can restrain the offender. In other words, crime is a collective outcome of various actors, and, as a result, the crime rate fluctuates. Previous research employed routine activity theory to analyze the relationship between crime and planned events. Decker et al. (2007) applied the theory to apprehend the impact of the 2002 Winter Olympics on local crime. They argued that spectators are a suitable target for crime since they pay less attention to safety. Moreover, since outsiders are unfamiliar with the local environment, these people have a higher possibility of visiting areas absent of guardians or handlers. Breetzke & Cohn (2013) focused on the offender's perspective, suggesting that gatherings in sports stadiums or local bars can serve as motivation for offenders to commit crimes, both in crowded areas and empty homes.

Crime pattern theory, the second approach, expands the former theory by explaining the emerging offense patterns in terms of the awareness and activity dynamics of offenders (Brantingham & Brantingham, 1993). Similar to other people, offenders have preferences and familiarity with certain places and are likely to commit crimes in those locations (Cornish & Clarke, 2002). Vandeviver et al. (2019) employed the theory by interpreting large soccer stadiums as a crime generator and analyzed the difference in crime levels between game and non-game days. Furthermore, Kurland (2019) characterized event venues as "hotspots" for crime.

3. Methodology

This study employs a comprehensive methodology to investigate the intricate relationship between planned events and crime with three primary objectives. First, the study aims to analyze the impact of planned events on the crime rate. This extensive data set, spanning three years, combines information from two distinct data sources: PredictHQ and the LAPD. The adoption of a panel design allows for a nuanced exploration of the temporal dynamics, capturing trends and variations over time. Second, the research delves into specific event characteristics, including type, scale, and duration, to scrutinize unique impacts on the crime rate. This detailed analysis seeks to uncover patterns associated with different event profiles and sizes. Third, the study explores how the impact varies concerning distance. This spatial analysis provides insights into the localized effects of planned events on crime, offering a more nuanced understanding of the geographical dynamics. Examining impact variation by distance is crucial for informing targeted interventions and security measures.

Secondary data will be cleaned, integrated, analyzed, visualized, and interpreted to scrutinize the relationship between events and crime rate. The estimation strategy will relate events ($EVENT_{it}$) with crime rate ($CRIME_{it}$) and additional control variables. The estimating equation is as follows:

$$CRIME_{it} = \beta_0 + \beta_1 \cdot EVENT_{it} + \delta \cdot Z_{it} + \gamma_i + \omega_t + \varepsilon_{it}$$

where $CRIME_{it}$ is the event that occurred in zipcode(*i)* in day(*t)*. Moreover, β, δ, γ, and ω are parameters to be estimated. In the model, γ_i is the zipcode-specific effect, ω_t is the time-specific effect, and ε_{it} is the normal error term.

The study adopts a quantitative methodology enabling the identification of significant patterns and correlations. By combining detailed event characteristics, spatial analysis, and robust quantitative techniques, the findings of this research aim to contribute valuable insights to both academia and practitioners. Understanding the complex relationship between planned events and crime is essential for enhancing safety and security measures in the context of event planning and management.

4. Results

Drawing from analyzing event and crime data from 98 zip codes in Los Angeles city from May 2020 to October 2023, which consist of 26, 947 events and 475,938 crime incidents. First, we expect to uncover the general impact of planned events on the crime rate by analyzing daily events and crime data in Los Angeles. Second, the research delves into sub-groups of planned events categorized by event type, scale, and duration on violent and property crime to discern patterns among distinct characteristics. Lastly, the spatial analysis focusing on the impact variation concerning the distance is anticipated to offer crucial insights into understanding the influence on crime rate based on proximity to event venues.

5. Discussion and Conclusion

Recognizing that planned events yield both positive and negative impacts, it is crucial to enhance the positive aspect and mitigate the negative consequences. This study has comprehensively investigated the nuanced relationship between planned events and crime rates utilizing daily event and crime rate data. By unveiling the complex dynamics between planned events and crime, this study seeks to make theoretical contributions by expanding the scope of crime theories in the event domain. Moreover, it aims to offer practical insights that can effectively address and reduce potential risks associated with planned events.

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Operational assessment and management challenges in Philippine agritourism: A conceptual framework

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Abstract:

This study examines the operations management and challenges of fourteen (14) Department of Tourism (DOT) accredited agritourism sites in the Philippines located in region 4A. Additionally, the research proposes a conceptual framework for managing agritourism farms using the gathered data from a mixed-methods approach. The study collected quantitative and qualitative data through survey questionnaires and interviews with employees and customers of the farms. The results indicate that most agritourism farms are microbusinesses that comply with the accreditation requirements of the DOT, with average levels of concern regarding their operational challenges. The proposed framework includes five interrelated parts: Management Pillar, Support Pillar, Input, Process/Transformation, and Output to Outcome. Furthermore, the research provides valuable insights and a practical framework for managing agritourism farms in the Philippines.

Keywords: *agritourism, farm tourism, farm tourism operations, agritourism challenges, agritourism framework*

1. Introduction

The Philippines has been experiencing significant growth in the tourism industry, with 8.2 million international tourist arrivals in 2019 alone (DOT Philippines, 2019). Despite this growth, the country remains largely agricultural, with farming playing a vital role in employment and the economy (Mapa, 2019). However, Filipino farmers face challenges such as land acquisition by developers, climate change, lack of capital, and technology and manpower concerns, resulting in deteriorating farm incomes and a need for diversification. (Fernandez, 2014). To address these challenges, the government has legislated the Farm Tourism Development Act (Farm Tourism Development Act, 2016) and accredited 174 farm tourism sites across the country. Agritourism, the integration of tourism into traditional farming operations, has been identified as a potential solution to diversify farm investments and income.
This study focuses on the operations management and challenges faced by the 14 accredited farm tourism sites in Philippine's region 4A, with the aim of creating a conceptual framework of operations management for agritourism farms. The research can benefit all stakeholders in the Philippine farm tourism industry by providing clear structures, relationships, and dependencies for operating an agritourism farm.

2. Literature Review

2.1. Philippine Tourism, Agriculture and Agritourism

Pre Covid-19 pandemic data shows that the Philippine tourism industry has been a strong economic driver of the country as inbound visitors continues to see a rising trend, exceeding the 6 million line by the end of September 2019 reported by DOT (2019).

According to Census of Agriculture and Fisheries (CAF) statistics on Philippine Agriculture (2012) it showed that the number of farms in 2012 increased by 63% while the area of farms decreased by 25%. Moreover, the average farmland area decreased from 2.8 hectares in 1980 to 1.3 hectares in 2012. Focusing on Region 4A, agricultural lands consist of 498 thousand hectares with 342 thousand farms.

Agriculture has been a major part of the of the Philippine economy in terms of sustaining and enhancing the lives of many Filipino as it provides livelihood and food supply to a major portion of the population. In support of the many economic challenges of farm operators, the Philippine government has put in place several laws that promotes Agritourism in the country in its effort to diversify the sustainability of farms. R.A. No. 10816, also known as the "Farm Tourism Development Act of 2016" – "an act providing for the development and promotion of Farm Tourism in the Philippines". Agritourism defined as by the Philippine legislation is the practice of attracting visitors and tourists to farm areas for production, educational and recreational purposes.

Brown & Reeder (2007) recognizes that agritourism business creates benefits such as providing an attractive option for farm operators wishing to increase returns on their farm assets by offering opportunities to supplement the income from farm production activities. It also diversifies a farmer's income stream, serving as a potential cushion against farm income fluctuations arising from variability in weather, prices, and government payments, which can vary from year to year.

***2.2.** Challenges of Agritourism Farm Operations in the Philippines & DOT Accreditation*

Studies of several authors of farm tourism related research such as those of Gilling (1995), Evan & Ilbery (1992), Hilchey (1993), Pearce (1990) and Yang (2012), expressed that that agritourism farms faces challenges on a global scale. It is also notable that there were similarities of challenges on a national level on the study conducted by Yamagishi et al. (2021) that also analyses the challenges that the Agritourism farms are facing in their business operation and presented strategies and policies for relevant Agrotourism stakeholders. The authors said that the farm tourism sector has great potential growth, but inspire of the efforts the government has taken, the sector is faced with many roadblocks that are likewise experienced by other farm tourism sectors globally. They have identified the following challenges in the farm tourism industry: Physical Characteristic, Product Development, Education and Training, Management and Entrepreneurship, Marketing and Customer Relations and Government Support. As of 2021, there were only 14 agritourism sites accredited by the DOT in the region.

One of the many functions of DOT under its mandate is to ensure business and safety compliance of tourism establishments in the country. The department has formulated minimum standards for accreditation and promulgated the appropriate rules and regulations to govern the operation of primary and secondary tourism enterprises. As such, the agency also is in charge of accrediting agritourism farms in the country (The Tourism Act 2009)

As part of the operation inputs and its transformation, an Agritourism framework was presented by Chase et al. (2018) to further understand the elements of Agritourism. It suggested tiers of activities - core and peripheral, where core activities are generally accepted as agritourism while peripheral activities may be debatable.

3. Methodology

3.1. Method of Research Used

The research used descriptive research design for this study where it utilized the survey questionnaire as its major instrument. A personal interview survey was particularly conducted to also draw narrative descriptions along with the quantitative data being gathered from the already accredited farm tourism operators, on their experiences with the agritourism farm operations management processes where results were used to infer the construction of the proposed operations management framework for agritourism farms.

The methodology adopted in designing and development of the conceptual framework was adopted from Robinson (2008) on the author's work on the framework for conceptual modeling.

3.2. Subjects of the Study and Sampling Design

The respondents and participants of the study will be all DOT accredited agritourism farms located in region 4A-CALABARZON. The study conducted surveys and interviews with 12 farm tourism operators, 51 employees and 53 customers. Purposive sampling technique were used for the employees and the farm guests.

3.3. Construction and Validation of the Instrument

The survey questionnaire was constructed by the researcher using various literature on operations management and agritourism. The survey questionnaire was designed using a rating scale or a Likert scale and was subjected to content validation through the checking and evaluation of experts in the fields of tourism management, agriculture management, language and statistics.
The primary source of data in this study is a 4-part survey with the following parts: Part I- Agritourism Farms Business Profile. Part II- DOT Accreditation Compliance. Part III- Implementation of Farm Tourism Operations highlights the level of the implementation of Agritourism farm in terms of the 3 core functions of Operations Management- Marketing, Operations and Finance. The last part, Part IV- Challenges in Farm Tourism Operations. The survey questions for the farm's employees and guests are similarly structured with the questionnaire of the farm operator with selected exclusion

3.4. Statistical Treatment

This study utilizes the statistical analysis methods of frequency, valid percentages, rank distribution, weighted mean for the following variables: level of DOT compliance, business profile, level of implementation of operations, and challenges in agritourism operations management.

4. Results

Present results of data analyses. Tables and Figures will be helpful to explain the findings.

4.1. Profile of the respondents

The majority of business respondents are located in Cavite and Quezon, each representing 25% of the total respondents, followed by Laguna with another 25%. Most businesses operate as corporations (75%), with a significant portion having been in operation for 3 to less than 5 years (41.7%). In terms of initial capital, 50% of respondents started with between 3,000,001 to 15 million pesos. Most of the participating businesses have 1-9 employees (75%) and rely on savings or self-finance (75%) as their primary source of capital.

Revenue sources primarily stem from crop production (58.3%) and farm stays/accommodation (75%) for tourism and leisure activities. Other notable revenue sources include livestock and poultry (41.7%) and farm to table restaurant dining (41.7%).

4.2. Level of Compliance of the Agritourism Farms in CALABARZON Based on the Accreditation Requirements Set by the Department of Tourism

Table 1
Agritourism Farm's Level of Compliance to DOT

Level of Compliance	Owner		Employee		Customer		Overall	
	Mean	VI	Mean	VI	Mean	VI	Mean	VI
General Requirements for Accreditation	4.89	FC	4.97	FC	4.98	FC	4.97	FC
Farm Location	4.96	FC	4.99	FC	4.92	FC	4.95	FC
Facilities and Amenities	4.38	FC	4.58	FC	4.44	FC	4.5	FC
Infrastructure	4.83	FC	4.87	FC	4.71	FC	4.79	FC
Business Operation	4.58	FC	4.9	FC	4.87	FC	4.85	FC
Safety and Security	4.38	FC	4.57	FC	4.61	FC	4.57	FC
Sanitation	4.75	FC	4.91	FC	4.94	FC	4.91	FC
New Normal and Safety Guidelines	4.28	FC	4.46	FC	4.5	FC	4.46	FC
Grand Mean	4.63	FC	4.78	FC	4.75	FC	4.75	FC

Note: FC-Full Compliant

Table 1 assessed the level of compliance of agritourism farms in CALABARZON with accreditation requirements set by the Department of Tourism (DOT). Results indicate that the farms demonstrate a high level of compliance, with a composite score indicating "Full Compliance" with an overall mean score of 4.75. Notably, the component with the highest mean score was "General Requirements for Accreditation," suggesting a strong adherence to foundational accreditation criteria. However, there is room for improvement in implementing "New Normal and Safety Guidelines," as indicated by a lower mean score.

4.3. Level of Implementation of Operations of Agritourism Farms in CALABARZON

Table 2
Agritourism Farm's Operations Level of Implementation

OM Functions	Owner		Employee		Customer		Overall	
	Mean	VI	Mean	VI	Mean	VI	Mean	VI
Operations and	3.9	OA	4.1	OA	3.8	OA	3.95	OA

Production Marketing	3.84	OA	4.06	OA	4.1	OA	4.04	OA
Finance and Accounting	4.54	AA	4.79	AA	-	-	4.74	AA
Grand Mean	4.09	OA	4.32	AA	3.9	OA	4.12	OA

Note: OA- Often Applied, AA- Always Applied

Regarding operations management, Table 2 shows that functions are generally "Often Applied" (mean of 4.12), with the highest mean score observed in "Finance and Accounting," indicating consistent application. However, areas such as "Operations and Production" and "Marketing" show potential for improvement in application frequency.

__4.4.__ Operations Management Challenges and Level of Operational Concerns Encountered by Agritourism Farms

Table 3

Agritourism Farm's Operations Level of Challenges

OM Challenges	Owner		Employee		Customer		Overall	
	Mean	VI	Mean	VI	Mean	VI	Mean	VI
Physical Characteristic	2.67	A	2.71	A	4.06	AA	3.32	A
Product Development	3.27	A	3.75	AA	3.17	A	3.44	AA
Education Training	2.83	A	2.84	A	2.31	A	2.6	A
Management and Entrepreneurship	2.86	A	2.61	A	2.45	A	2.56	BA
Marketing and Customer Relations	2.96	A	2.86	A	2.03	A	2.49	BA
Government Support	3.44	AA	3.56	AA	4.07	AA	3.78	AA
Grand Mean	3	A	3.05	A	3.02	A	3.03	A

Note: *AA-Above Average, A-Average, BA-Below Average*

Table 3 examined the operational challenges and concerns faced by agritourism farms. The overall level of concern is deemed "Average" with a grand mean of 3.03. The category of "Government Support" emerges as a primary area of concern, suggesting a need for enhanced support mechanisms. Conversely, "Marketing and Customer Relations" and "Management and Entrepreneurship" are identified as areas with below-average concern, indicating potential areas for resource allocation and attention.

5. Discussion and Conclusion

__5.1.__ Discussion and implications

The data collected from agritourism farms suggests that corporations are the preferred form of business due to their perceived legal benefits. The young age of the Philippine agritourism industry is highlighted by the results in terms of years in operation. Financial capital is a major consideration for traditional farmers transitioning to the farm tourism business model. Most agritourism operations in region 4-A are microenterprises or small businesses. The personal funds of operators and owners are often used to fund operations. Traditional farming activities still generate the majority of revenue, but farm tourism infrastructure and amenities are also important.

The synthesized result of the variable on the agritourism farm's accreditation compliance reflects its importance in relation to farm tourism operations in its pursuit to diversify its farm operations and at the same time to manage the expectation of the tourists. It also justifies the adoption of DOT on the minimum accreditation standard categories stated on its Rules and Regulation to Govern the Accreditation of Agri-Tourism/Farm Site under EO 292. The researcher has not come across a similar accreditation system in other countries as in the Philippines, but there are regulations and laws catering to the regulation and development of their agritourism industry. In the US, Akwii & Kruszewski (2020) reported that from January 2019 through December 2020, 24 states introduced 27 bills addressing a wide range of agritourism issues. In Europe particularly in Greece, Dionysopoulou (2021) discussed that the development of agritourism in Greece in the 1980s was marked by the country's entry into the European Economic Community and with it is the adoption of the Common Agricultural Policy. Relevant today also is the gravity of health and safety protocol in tourism and hospitality establishments.

In spite of the agritourism farms having high scores in term of operations practices, there is still a lot of room improvement to made by farms particularly in marketing and operations & productions aspects of the farms. As what Akwii & Kruszewski (2020) suggested, following the best practices and improving operations management in agritourism can enhance the profit potential that can lead to sustainable agritourism farms.

The study validates Yamagishi et al.'s (2021) work on agritourism challenges in the Philippines, which collectively pose risks that need planning and mitigation. Tugade (2020) presents similar challenges critical for successful agritourism cooperation and communication, education, and training. Kubickova and Campbell (2018) show the need for government intervention in Honduras' agritourism development in five areas. Jin et al. (2021) detail the importance of the government in the development of agritourism in Michigan, USA. Results show that the category of "Marketing and Customer Relations" has below average concern, attributed to the hospitable Filipino culture, with higher emotional intelligence linked to better management of customer complaints (Koc, 2019).

5.2. Conclusion

The findings from the research provide crucial insights for developing an operations management framework for agritourism farms in CALABARZON. Firstly, they offer a comprehensive view of the sector's compliance and operational management status, pinpointing both strengths and areas needing improvement. Secondly, the findings emphasize the necessity of targeted interventions, particularly in areas like government support and marketing, to address specific challenges identified. Lastly, these insights serve as valuable guidance for policymakers, industry stakeholders, and agritourism operators, informing strategic planning initiatives aimed at sustaining and enhancing the growth and competitiveness of the agritourism sector in the region.

Figure 1
Operations Management Conceptual Framework for Agritourism Farms

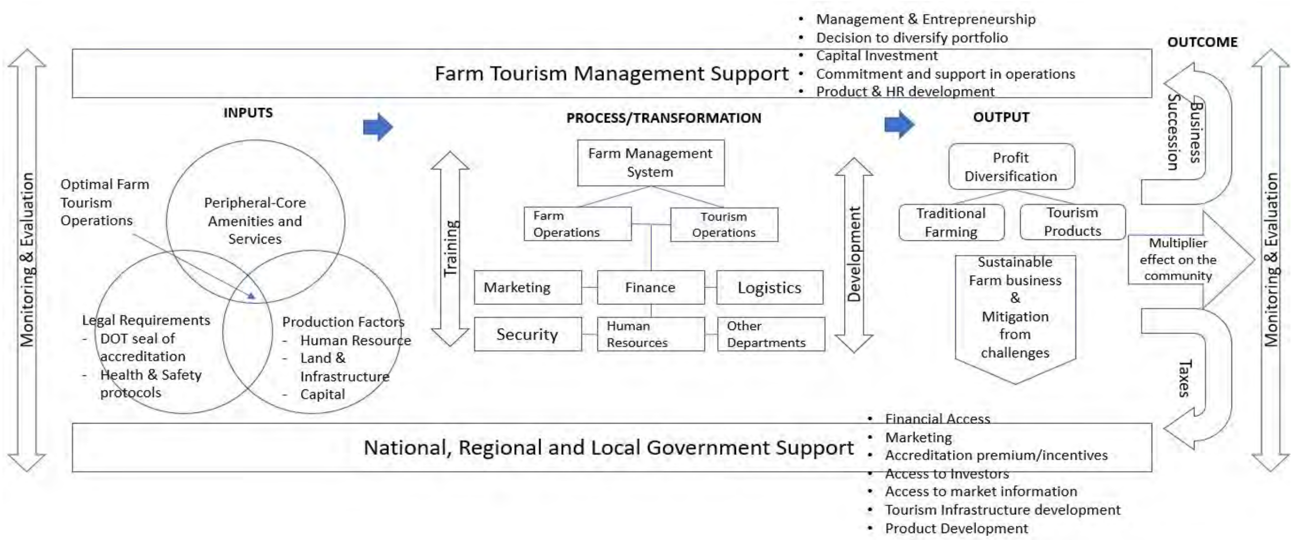

Figure 1 shows the developed conceptual operations management framework for agritourism farms.
The development of the framework was designed using the key activities in conceptual modelling (Robinson, 2007)
The conceptual framework takes on 5 major parts:
1.) Management Pillar (Farm Tourism Management Support)
2.) Support Pillar (National, Regional and Local Government Support)
3.) Input
4.) Process/Transformation
5.) Output to Outcome

Management Pillar. This element is located on top of the framework as it takes on an essential role. Most farm tourism businesses, consistent with the data gathered from agritourism farms sites, said started out as traditional farms. The decision to diversify the farms and enter the tourism and hospitality industry can be largely attributed with the entrepreneurial mindset of the farm owner/s and operators which is mainly led by the goal to increase the farm's revenue or value. This is consistent to the study of McGehee et al. (2007) where farm tourism businesses indicated a desire for additional income, to fully utilize resources, and to educate the consumers as their primary motivators for the developing the business. This study also highlighted on the challenge in relation to the farm tourism operations as what was identified by Yamagishi et al. (2021) relating to the farmer's lack of management and entrepreneurial skills. This study found out that that this concern was below average, as farm operators and owners interviewed have formal management and entrepreneurial trainings, by formal education and/or corporate experiences before entering the farm tourism industry. A formal training or learning system on management and entrepreneurship should be taken by the farm owner to support the farm tourism drive that would lead to higher chance of success rate. Outcome is related to the discussion of Phelan and Sharpley (2012) that complexities running a farm tourism business necessitate farmers having a particular level of entrepreneurial abilities, which most lack. McNally (2001) and Grande (2011) suggested that farmers have a lot of options to cater to tourists, but they need the right skills to diversify their farms and accept tourists in a sustainable way that doesn't interfere with their usual farming and creates a new economic endeavour, according to the report. Entrepreneurial abilities are widely recognized as one of the most significant characteristics of modern farming. (Smit, 2004). Farmers are recognized these days as entrepreneurs that require new skills and capabilities to develop to become or remain competitive (McElwee,2006). The farm management shall also be responsible in providing and sourcing the capital investment required to run a farm tourism site such as human resource capital, amenities & infrastructure, training & development and product development. Taking on agritourism means farms will represent a new business model that will require hiring, training, and managing additional labour, or supporting existing employees in acquiring new skill sets. It was heavily stressed that determine how much financial amount will the farms be able and are willing to risk on the new agritourism business model.

The Support Pillar. The support pillar, the foundation and the bedrock of the framework pertains to government support to agritourism sites on a national, regional and local level. In a very similar way, the pillar encapsulates the Philippine Farm Tourism Development Act of 2016 which mandates the government to provide programs for the development and promotion of farm tourism in the country. Yamagashi et al. (2021) also argued the importance of the role of government in developing the farm tourism industry. There is a dire need for farm operators for government assistance to build their businesses while also encouraging and educating potential tourists about agricultural tourism. Farmers may be hesitant to go through the transformation in business model of farm tourism if the government does not fully make them comprehend the benefits of agricultural tourism. Since farm tourism is a relatively in the introductory stage in the Philippines, the government plays a major role in creating public awareness and marketing campaigns. Also, the government is the key integrator for coordination among relevant government authorities which aims to prioritize and incentivize farm tourism business giving access to aiding tourism and transportation infrastructures and financial resources. This is relative to the study conducted in China by Yang (2012) where it stressed that the government played a vital role in providing incentive policies and financial support for initial village farm tourism development and how the government provided a key marketing role when it assisted the village in improving roads and other physical infrastructure, planning and hosting local festivals and tourism events. This study highlighted on the this a key challenge where “Government Support” posed the highest concern among identified challenges with an “Above Average” rating.

Input. In an economic sense, inputs are labour, capital, and management, which are integrated into a production system (Heizer & Render, 2014). The input component comprises of a Venn diagram with the following elements: Peripheral-Core Amenities and Services, Production Factors, Legal Requirements. The core section of the Venn diagram where all the elements intersect indicates the "optimal input" ideal for a farm tourism establishment. The Peripheral-Core Amenities and Services represents the input of farms of those discussed by Chase et al. (2018) on the elements of agritourism The Production Factors is economic concept that describes the inputs used in the production of goods or services to make an economic profit (Fernando, 2021). The factors of production of farm tourism business are no different from any other business of which inputs are land, labour, capital, and entrepreneurship. This is input further identified by the Legal Requirements where an optimal input is adhering to the requirements of DOT based on its set standard requirements for the operation and the maintenance and getting the seal of accreditation as agritourism site mandated by R.A. No. 10816. Legal Requirements as the title denotes, also pertains to the input of the basic legal (national and local) requirements in "doing business" in the country such as Business Permit, BIR registration etc. And due to recent events of the global Covid-19 pandemic, includes health and safety protocols required by the government to prevent the spread of infectious disease in tourism establishments which is further discussed in the Bayanihan to Heal as One Act of 2020 or the Republic Act No. 11469. The results in relation to this study identified that the accredited agritourism farms in CALABARZON are in "Full Compliant" of the inputs required for an optimal farm tourism operation.

Process/Transformation. This section explains that all actions that turn inputs into outputs (Stevenson, 2021) make up a process, and every business organization is both a customer and a supplier. The process model of farm tourism differs from traditional farming, as there are varying sets of resources allocated for each operation. Developing and training human resources for tourism operations is crucial, especially at the operational level. Upper management processes are still managed by a single farm operator, but operational processes need to be specifically categorized and specialized under traditional farming and tourism operations while sharing some of the operational processes. Tugade (2020) noted the challenge of farmers' lack of experience in tourism businesses, while this study observed that basic functions of operations management are often applied.

Output and Outcome. The output of the operations is expected to produce goods and services from both traditional farming and tourism operations, thus providing two or more sources of revenue for the farm business. As with the study conducted by Schilling et al. (2014) on farm profitability, agritourism development significantly enhances profits among intermediate-scale and lifestyle farms. On a similar study, Tew and Barbieri (2012) found out in selected countries the majority of the farms have increased their income, and consequently profit, by adding farm tourism activities in their operations. The additional revenue streams of integrating tourism to traditional farming mitigates the challenges by creating a more sustainable farm business.
All elements of the challenges presented in this study needs to be mitigated with special focus on the agritourism farm's Product Development and Government Support as they have "Above Average" concern as the study found out.

The outcome of the sustainable farm business creates a "spill over" multiplier effect to community around the agritourism site. A tourism multiplier effect according to UNWTO (2011) is the economic value of tourism which is a result of all economic impacts caused by tourism activities. Sustainable farms can also attract new generation of farmers, particularly within the family of the farm owners/operators to take on agriculture as their future career therefore creating a succession planning as they the younger generation can see that farming is a lucrative business. This challenge has been identified by this study where the farm operators see a concern on succession planning.

The "spill over" effect is also observed and identified during the researcher's farm visits where one will notice small business (sari-sari stores, bakery, water refilling stations) around the farm tourism area. Also, in most of the interview with the farm employees the employees were happy working for the business as it increased their income compared to what they were doing prior to joining the farm.

The framework is supported in each angle by continuous evaluation and monitoring of all the processes from top to the bottom of the pillar as process improvement through developing monitoring and control measures that is the responsibility of all stakeholders to ensure the farm's sustainability.

5.3. *Limitations of this study and suggestions for future studies*

1. Most of the study was conducted during the COVID-19 global pandemic, during which several mobility restrictions and limitations on face-to-face interactions were in place. The use of digital tools to collect data was necessary.

2. It is recommended that future researchers observe and compare the results with farm tourism sites in other regions of the Philippines, and eventually with other farm sites in developing countries.

3. The researcher also recommends testing and validating the conceptual agritourism framework for its acceptability in the agritourism industry sector.

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The effects of opt-in versus opt-out framing on the purchase of luxury hotel ancillary amenities mediated by anticipated regret

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Abstract:

The hotel industry is relying more and more on ancillary services to generate more revenue for the hotel. However, the current implementation of option framing in the hotel industry goes against the empirically proven downward framing option. The current study finds support for adopting a downward framing option framing for the purchase of additional ancillary services.

Keywords: Option Framing, Regret, Ancillary Attributes

1. Introduction

When customers decide to book a hotel room, they are given different options to choose from after selecting the hotel to stay at. First, they must select the core product, the room size, where they are presented with multiple bed sizes, room space, and in-room amenity options. Next, they are given the opportunity to select add-on or opt-in ancillary amenities on top of the base room option, such as continental breakfast, executive lounge access, etc. These types of ancillary amenities are particularly relevant to the luxury hotel market and can act as a major source of their revenue stream. Within the hotel context, EyeforTravel (2015) revealed that approximately 50% hotels were beginning to prioritize revenue generated from ancillary services, and 60% of hotels were already seeing the benefits of incorporating more ancillary services, which consist of business centers, transportation, spa services, food and beverage (Ryan & Huimin, 2007). Forbes (2022) states that hotels must incorporate ancillary revenue to their existing revenue model through add-on services such as food and beverage deals, beauty/spa treatments, etc., particularly for luxury hotels.

The majority of hotels are currently adopting opt-in (upward) framing in the booking process where the default selection is the base room, and ancillary attributes are added on to the default room selection. On contrary to industry practice, extant research from academic literature has indicated that consumers gravitate towards better and more expensive products when consumers are presented with option sets with opt-out (downward) compared to opt-in (upward) framing

(Biswas, 2009; Park et al. 2000; Steffen et al., 2019; Mayer et al. 2022). There is minimal research exploring option framing effects within hospitality and even more so within the hotel context. Hence, this paper aims to identify the ideal option framing direction to answer and demonstrate the tendency for consumers to purchase ancillary amenities.

2. Literature Review

2.1. Option Framing

Option framing is defined as an instance in which a consumer is faced with a set of choices to make in which additional options or attributes can be added or subtracted from the final choice set (Mayer et al., 2022). In the past, service providers have generally adopted upsell framing strategies to persuade customers into making additional or more expensive purchases than they would have considered on their own (Denizci Guillet, 2020; Heidig et al., 2017; Norvell et al., 2018). However, as previously mentioned, present research has shown that a downward framing scenario is more likely to induce additional purchases compared to when they start from a lower or base choice set. This phenomenon can be attributed to the consumer's preference of avoiding risk or loss. People tend to experience a loss in value more strongly than gains and in the context of option framing additional costs are considered losses whereas a reduction or avoided cost would be considered a gain (Mayer et al. 2022). This tendency is grounded on the prospect theory. Thus, this paper proposes option framing as the focal trigger to elicit the purchase of ancillary amenities and how hotel managers might channel this mechanism to increase revenue.

2.2. Conceptualization

We also propose that this relationship is mediated by customers' anticipated inaction regret due to the nature of perceived hedonic value of the ancillary amenities and overall lack of interchangeability for experiential purchases. Past literature has shown that foregone purchase opportunities elicit inaction regret, and that the degree of regret can differ across product types (utilitarian vs. hedonic) (Bell, 1982; Loomes & Sugden, 1982; Scarpi, 2020). Tzeng & Shiu (2019) found that hedonically motivated shoppers had a significant effect on regret because of the foregone alternatives, as hedonic shoppers risk feeling regret from a missed opportunity to gain benefits. Therefore, the underlying mechanism for consumers valuing hedonic attributes can be attributed to the negative feeling experienced from a missed opportunity or inaction regret. In addition, tandem to downward framing, which elicits a feeling of loss, the fear of missing out on an opportunity drives consumers to feel inaction regret (Mayer et al. 2022), particularly for experiential goods, leading to the purchase of additional amenities.

Thus, we propose the following hypotheses.

H1: Perceived inaction regret has a strong positive effect on purchase likelihood of additional amenities.
H2: Perceived inaction regret mediates option framing type and purchase likelihood of additional amenities.
The conceptual model is as follows.

3. Methodology
3.1. Design

Participants were randomly assigned to an upward frame condition and a downward frame condition. In the downward frame condition, the participant will see the business lounge package as the first option and the base room as the second whereas, the upward framing condition has the reverse choice set.

3.2. Measurement

Participants were asked to rate their purchase intention of ancillary amenities and anticipated inaction regret on a 7-point Likert scale. Process model 4 (Preacher & Hayes, 2008) was also conducted to test the indirect effect of option framing on purchase intention of ancillary amenities via anticipated inaction regret.

4. Results

4.1. Profile of the respondents

A total of 150 respondents were collected from Prolific. 28 respondents failed to pass attention check questions, leaving a total of 122 respondents for the analysis. Participants are randomly given a scenario where they will choose an option to book a king size room by itself or with access to the business lounge. Participants were given a screener question of hotel stays within the last year to ensure that the sample collected is representative of hotel goers.

4.2. Analysis

The results showed that there is no direct effect of option framing on purchase intention 95% C.I. (-.5966, .3240). The indirect effect of option framing on purchase intention via anticipated inaction regret was significant 95% C.I. (.0781, 1.1023). A complete mediation of anticipated inaction regret in the relationship between option framing and purchase intention was confirmed. The results support our hypothesis of downward framing yielding higher purchase intentions than upward framing, suggesting that hotels are missing out on potential revenue by defaulting to their upward option framing.

Table 1 Results

				95% CI	
Direct Effect	Coefficient	SE	p	LL	UL
Option Framing → Purchase Intention	. 1363	.2324	p<.05	-.5966	.3240
Option Framing → Regret	.7268	.3119	p<.05	.1093	1.3422
Regret → Purchase Intention	.7891	.0666	p<.000	.6573	.9208
Indirect Effect	Effect	BootSE			
Option Framing → Regret→ Purchase Intention	.5735	.2513		.0847	1.0989

5. Discussion and Conclusion

5.1. Discussion and implications

Our findings can be useful to researchers who evaluate and manage option level segmentation that manages multiple levels of a certain option category. The results provide empirical evidence of the effects of option framing within the luxury hotel context. Prior tourism related option framing strategies focus on comparing packages across different tourism destinations and qualities whereas our study delves into framing strategies within the same hotel and qualities. In addition, the findings support framing strategies that elicit consumers to perceive inaction regret, as perceived inaction regret is the medium to purchasing the additional amenity. It would be beneficial to the hotel industry to frame reductions in packages or room size in terms of a loss or missed opportunity to achieve this perception. Our findings can be extended to managerial implications regarding hotel package framing that can optimize revenue stream. Specifically, managers can focus on providing a downward framing package that will elicit an overall increase in purchase of ancillary amenities.

5.2. Conclusion

Consumers are more attracted to amenities when they are first offered as a more encompassing package. Hotels should consider adopting a strategy that utilizes this interaction by offering more amenities in the beginning of the customers' decision process rather than later. Hotels can also enhance this effect by outlining what the consumer will potentially lose if they do not purchase more amenities.

5.3. Limitations of this study and suggestions for future studies

A limitation of the current study is the stimuli only offers one additional amenity in comparison to just the base room option. A future study can look to add additional amenities used by hotels to offer greater insight into the effects of option framing. Another limitation of the study is the participants are informed that only they are traveling, which is not always the case when booking hotels. A future study can look to examine the effects of option framing when consumers are traveling as a couple or family.

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Assessing PWDs' hotel experience — PWDs vs. hotel management perspectives

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Abstract:

This study aims to develop a comprehensive framework for assessing PWDs' hotel experiences. Further, it investigates the gaps between the expectations of persons with disabilities (PWDs) and the provisions of hotel management teams in Singapore. Despite regulatory compliance, PWDs often face substantial barriers when seeking hotel accommodations, such as difficulty finding information on accessible rooms and inadequate safety protocols. Conversely, hotel management teams observed a limited demand for such rooms, leading to essential compliance with accessibility regulations overshadowed by aesthetic concerns. Through in-depth interviews, the findings reveal discrepancies in demand perception, challenges in combining aesthetics with functionality, the need for enhanced staff training, and detailed room information in booking processes. The findings also highlight a pressing need for hotels to align their services with the actual experiences of PWDs to improve inclusivity and accessibility in the hospitality industry.

Keywords: Accessible Accommodation, Hotel Experience, Hotel Management Teams, PWDs

Developing theoretical basement for researching the Pet-tourism

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Abstract:

In recent years, the prominence of pets in South Korea's tourism industry has become increasingly apparent, reflecting a global trend towards pet-friendly travel experiences. While pet-friendly tourism has been thriving in regions like the Americas and Europe, it has primarily involved pets accompanying their owners rather than being the central focus of the tourism experience. Due to the ability to bring pets along virtually anywhere, tourism products centered around pets have not been extensively developed.

However, in recent times, there has been a notable shift towards recognizing the importance of pets in tourism. Hotels, resorts, and other hospitality establishments have started offering pet-friendly amenities, including designated pet rooms and facilities such as spas and recreational areas. This evolution in the tourism landscape is indicative of a broader societal shift in South Korea, where pets are increasingly viewed as integral members of the family unit rather than mere companions.

The term "pet-fam(pet+family)" has emerged to describe families that include pets, reflecting the growing trend of integrating pets into various aspects of daily life, including travel. This cultural shift has fueled an increase in pet-inclusive travel experiences, where pet owners actively seek out destinations and accommodations that cater to their furry friends' needs. As a result, pet-centric tourism has gained momentum in South Korea, with a notable rise in the number of hotels and resorts offering specialized packages and services for pet owners.

The concept of "pet-cance(pet+vacance)" has become popular, referring to vacations specifically designed for pet owners and their pets. These pet-cance often include a range of activities and amenities tailored for pets, such as pet-friendly excursions, outdoor adventures, and even

pet-centric events and festivals. Moreover, the rise of pet-themed parks and exhibitions further underscores the growing demand for pet-inclusive travel experiences in South Korea.

Despite the growing popularity of pet tourism, there remains a notable gap in scholarly research on this topic. While some public institutions have conducted research, academic studies are still limited, leaving much to be explored in terms of understanding the dynamics and implications of pet tourism. This study aims to address this gap by examining the phenomenon of pet tourism in South Korea and establishing foundational concepts and models to guide further research.

To achieve this goal, the study delves into key theoretical frameworks in tourism, including tourist definitions, demand-supply models, and tourist decision-making processes. By integrating these frameworks with the phenomenon of pet tourism, the study aims to provide insights into the motivations, behaviors, and preferences of pet tourism. Through a combination of literature review, qualitative analysis, and empirical observation, the study seeks to elucidate the complexities of pet tourism and its implications for the tourism industry.

This study has academic significance as it lays the groundwork for future research on pet travel. However, this study is limited by the fact that it has not been empirically and quantitatively validated. In order to theorize the phenomenon, empirical studies are necessary to further elaborate it. Therefore, we would like to validate and elaborate the models presented in this study through empirical studies. Furthermore, further research should continue to be conducted to understand and improve pet traveling by incorporating more diverse concepts and models.

Keywords: Pet-tourism, Tourism Demand and Supply Model, Tourist Decision Making Process, Model development

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"Veiled Affinity" as a key to positive destination identification and subsequent tourist behaviors: The role of cultural contact

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Abstract:

Tourists' cultural contact with a destination significantly impacts tourists' perception and subsequent behavior; however, few scholars have investigated the relationships between. Grounded in cognitive adaptation theory and social identity theory, this study explores novel aspects by investigating how cultural contact, moderated by tourists' experience of ethnic-style travel photography and culture retention distance, influences tourists' identification with destinations and, consequently, their citizenship behavior towards the destination. This research contributes to specific implications for destination theoretically and practically.

Keywords: Cultural contact, Destination identification, Tourist citizenship behaviors, Ethnic-style travel photography

1. Introduction

Tourist destinations that are rich in ethnic culture provide immersive tourism experiences, including dressing up in local ethnic or traditional costumes and engaging in themed photography, emerging a trend exemplified by the rise of 'ethnic-style travel photography'. In an ancient town, Fenghuang, China, known for its unique ethnic culture and magnificent natural scenery, the rise to 1,026 photography stores illustrates this growth (CNR, 2023). These experiences go beyond typical sightseeing, allowing tourists to become part of the scene and truly immerse themselves in the local culture and customs (PAPER, 2024). Whether this simple yet passionate connection in local culture can reshape the cultural experience for tourists at ethnic destinations and the predictable subsequent returns that the experience can bring has not yet been discussed in empirical research.

Tourists have an important role in understanding, empathizing with, and promoting the culture of the destination (Weiler & Walker, 2014). Cultural contact, defined as direct interchanges among members of social units who do not share the same identity (Schortman & Urban, 1994), is an essential aspect of tourism that can help travelers gain a better appreciation and understanding of different cultures. Emerging studies in the tourism field around cultural contact investigate the purpose and depth of experience tourists seek when travelling to experience a different culture (Gnoth & Zins, 2013). Furthermore, cultural tourists tend to gaze at the destination through the lens of their own familiar cultural references when another culture physically surrounds them (Gnoth & Zins, 2013). Once tourists genuinely perceive the local culture and establish a positive relationship, it can promote the construction of a local place identity (Kumar & Nayak, 2019). However, the research on cultural contact stays at the cognitive level, examining the contribution of cultural contact to memorable tourism, heritage tourism, and ethnic tourism (Chen & Rahman, 2018). Empirical research that goes deep into the behavioral level is rarely interesting.

2. Literature Review

Cultural contact is the initial stage of tourists' cognition of destination culture, and this understanding is undoubtedly a process that this paper attempts to explain this process using cognitive adaptation theory. Cognitive adaptation theory can shed light on the psychological process that tourists go through when they encounter different cultures at a destination. This theory assumes that tourists can immerse themselves in the local culture and, after undergoing an adaptation process, can modify their original cognitive and generative thoughts (Crisp & Turner, 2011). Place identity, seen as such generative thought, refers to one's spiritual attachment to a destination and understanding of the symbolic meaning of a place (Hallak et al., 2012). For instance, place identity has been studied to be intentionally constructed or "adapted" to fit a cultural tourist experience within the context of an ethnic destination (Kaplan & Recoquillon, 2014), heritage destination (Zou et al., 2023), and wilderness destination (de la Barre, 2013). Place identity is generally reflected in the interaction with the local culture (Hauge, 2007). Ethnic-style travel photography is a unique form of cultural participation at a destination, distinct from typical tourist photos like landscapes and selfies. It is intriguing to investigate a theoretical agreement that illuminates how cultural interactions, such as comparable cultural immersion activities, influence travelers' sense of place.

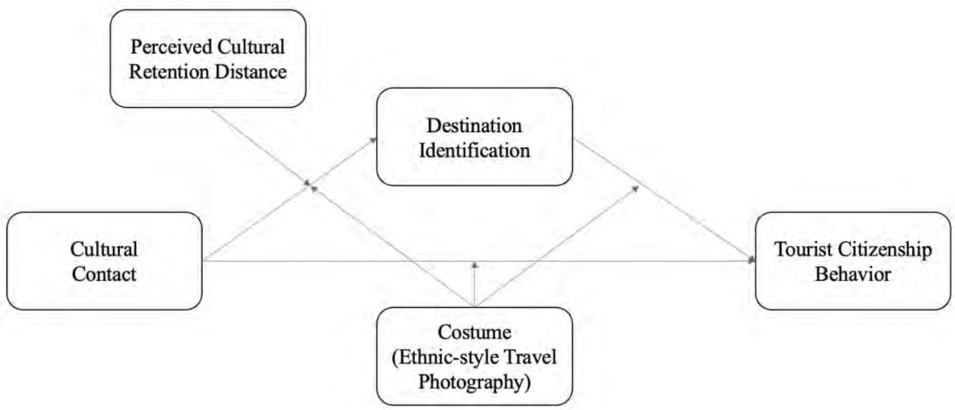
Additionally, this study applies social identity theory to extend the influence of cultural contact from tourists' psychological level to the behavioral level. According to social identity theory, individuals identify with a community and adopt emotional values based on their membership, influencing community perceptions and behaviors (Zhang et al., 2022). Destination identification represents the personal identity with reference to the characteristics of the destination, whereas belongingness represents the affiliation and membership with the destination (Kumar & Nayak, 2019). Evidence shows that customers' identity enhancement will influence their citizenship behavior in various contexts (Rather et al., 2023). Moreover, customers' citizenship behaviors have been examined to be crucial in retail management (Bu et al., 2022), tourism destination management (Rather et al., 2023), and accommodation (Assiouras et al., 2019) contexts. It is, therefore, worthwhile to investigate how tourists' cultural contact experience affects their co-creation of identification of the destination and, ultimately, the impact of tourist behaviors.

Perceived culture retention distance refers to the perceived gap or difference in cultural practices between an individual's own culture and the visiting culture (Goeldner & Ritchie, 2007), reflecting a tourist's personal evaluation of the cultural contrast between their home and the destination (Fan et al., 2017). Understanding travelers' perceived cultural retention distances can aid tourism marketers and destination managers in shaping and enhancing the tourist experience.

For instance, perceived culture retention distance can influence tourists' travel motivations during the pre-travel stage (Liu et al., 2018; Ng et al., 2007). During the trip, perceived culture retention distance plays a significant role in promoting interactions between tourists and hosts, which are essential for creating a positive travel experience (Fan et al., 2023; Fan et al., 2017). Destination marketers can either bridge this perceived cultural gap or enhance the authenticity and cultural immersion based on the preferences of different tourist segments. Therefore, this paper tends to explore the moderating effect of perceived cultural retention distance on the relationship between cultural contact and destination identification.

Based on the theory of cognitive adaptation and social identity, this research aims 1) to build a theoretical framework to understand the relationship between cultural contact and tourists' senses of destination identification, as well as tourist citizenship behaviors, and 2) to test the moderating effect of tourists' perceived culture retention distance through ethnic-style travel photography. This study delves into both academic and practical implications through quantitative empirical research and explores how the findings may impact future destination management.

Figure 1. The Proposed Research Framework



3. Methodology

We conducted an online experiment study as a pilot test. Respondents were recruited through several online social communities of the University of Macau. Respondents were asked to imagine travelling to a specific ethnic destination and answer items based on different stimulation scenarios (ethnic-style travel photography versus normal travel photography). To measure cultural contact, eleven items were taken from a study by Gnoth and Zins (2013). Destination identification was measured by three items taken from Kumar and Nayak (2019). Nine measurements of tourist citizenship behaviors were developed by Yi and Gong (2013). Perceived cultural retention distance was measured by three items from the scale developed by Fan et al. (2017). Items were mildly adjusted to adapt our research scenario and measured with 7 points Likert scale anchored by 1 = "Strongly disagree" and 7 = "Strongly agree".

4. Results

4.1. Profile of the respondents

As shown in Table 1, of all the valid samples, 22% were male (n = 14), and 78% were female (n = 49). Most of the respondents were between the age of 25 and 34 (n = 33; 52%), followed by 18–24 (n = 27; 43%) and 35–44 (n = 3; 5%). Most respondents earned less than $25,000 per month (n = 24, 38%), and the majority of the education group had a Bachelor's degree or above because the pre-test collection was conducted on campus.

Measure	Items	Frequency	(%)
Gender	Male	14	22.22%
	Female	49	77.78%
Age (years)	18-24	27	42.86%
	25-34	33	52.38%
	36-45	3	4.76%
Education	Associates or technical degree or below	6	9.52%
	Bachelor's degree and above	57	90.48%
Household	Less than $25,000	24	38.10%
Income	$25,000-$49,999	4	6.35%
	$50,000-$74,999	4	6.35%
	$75,000-$99,999	9	14.29%
	$100,000-$149,999	12	19.05%
	$150,000 or more	10	15.87%

Table 1. Demographics of Respondents

4.2. Results

To investigate the effect of cultural contact on tourist citizenship behavior mediated by destination identifications and moderated by perceived cultural retention distance and costume, sample data was first tested through PROCESS model 61 (Hayes, 2018) with 5,000 bootstrap samples. Results show significant effects between the variables (See Figure 2).

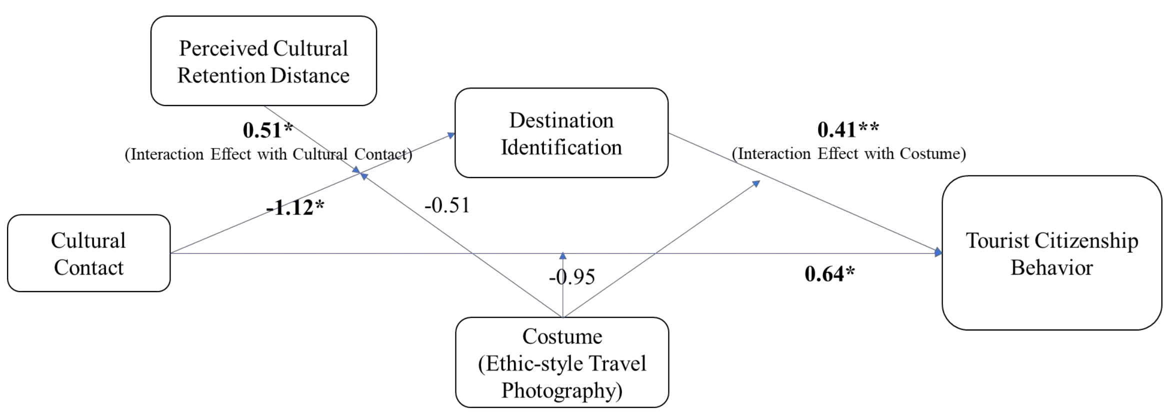


Figure 2. Structural Model Results

Then we conducted a 3-way (high vs. medium vs. low cultural contact) × (close vs. medium vs. far perceived cultural retention distance) × (ethic-style vs. normal-style travel photography) ANOVA on the destination identification revealed significant effects of cultural contact and perceived cultural retention distance and a marginally significant effect of costume (See Figure 3).

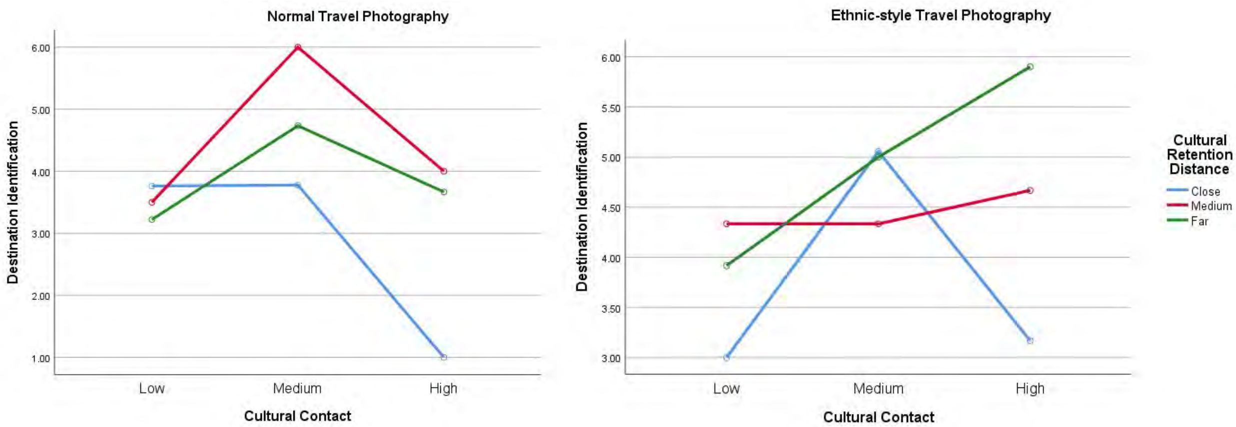


Figure 3. Effect of Cultural Contact on Destination Identification moderated by Cultural Retention Distance and Costume

5. Discussion and Conclusion

According to the present study, there is a positive correlation between cultural contact, destination identification, and tourist citizenship behavior. The research reveals that destination identification plays a crucial role in mediating the relationship between cultural contact and tourist citizenship behavior. Ethnic-style travel photography also has a notable influence on this relationship, being more effective than normal travel photography. Different cultural contact levels also significantly affect destination identification, particularly when there is a significant perceived cultural retention distance.

The research extends beyond the observation of tourists dressing in traditional costumes for photos at ethnically unique destinations, examining the broader implications of cultural contact through ethnic-style travel photography, influenced by cultural distance. Utilizing social identity theory, it considers tourist citizenship behavior as a measure of tourists' willingness to aid in cultural preservation and destination promotion. The study's insights, rooted in cognitive appraisal theory and social identity theory, provide a nuanced view of how photography can shape tourist attitudes and behavior, enhancing our understanding of the interplay between cultural contact and tourism's social psychology. The study's preliminary results provide valuable practical applications for marketing tourist destinations. It has been demonstrated that tourists' cultural sensitivity is significant, and therefore, tourist destinations with distinctive ethnic characteristics should focus on creating customized cultural experiences. This could include promoting the use of ethnic-style travel photography, arranging visits to traditional houses, and other activities that encourage cultural immersion. In addition, hosts and merchants of tourist destinations should proactively engage with tourists to assist them in experiencing the local culture to the fullest during their travel.

While this study successfully establishes a positive relationship between cultural contact, destination identification, and tourist citizenship behavior while also highlighting the mediating role of destination identification and the enhancing effect of ethnic-style travel photography. However, there are some limitations that should be acknowledged. Firstly, as an ongoing study, the pilot test data provides some support and is insufficient for a complete study. Both the quality and quantity of the samples need improvement. Secondly, during the experimental design, the study may be missing some control variables that could affect the results, such as whether the respondents have truly experienced similar cultural immersion activities. In addition, online scene reproduction may have biased results, and future research will attempt to explore the field to obtain real-time and realistic perceptual feedback from tourists.

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Supervisor support in the sexual harassment experience: Development and validation

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Abstract:

This study examines sexual harassment in the hospitality industry, highlighting the crucial role of supervisor support in mitigating its effects on employees. We propose a new scale, Supervisor Support in Sexual Harassment Experiences (SHE), to measure specific supportive behaviors. Our research aims to develop a comprehensive understanding of supervisor support's impact and its potential to improve organizational outcomes. Through psychometric testing, we seek to validate the effectiveness of SHE in predicting sexual harassment and diversity climate.

Keywords: sexual harassment, inclusion, supervisor support, organizational support

1. Introduction

In the effort to foster greater inclusivity within the hospitality industry, there is a growing call to address sexual harassment in the workplace. Sexual harassment is an issue that often goes unnoticed or is improperly addressed. Shrouded in silence, victims often leave their companies to escape sexual harassment without providing the organization with the true reason for leaving (Chen et al., 2023; Gilbert et al., 1998). While the consequences of an organization's failure to prioritize sexual harassment in the workplace are important across industries, we focus on the hospitality industry, where sexual harassment is highly prevalent (i.e., in the restaurant industry, 90% of women and 70% of men reportedly experience some sort of sexual harassment; Johnson & Madera 2018). Moreover, the hospitality industry demands that its employees meet the expectations of not only customers but also those of the staff behind the scenes and on the frontline. Constant pressure to please these various groups leads to additional stress and conflict for employees in the hospitality industry (Gilbert et al., 1998). As illustrated by these statistics and research on sexual harassment, sexual harassment in the hospitality industry is both pervasive and harmful to employees and underscores our need to understand how to provide support for employees under these stressful conditions.

As established, there is a tradition of tolerance for harassment in the hospitality industry (Ineson et al., 2013). Meanwhile, employees in subordinate positions who are left vulnerable to experiencing sexual harassment lack legitimate or expert power to mitigate the harms of sexual harassment (Gilbert et al., 1998). Supervisors are designated with the power to intervene in the workplace, yet employees are left with the responsibility and burden to deal with this stress. According to conservation of resources theory (Hobfoll, 1989), resources can be categorized as either psychological, encompassing aspects like self-esteem, health, and inner peace, or social, which involves seeking support from others or receiving credit. Sexual harassment elicits stress to employee's well-being, inducing feelings of strain or depletion of resources (Folkman & Lazarus, 1985). Employees in high demand jobs such as those that work in the hospitality industry, benefit the most from support when facing resource loss (Mathieu et al., 2019). Thus, it was important to understand the importance of the role of supervisor support in sexual harassment as a resource in helping employees to preserve their psychological and social resources.

With this approach, we argue supervisors can provide employees with behaviors that exhibit valuable insights, knowledge, advice, or comfort in the case of sexual harassment. However, it is unclear how supervisor support differs in sexual harassment. The current study makes an important contribution to understanding how supervisors and organizations can prioritize supervisor support in sexual harassment to help employees feel cared for and appreciated. Furthermore, we demonstrate that supervisor support in sexual harassment may enhance positive organizational outcomes, a relationship which has not been studied in the hospitality literature.
Draw upon the conservation of resources theory (Hobfoll, 1989), we posit supervisor support in sexual harassment experiences is a mechanism to help employees feel supported by providing socioemotional resources, particularly when sexual harassment occurs in the workplace. We offer a newly developed scale measuring supervisor support in sexual harassment experiences (SHE), which, in turn, acts as a mechanism to help employees to feel supported. We operationalize SHE as supervisor behaviors that are supportive of employees in the case of sexual harassment. Previous studies have explored supervisor support behaviors and sexual harassment across diverse industry contexts and time spans. However, the emphasis has primarily been on general supervisor support rather than delving into more specific types of support that might mitigate the detrimental consequences of sexual harassment. SHE contributes to the existing literature by providing a modern perspective on supervisors' behaviors that support hospitality employees in situations involving sexual harassment.

Taken together, our research aims to achieve three primary goals. First, existing scales of supervisor support are focused on measuring general supervisor support (Eisenberger et al., 2002; Fukui et al., 2014) and do not adequately address the supportive supervisor behaviors that are specific to sexual harassment and may thus not be adequate in predicting specific outcomes of sexual harassment (Ajzen & Fishbein, 2000; Ones & Viswesvaran, 1996).

Therefore, we aim to develop a multidimensional scale specifically designed to measure supervisor support in the context of sexual harassment, which may better serve research and practice in understanding the specific supportive behaviors that mitigate harm to employees. Second, we test the psychometric properties of SHE by exploring our multidimensional scale's factor structure that allows researchers and managers to identify specific behaviors that may mitigate negative outcomes by testing the convergent and discriminant validity, in addition to testing the incremental validity of SHE in predicting sexual harassment and diversity climate.

2. Literature Review

2.1. Sexual Harassment

The U.S. Equal Employment Opportunity Commission (EEOC) defines workplace sexual harassment as unwelcome sexual advances, requests for sexual favors, and other verbal or physical sexual conduct that explicitly or implicitly affect an individual's employment, interferes with an individual's work performance, or creates an intimidating, hostile, or offensive work environment. Sexual harassment is commonly associated with adversely affecting psychological well-being in the hospitality industry; consequently, this outlines the need for understanding and support (Oriade et al., 2023). Fitzgerald and Cortina (2018) conceptualized sexual harassment as patterns of experiences that can be categorized into three dimensions: gender harassment, unwanted sexual attention, and sexual coercion.

The most pervasive of the three dimensions is gender harassment, characterized as "put-downs" expressed through insulting, degrading, or contemptuous attitudes about gender, while unwanted sexual attention and sexual coercion are "come-ons" (Fitzgerald & Cortina, 2018). Unwanted sexual attention encompasses sexual advances that are uninvited, unwanted, and unreciprocated by the recipient, manifested by both verbal and physical behaviors, such as sexually suggestive comments and compliments, attempts to establish sexual or romantic relationships, and unwanted touching (Fitzgerald & Cortina, 2018). Sexual coercion occurs when unwanted sexual attention is coupled with job-related pressures, such as bribes or threats, offering or implying a promotion in exchange for sexual favors, or threatening termination unless sexual demands are met (Fitzgerald & Cortina, 2018). The review of the sexual harassment literature helps us understand how to conceptualize supervisor support in the sexual harassment experience (SHE). In particular, we leverage the extant sexual harassment literature to identify specific supportive behaviors that may mitigate or reduce sexual harassment as defined within the dimensions outlined by Fitzgerald and Cortina (2018). For example, how a supervisor might mitigate unwanted sexual attention by protecting or defending a harassed employee.

2.2. Supervisor Support

Supervisor support, a type of informal support (Hammer et al., 2009), is a focal concept in our study of supervisor support in sexual harassment experiences. Eisenberger et al. (2002) define perceived supervisor support as an employee's perception that their supervisor values their contribution and well-being. Several studies have investigated how employees receive support from various sources, including co-workers, family members, leaders, and supervisors (Nohe & Sonntag, 2014).

Furthermore, the role of leader support response in positively influencing employee response behaviors is well-established (Liden et al., 1993). Support from leaders has been shown to have a positive impact on job satisfaction (Aksoy & Yalçınsoy, 2017) and organization commitment (Aksoy & Yalçınsoy, 2017). In addition, there is abundant literature discussing the employee outcomes of various forms of social support. However, there is comparatively less focus on supervisor support, particularly in specific cases such as sexual harassment.

2.3. Dimensionality of the Supervisor Sport in Sexual Harassment Experience (SHE)

Supervisor support in the sexual harassment experience is behaviors exhibited by supervisors who are supportive of employees in the case of sexual harassment. We propose the multidimensional construct of supervisor support in sexual harassment is a superordinate construct, consisting of two dimensions, emotional support and instrumental support, representing a subordinate construct that functions as manifestations of SHE (Edwards, 2001).
Emotional support is the extent to which supervisors make their employees feel safe and comfortable talking about issues related to sexual harassment. Social support theory states that employees must feel cared for and appreciated by their sources of support (Kossek et al., 2011). Supervisors act as direct and indirect sources of support and should be aware of how to help them cope with sexual harassment. In emotional support, it is crucial for the employee to feel their supervisor understands, listens, cares, and respects them in to confide their experiences and concerns about sexual harassment in the workplace. Bhanthumnavin (2003) proposes that emotional support from supervisors encompasses expressions of empathy, care, and acceptance. While previous studies have explored emotional supervisor support within the existing literature (Kickul, 2023; LaRocco et al., 1980; Murry et al., 2001), this research specifically examines the role of supervisor support in the context of sexual harassment.

Instrumental support pertains to the reaction the supervisor displays to support an employee's day-to-day tasks in the case of sexual harassment. Instrumental supportive behaviors provide task-related resources such as knowledge and competency (Mathieu et al., 2019). Support may be perceived differently by employees, who value action and response. Instrumental support is seen as giving helpful advice in dealing with someone who makes sexual advances on an employee in the workplace, investigating a sexual harassment issue, or correcting inappropriate behavior directed at an employee. Taken together, in this article we focus on the development and validation of the supervisor support in sexual harassment scale through a series of studies.

3. Study 1: Item Generation and Refinement

3.1. Methodology

In Study 1, we aimed to generate a pool of unique items that measure supervisor support in sexual behaviors and assess the content validity of our scale by comparing the items against items from orbiting constructs.

3.1.1. Content Domain and Item Generation

The SHE construct was defined based on the information compiled during the initial literature review phase. Initial research in social support theory, supervisor support, and sexual harassment allowed us to capture the content domain of supervisor support in sexual harassment. Following the recommendation of Shultz et al. (2014), we also narrowed our content domain to the specific context of interest to workplaces in the hospitality industry. This will likely decrease the potential for errors associated with the test and enhance internal consistency (Shultz et al., 2014). After reviewing and discussing the literature, we deemed it necessary to measure supervisor support in sexual harassment as a multidimensional construct composed of several related components of support that must be measured to assess the construct fully (Shultz et al., 2014). As previously discussed, the two dimensions of SHE consist of emotional support and instrumental support, with each capturing specific behaviors that were considered in the item development process.

3.1.2. Item Generation

We developed a large pool of items that align with our operationalization of SHE. This pool should be seen as a rich source from which a scale can emerge and contain a large number of items that are relevant to the content of interest (DeVellis, 2017). We ensured coverage of the content domain of supervisor support in sexual harassment by utilizing a deductive approach to generate 72 items based on current definitions of perceived supervisor support and sexual harassment in the workplace. Of the 72 items, we proposed 51 instrumental support and 21 emotional support items. The research team removed 41 items from consideration due to redundancy, relevance, readability, and content deficiency, leaving a total of 31 items remaining.

3.1.3. Content Validation

In line with discussions by scholars such as Colquitt et al. (2019) and Anderson and Gerbing (1991), it is evident that published scales often inadequately capture the content associated with a given construct. To determine the content validity of the model, it was important to provide evidence of definitional correspondence and definitional distinctiveness from orbiting constructs within the nomological network (Colquitt et al., 2019; Schriesheim et al., 1993). Colquitt et al. (2019) outline four guidelines, including selecting well-reputed orbiting constructs, constructs with similar causal flow and referents, and avoiding using subface constructs related to the focal construct.

The well-reputed orbiting constructs we chose were perceived supervisor support (Eisenberger et al., 2002) and ethical leadership (Yukl et al., 2013). Perceived supervisor support is operationalized as an employee's perception that their supervisor values their contribution and well-being, and ethical leadership is operationalized as leader behaviors that promote ethical conduct through practice, managing ethics, and ensuring accountability. Following Anderson and Gerbing's (1991) approach, participants were given a survey containing 31 total SHE items, nine supervisor support items (Eisenberger et al., 2002), and 15 ethical leadership items (Yukl et al., 2013). Refer to Table 2 for content-validated items. Participants received detailed instructions, which included a discussion on content validation, a practice example of the sorting exercise, and a practice quiz to confirm understanding before beginning the survey. During the survey, each participant read the definitions of SHE, supervisor support, and ethical leadership. Subsequently, participants sorted each item under the corresponding definition. This ensured our items captured our focal construct and participants could distinguish items from closely related constructs.

3.1.4. Participants and Procedure

Following the recommendations of Anderson and Gerbing (1991), raters were representative of the population of interest rather than subject matter experts. As mentioned previously, our population of interest was employees working within the hospitality industry. Since the test was administered to employees who have either worked or are currently working under a supervisor, they are well-positioned to provide ratings for the scale's items. Additionally, any concerns about the appropriateness of the raters are mitigated by the provision of clear and detailed instructions regarding the purpose of our content validation study. This ensures that participants understand the context and objectives, contributing to the accuracy and relevance of their feedback.

In conducting our survey, we invited employees working in the hospitality industry to participate voluntarily and anonymously in an online survey using the online platform Prolific. A total of 55 items of our focal (SHE, 31 items) and orbiting (supervisor support, eight items; ethical leadership, 16 items; Eisenberger et al., 2002; Yukl et al., 2013) constructs were administered in the survey so it was important to keep in mind the lengthiness of the survey and the resulting cognitive taxation. Therefore, during the pretest, we evaluated the average time for respondents to complete the survey and asked for feedback in clarity. Previous studies used sample sizes containing around 70 participants (Hinkin & Tracey, 1999; Anderson & Gerbing, 1991). We recruited 131 respondents who successfully completed the sort tasks and attention-check items. Of the total 131 employees who participated in the survey, 52% were men, 43% were women, and 3% did not wish to disclose or identify as other.

3.1.5. Analyses and Results

We evaluated the content validity of items with the remaining 31 items by calculating Anderson and Gerbing's (1991) statistics of the proportion of substantive agreement and the substantive validity coefficient. The proportion of substantive agreement (psa) is the proportion of participants who assign an item to its intended construct. The substantive validity coefficient (csv) reflects the extent to which participants assign to their intended construct more than to the other orbiting constructs (Anderson & Gerbing, 1991). With Colquitt et al.'s (2019) evaluation criteria, we kept items with psa values of 0.60 or higher and csv values of 0.21 or higher.

As shown in Table 1, of the 31 total SHE items, nine indicated content validity problems, showing a substantive validity coefficient below the 0.21 threshold or a proportion of substantive agreement below 0.60. The research team reviewed each item to see if the item was relevant, needed revision, or removal. After discussion of the results, the nine items were removed because they were either too closely associated with the well-established constructs we selected, supervisor support and ethical leadership, or insufficient in capturing the SHE items, leading to their exclusion. This left 22 items capturing supervisor support in sexual harassment. In total, 15 instrumental support and 7 emotional support items remained.

4. Study 2: Factor Structure of SHE

4.1. Methodology

Our second study aims to examine the factor structure of the 22 items and the dimensionality of the SHE scale using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Utilizing the survey items generated in Study 1, we examined the factor structure of the remaining 22 items.

4.2. Participants and Procedures

In Sample 1 of Study 2, we recruited 301 participants through the online panel Prolific. Participants were excluded if they failed attention items or did not have a current supervisor, resulting in a total of 278 responses. Participants were asked to complete the 22 item SHE scale using a five-point Likert scale (1 = *strongly disagree*, 5 = *strongly agree*), which were randomly ordered to minimize order effects (Shultz et al., 2014). In Sample 2 of Study 2, 308 participants were recruited using the same methods as Sample 1. The final sample consisted of 297 usable responses.

4.3. Sample 1: Exploratory Factor Analysis

4.3.1. Analyses and Results

We utilized principle axis factoring extraction method and a promax rotation, allowing for factors to correlate, using the psych package in R (Revelle, 2017). We identified the number of factors based on Eigenvalues >1, indicating 2 factors. Following an iterative approach, we further reduced the number of items by removing cross-loading items and items that had factor loadings that were less than .60 (Conway & Huffcutt, 2003), resulting in 18 items. To further decrease the number of items, we identified items with the strongest loadings for each dimension. As instrumental support included a number of items that had high loadings, we examined each item and selected items that provided the most content coverage and best represented the operationalization of the dimension (Conway & Huffcutt, 2003). The final 10 items are presented in Table 2.

4.4. Sample 2: Confirmatory Factor Analysis

4.4.1. Analyses and Results

We conducted a CFA using the lavaan package in R (Rosseel, 2012) using maximum likelihood estimation. The two-factor model had superior model fit ($\chi^2(34) = 89.76$, comparative fit index (CFI) = .982, Tucker-Lewis Index (TLI) = .977, root mean square error of approximation (RMSEA) = .074, standardized root mean square residual (SRMR) = .019) and compared to the one factor model ($\chi^2(35) = 379.78$, CFI = .890, TL = .859, RMSEA = .182, SRMR = .052) and was shown to be statistically different ($\chi^2_{\text{difference}}(1) = 290.01$, $p < .001$). We then tested the difference. Thus, we retained the two-factor model. We present the CFA factor loadings in Table 3.

5. Study 3: Psychometric Properties of the SHE Scale

5.1. Methodology

Next, we assessed the convergent and discriminant validity, as well as the incremental validity of our SHE measure compared to theoretically related orbiting constructs of supervisor support. We measured the aforementioned orbiting constructs of supervisor support and ethical leadership along with theoretically related outcomes proximal to SHE, including sexual harassment climate and diversity climate. Consistent with theorizing around organizational climates (Schneider, 1987), leaders shape the policies, practices, and procedures that pertain to sexual harassment in organizations (Russen et al., 2024). Therefore, we expect that supervisor support that specifically targets the experience of employee sexual harassment may improve the sexual harassment climate of the organization. Similarly, SHE may also enhance diversity climate, wherein they create a fair environment and are committed to diversity in the workplace by creating a strong sense of support (McKay et al., 2007).

5.2. Participants and Procedures

We recruited 401 respondents from Prolific. Participants were eliminated if they failed attention items or did not have a supervisor, resulting in a total sample of 369. We utilized validated scale items previously used in research. We present descriptive statistics, intercorrelations, and internal consistency in Table 4.

5.3. Analyses and Results

5.3.1 Convergent Validity

Convergent validity is assessed by examining the relationship between measures and constructs that are theoretically similar (Campbell & Fiske, 1959). We thus examined the correlations between the two dimensions of SHE, perceived supervisor support, and ethical leadership. As shown in Table 4, both emotional and instrumental SHE was related to supervisor support and ethical leadership, with correlations ranging from .64 to .81.

5.3.2. Discriminant Validity

We conducted a series of CFAs to test the discriminant validity of the SHE scale with the orbiting constructs of supervisor support and ethical leadership. We first compared a four-factor model with a series of three-factor models in which we first collapsed the subdimensions of SHE (Model 2). In subsequent models (Models 3 – 6) we collapsed perceived supervisor support and ethical leadership within each subdimension of SHE. We then compared the models by conducting chi-square difference tests, which empirically provides evidence of discriminant validity (Kline, 2015). As shown in Table 5, the four-factor model was the best fitting model, providing empirical evidence for discriminant validity.

5.3.3. Incremental Validity

Next, a series of regression analyses were conducted to assess the incremental validity of the SHE scale in predicting sexual harassment climate and diversity climate. Gender, age, tenure, and education was first entered as controls, followed by perceived supervisor support, ethical leadership, and SHE. As shown in Table 6 and 7, results were consistent with expectations, such that SHE had a positive and significant effect on sexual harassment climate and diversity climate, after controlling for supervisor support and ethical leadership. Together, these results support the distinctiveness of SHE from orbiting constructs.

5. Discussion and Conclusion

5.1. Implications for Theory and Practice

In this article, we developed and validated a measure of supervisor support in sexual harassment. The results of our multi-study and multi-sample process empirically supports the differentiation of supervisor support in sexual harassment. Specifically, the present study showed that it was both related and different from more generalized measures of support, namely perceived supervisor support and ethical leadership. Additionally, as our results indicate (Study 3) SHE explained unique unexplained variance in the prediction of sexual harassment climate and diversity climate. These results indicate supervisor support in sexual harassment effectively explains how supervisor support enhances climates that may be more proximal to sexual harassment. As we have noted, generalized leadership scales have commonly been utilized to suggest the link between leadership and sexual harassment in the workplace. However, this broad conceptualization lacks specificity and thus predictive power. Our studies provide researchers and practitioners an understanding of specific supervisor supportive behaviors that may mitigate sexual harassment in the workplace. Additionally, our studies also further conservation of resources theory by empirically illustrating the effectiveness of supervisor support in sexual harassment as a means of protecting current and preventing future socioemotional resource loss.

The present research is also practically relevant, as our studies highlight the importance of supervisor behaviors that can protect employees from sexual harassment and mitigate harm.

More specifically, our research indicates that both instrumental and emotional supportive behaviors in sexual harassment are necessary to mitigate sexual harassment. This can include being open to discussions about sexual harassment, exemplifying role model behaviors when sexual harassment occurs, and appropriately intervening when issues arise. In contrast to prior measures of leadership, the SHE measure provides guidance for hospitality organizations and managers that seek to mitigate sexual harassment.

5.2. Limitations and Future Directions

The present study is not without its limitations. First, the present research largely employed the participation of Prolific respondents, which may have limited the generalizability of our results. However, given that Prolific respondents represents a large swath of people from diverse backgrounds our results may be representative of the general population. Nonetheless, we implore future research to examine the SHE scale in various contexts within hospitality and in other sectors. Second, while our study largely indicates that supervisor support in sexual harassment has a positive impact on employee outcomes, it is important to consider the antecedents to SHE, as we were unable to test whether SHE is derived largely from individual differences or environmental factors. Thus, we submit that future research examines the emergence of SHE and potentially how it can be trained.

5.3. Conclusion

Overgeneralization of current leadership paradigms has led researchers to overutilize generalized leadership measures to describe how leaders can support hospitality workers that may experience sexual harassment. In a series of studies, our research develops and validates a scale of supervisor support in sexual harassment that precisely measures supervisor behaviors that help promote a safe environment and socioemotional resources that reduces harm and positively influences organizations.

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Table 1
Content Validated Items

Dimensions		Item stem	p_{sa}	c_{sv}
Emotional Support	1	I feel comfortable talking to my supervisor about people staring at me in a sexual way.	0.75	0.51
	2	I would feel comfortable bringing up sexual harassment issues with my supervisor.	0.85	0.71
	3	I would feel comfortable confiding in my supervisor if I experience sexual harassment.	0.83	0.65
	4	My supervisor tries to make my workplace feel safe from sexual harassment.	0.86	0.73
	5	My supervisor cares how sexual harassment can impact team morale.	0.80	0.60
	6	I would feel safe telling my supervisor about someone who has made sexual advances towards me.	0.82	0.63
	7	I can rely on my supervisor to listen carefully when I have concerns about sexual harassment.	0.85	0.69
Instrumental Support	8	My supervisor would fully investigate a sexual harassment issue.	0.89	0.78
	9	My supervisor would help when my abilities are insulted because of my sex.	0.64	0.27
	10	I can rely on my supervisor to take action when people make sexist remarks about my body or appearance.	0.81	0.62
	11	My supervisor would quickly respond to a sexual harassment issue.	0.90	0.80
	12	My supervisor would be willing to fire someone for touching me inappropriately.	0.81	0.62
	13	My supervisor would talk to another employee when their sexual jokes offend me.	0.88	0.77
	14	My supervisor would make accommodations at work for me if I have concerns about sexual harassment towards me.	0.88	0.76
	15	My supervisor would be able to teach our team how to identify sexual harassment acts.	0.86	0.73
	16	My supervisor would consider sexual harassment as a high-priority issue in my workplace.	0.91	0.82
	17	My supervisor considers ways the organization can help employees cope with sexual harassment.	0.85	0.71

18	My supervisor would be willing to approve my time-off request when I need it due to sexual harassment.	0.90	0.80
19	I am confident in my supervisor's sexual harassment prevention tactics to improve our organization.	0.84	0.68
20	My supervisor knows what steps to take in the case of a sexual harassment issue.	0.90	0.80
21	My supervisor would dedicate time to coach others about potentially harmful sexual comments.	0.83	0.65
22	My supervisor demonstrates how to properly handle sexual harassment situations.	0.83	0.65
23	I can rely on my supervisor to correct inappropriate behavior directed at me.	0.36	-0.28
24	*My supervisor would not give my personal information to others when asked.*	0.04	-0.93
25	*I would feel understood and safe talking to my supervisor about how condescending remarks about my gender make me feel.*	0.48	-0.04
26	*My supervisor would dedicate time to coach others about using respectful language.*	0.12	-0.76
27	*My supervisor would dedicate time to coach others about personal boundaries.*	0.32	-0.37
28	*My supervisor would step in if someone attempts to threaten me.*	0.23	-0.55
29	*My supervisor understands how comments about my body or appearance make me feel.*	0.57	0.15
30	*My supervisor would step in to help me if someone violated my personal space.*	0.38	-0.24
31	*My supervisor would help me avoid someone who makes me uncomfortable.*	0.39	-0.23

Note. *Italicized items indicate p_sa or c_sv values below the threshold of 0.60 or higher and csv values of 0.21 or higher.*

Table 2

Factor loadings of Exploratory Factor Analysis for final SHE items

		Loading	
		Instrumental Support	Emotional Support
1	My supervisor would fully investigate a sexual harassment issue.	**0.90**	-0.02
2	My supervisor would quickly respond to a sexual harassment issue.	**0.87**	0.00
3	I am confident in my supervisor's sexual harassment prevention tactics to improve our organization.	**0.86**	0.09
4	My supervisor would consider sexual harassment as a high-priority issue in my workplace.	**0.83**	0.02
5	My supervisor demonstrates how to properly handle sexual harassment situations.	**0.78**	0.09
6	My supervisor considers ways the organization can help employees cope with sexual harassment.	**0.78**	0.09
7	I would feel comfortable bringing up sexual harassment issues with my supervisor.	0.00	**0.92**
8	I would feel comfortable confiding in my supervisor if I experience sexual harassment.	0.07	**0.90**
9	I would feel safe telling my supervisor about someone who has made sexual advances towards me.	0.10	**0.86**
10	I feel comfortable talking to my supervisor about people staring at me in a sexual way.	-0.01	**0.85**

Note. n = 278. Factor loadings were derived from principal components axis method of extraction with promax rotation.

Table 3

Factor loadings of Confirmatory Factor Analysis for final SHE items

		Loading	
		Instrumental Support	Emotional Support
1	My supervisor would fully investigate a sexual harassment issue.	**0.87**	
2	My supervisor would quickly respond to a sexual harassment issue.	**0.84**	
3	I am confident in my supervisor's sexual harassment prevention tactics to improve our organization.	**0.92**	
4	My supervisor would consider sexual harassment as a high-priority issue in my workplace.	**0.87**	
5	My supervisor demonstrates how to properly handle sexual harassment situations.	**0.88**	
6	My supervisor considers ways the organization can help employees cope with sexual harassment.	**0.85**	
7	I would feel comfortable bringing up sexual harassment issues with my supervisor.		**0.87**
8	I would feel comfortable confiding in my supervisor if I experience sexual harassment.		**0.93**
9	I would feel safe telling my supervisor about someone who has made sexual advances towards me.		**0.92**
10	I feel comfortable talking to my supervisor about people staring at me in a sexual way.		**0.85**

Note. n = 297. Standardized factor loadings presented.

Table 4

Descriptive Statistics, intercorrelations, and internal consistency

		M	SD	1	2	3	4	5	6	7
1	Overall SHE	3.77	0.94	**.96**						
2	Instrumental	3.83	0.94	.955***	**.94**					
3	Emotional Support	3.69	1.10	.924***	.768***	**.96**				
4	Perceived Supervisor Support	3.89	0.93	.765***	.741***	.693***	**.95**			
5	Ethical Leadershio	3.78	0.89	.781***	.806***	.643***	.784***	**.93**		
6	Sexual Harassment Climate	3.84	0.87	.855***	.822***	.782***	.741***	.719***	**.93**	
7	Diversity Climate	3.84	0.72	.715***	.726***	.605***	.720***	.778***	.711***	**.88**

Note. $N = 369$. *** $p < .001$. M = mean, SD = standard deviation. Internal consistency presented in bold.

Table 5
Results of confirmatory factor analysis and discriminant validity between the SHE scale and orbiting constructs

Measurement Model	CFI	TLI	SRMR	RMSEA	χ^2	$\Delta\chi^2$
Model 1: 4 factors (Instrumental, Emotional, Perceived supervisor support, Ethical leadership)	0.936	0.928	0.04	0.081	841.72	
Model 2: 3 factors (Instrumental + Emotional, Perceived supervisor support, Ethical leadership)	0.872	0.858	0.054	0.114	1438.13	596.42
Model 3: 3 factors (Instrumental + Perceived supervisor support, Emotional, Ethical leadership)	0.87	0.855	0.056	0.115	1462.88	621.16
Model 4: 3 factors (Instrumental + Ethical leadership, Emotional, Perceived supervisor support)	0.899	0.888	0.05	0.101	1192.77	351.05
Model 5: 3 factors (Instrumental, Emotional + Perceived supervisor support, Ethical leadership)	0.839	0.822	0.061	0.128	1743.29	901.57
Model 6: 3 factors (Instrumental, Emotional + Ethical leadership, Perceived supervisor support)	0.838	0.821	0.06	0.128	1752.16	910.45

Note. $n = 369$. CFI = comparative fit index, TLI = Tucker-Lewis Index, SRMR = standardized root mean square residual, RMSEA= root mean square error of approximation. Degrees of freedom for change in $\chi^2 = 3$. Models compared against Model 1.

Table 6

Regression Analysis Results for Sexual Harassment Climate as Outcome

	Model 1			Model 2			Model 3			Model 4		
	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.
Constant	3.385	0.172	***	1.066	0.16	***	0.733	0.158	***	0.54	0.127	***
Gender	-0.06	0.091		-0.08	0.061		-0.1	0.058		-0.07	0.046	
Age	0.01	0.004	*	-0	0.003		0.001	0.003		0.003	0.002	
Tenure	-0.02	0.009		0.007	0.006		0.007	0.006		0.003	0.004	
Education	0.082	0.034	*	0.017	0.023		-0.01	0.022		-0	0.017	
Perceived Supervisor Support				0.714	0.034	***	0.448	0.051	***	0.19	0.044	***
Ethical Leadership							0.358	0.053	***	0.057	0.047	
Supervisor Support in the Sexual Harassment Experience										0.604	0.042	***
R^2		0.037			0.571			0.621			0.76	
Adjusted R^2		0.026			0.564			0.614			0.756	
F value		3.374			93.55			95.73			158.7	
p-value		<.05			<.001			<.001			<.001	

Note. *N*= 358.

* *p* <.05; ** *p* <.01; *** *p* <.001.

Table 7

Regression Analysis Results for Sexual Harassment Climate as Outcome

	Model 1			Model 2			Model 3			Model 4		
	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.	Coef.	*SE*	Sig.
Constant	3.385	0.172	***	1.066	0.16	***	0.733	0.158	***	0.54	0.127	***
Gender	-0.06	0.091		-0.08	0.061		-0.1	0.058		-0.07	0.046	
Age	0.01	0.004	*	-0	0.003		0.001	0.003		0.003	0.002	
Tenure	-0.02	0.009		0.007	0.006		0.007	0.006		0.003	0.004	
Education	0.082	0.034	*	0.017	0.023		-0.01	0.022		-0	0.017	
Perceived Supervisor Support				0.714	0.034	***	0.448	0.051	***	0.19	0.044	***
Ethical Leadership							0.358	0.053	***	0.057	0.047	
Supervisor Support in the Sexual Harassment Experience										0.604	0.042	***
R^2		0.037			0.571			0.621			0.76	
Adjusted R^2		0.026			0.564			0.614			0.756	
F value		3.374			93.55			95.73			158.7	
p-value		<.05			<.001			<.001			<.001	

Note. *N*= 358.
* *p* <.05; ** *p* <.01; *** *p* <.001.

Effects of cooking methods, heat source, and hood operation on the levels of cooking fumes in a university cafeteria

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Abstract:

Cooking fumes have been reported as a health risk factor for cooks. The study aims to measure cooking fume levels during the heating process in a university foodservice and compare the levels of cooking fumes depending on the types of heat source and hood operation. Hood operation in cooking reduced PM, VOC, and CO_2, and increased humidity, while the effects of hood operation and heat source on temperature and humidity varied by food items.

Keywords: university foodservice, cooking fume, type of heat source, hoods, cooking method, work safety

1. Introduction

Recently, cooking fumes have emerged as an issue related to work safety accidents in the foodservice industry. According to a report from the Ministry of Employment and Labor in Korea, 31 workers were diagnosed with confirmed lung cancer cases and 139 suspected lung cancer cases in the health check-ups of 24,065 employees working in institutional foodservice units. The background of the health check-up was based on a report that there is a link between the foodservice worker's job and lung cancer(Ministry of education, 2023) that is, a report that foodservice workers could have exposure to respiratory diseases and lung cancer due to excessive exposure of cooking fumes in food production and poor ventilation in a cooking area. Research on cooking fumes in Korea is very limited(Won et al., 2019), and there needs to be research on the amount of cooking fumes generated from food items provided, especially in university cafeterias. Therefore, the purposes of the study were to measure cooking fume levels of the selected food items provided in a university foodservice facility and to compare the differences in the levels of cooking fume generation of the two food items depending on the types of cooking heat source and with/without hood operation in a virtual experimental setting.

2. Literature Review

Provide a critical review of the relevant literature in a sequential argument so it leads to the development of the research question. Review the different themes or research areas to be examined.
Note: examples of in-text referencing: (Johnson, Key, & Son, 2021; Walker, 2022).

2.1. Social network
Cooking fumes are visible emissions from food production, and the International Agency for Research on Cancer classifies cooking fumes as possible carcinogenic substances. Cooking fumes contain multinuclear aromatic hydrocarbons, volatile organic compounds, CO_2, CO, NO, and PM2.5. The amount of cooking fumes generated varies greatly depending on the types of cooking oil, cooking temperature, food ingredients, and cooking method. It is also said that long-term exposure increases the likelihood of developing lung cancer, including gene damage, mutagenesis, and tumor formation(IARC, 2011). Korea Occupational Safety & Health Agency(KOSHA) reported that the factors influencing the generation of cooking fumes could be the composition of food ingredients, the cooking method, the type of heat source, and whether the hood is installed(KOSHA, 2022)

3. Methodology

3.1. Measurement
The study was conducted two phases: a case study and a simulation study. First, the case study was conducted in a university cafeteria in Cheonan, Korea. The survey period was from October 10 to October 16, 2023. The menu planned to be provided during the survey period in the university cafeteria was collected. The samples for measuring the levels of cooking fumes were selected among the expected food items to generate cooking fumes with the consideration of the cooking methods and food ingredients. As a result, testing samples were determined as stir-fried soy sauce pork, kkanpunggi, fried rice with stir-fried chicken, pork gangjeong, soft bean curd jjigae, and cooked rice. The Pico Home Fine Dust Meter measured the cooking fumes, which consisted of PM2.5, PM10, volatile organic compounds(VOCs), CO_2, temperature, and humidity. Second, the simulation study was conducted in a university laboratory on October 10, 2023. It was tested for the effects of the cooking heat sources and the hood installation on the levels of cooking fumes. Thus, four different situations were created: the cooking heat source was divided into gas and electricity, and in this state, it was divided into whether the hood operated. Food items were selected, such as fried chicken tenders and grilled hairtail. Statistical analysis was done with one-way and two-way ANOVA using the SPSS Statistics 27.0(IBM, USA) program.

4. Results

4.1 Levels of cooking fumes generation by food items
The levels of cooking fumes according to food items, which are different on the cooking method and food ingredients, showed significant differences in PM2.5(0.01), PM10($p<0.01$), CO_2($p<0.05$), temperature($p<0.001$), and humidity($p<0.001$). PM2.5(32.5 $\mu g/m^3$) and PM10(33.2 $\mu g/m^3$) were detected to be highest in kkanpunggi among 6 food items, CO_2 was the highest in stir-fried soy sauce pork(1049 ppm), temperature in pork gangjeong(27.1°C), and humidity in cooked rice (60.3%).

4.2 Effect of heat source and hood operation on the levels of cooking fumes

4.2.1 Fried chicken

The effect on cooking fumes generated in cooking fried chicken showed no difference in heat source between gas and electricity in PM2.5, PM10, VOC, and CO_2 and only a significant difference in the hood operation($p<0.01$). However, the temperature and humidity levels in fried chicken cooking differed significantly depending on heat sources and with/without hood operation, showing a notable impact($p<0.01$). PM2.5 was significantly reduced from 192.00 μg/m³ under no hood operation to 31.86 μg/m³ under hood operation($p<0.01$). Under hood operation, PM10 was also significantly reduced from 197.00 ㎍/m³ to 35.67 ㎍/m³($p<0.01$). VOC(without hood 1248.57 ppb, with hood 240.61 ppb, $p<0.001$) and CO_2(without hood 1978.52 ppm, with hood 1359.71 ppm, $p<0.001$) also decreased under hood operation, indicating that cooking fumes of the above variables affected by hood operation. On the other hand, the cooking heat source and the operation of the hood affected the environment's temperature and humidity. When the fried chicken was cooked in the electric range, the environment temperature decreased to 21.90°C from that of the gas range(23.60°C), showing a significant reduction($p<0.001$). The hood operation impacted decreasing environment temperature(without hood 24.04°C, with hood 21.38°C, $p<0.001$). However, the surrounding humidity showed different results. When the fried chicken was cooked on an electricity heating source, the surrounding humidity increased to 45.68% from that of a gas heating source(43.30%), showing that surrounding humidity decreased when cooking with a gas heating source($p<0.01$). Unlike our expectation, the surrounding humidity when cooking without hood operation(42.90%) was lower than that of cooking under hood operation(46.19%, $p<0.001$). The statistical result of the interaction between the heating source and hood operation confirmed that the humidity levels generated in cooking are affected more by the hood operation than the heating source($p<0.005$).

4.2.2 Grilled hairtail

The cooking heat source had impacts on PM2.5, PM10, and temperature during the cooking of grilled hairtail, and the effects of the hood were found in all variables of PM2.5, PM10, VOC, CO_2, temperature, and humidity. In the cooking grilled hairtail on electricity range, PM2.5 significantly reduced to 16.09 ㎍/m³ compared to the cooking on gas stove(138.71 ㎍/m³). PM10 decreased from 155.07 ㎍/m³ when cooking in a gas stove to 18.00 ㎍/m³($p<0.01$). Cooking grilled hairtail with the hood operation, PM2.5 was significantly reduced to 15.78 ㎍/m³ compared to without hood(91.04 ㎍/m³, $p<0.001$), PM10 also decreased as 17.47 ㎍/m³ from 101.95㎍/m³ without hood operation($p<0.001$). VOC(without hood 337.59 ppb, with hood 65.52 ppb, $p<0.05$), and CO_2 significantly decreased(without hood 1315 ppm, with hood 823.65 ppm, $p<0.01$). For the environment temperature, different results showed that hood operation gave rise to increasing environment temperature(without hood 21.48℃, with hood 23.91℃, $p<0.001$) and cooking on the electricity range(25.25°C) increased environment temperature rather than cooking on the gas range(19.86℃, $p<0.001$). The humidity increased from 46.65% with a hood to 51.35% without a hood, affected only by the hood operation($p<0.001$).

5. Discussion and Conclusion

5.1. Conclusion

This study suggested that cooking methods and main ingredients of food items significantly affect the cooking fume generation in term of PM2.5, PM10, CO_2, temperature, and humidity.

It also confirmed that the operation of the hood is the more crucial effector on the levels of cooking fume generation than the types of heat source. Thus, it was required to comply with the standards on hood installation in university cafeterias according to KOSHA guidelines. The results can be used to develop management plans to ensure the work safety of foodservice workers

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The impact of Little Red Book in Generation Z tourists' decision making —— a case of HK

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Abstract:

Social media is becoming increasingly important in people's daily lives and entertainment. This paper aims to understand how Generation Z, through Little Red Book, influences their decision-making process when traveling to Hong Kong. The theoretical background of this study is based on the credibility and authenticity of social media, and The impact of social media platforms on tourist decision-making. The data were mainly collected through interviews with Generation Z youths in mainland China. The main findings of this study suggest that Little Red Book, as an emerging information-sharing platform, plays an important role in every decision-making process of Generation Z.

Keywords: Travel Decision Making, Generation Z, The credibility and authenticity of social media

1. Introduction

The Internet and social media are recognized as important sources of travel information and continue to be at the forefront of influencing travel decisions(Süli & Martyin-Csamangó, 2020). In terms of the age structure of Chinese Internet users, young people, especially Generation Z (born 1996-2010), are the main users of the Internet. According to Euromonitor (2018), Generation Z is now one of the largest consumer groups, showing strong purchasing power compared to other age groups. For them, searching for information on smartphones and mobile Internet is becoming increasingly important, creating new trends and opportunities for the tourism industry (Veres et al., 2017). The travel behavior of Generation Z is worth studying as they are the major travelers of the future. Social media influence their travel decisions and will influence each other's spending habits.

The Internet, and especially the advent of social media, has permanently changed the way the world communicates. The daily life of most Generation Z must be connected to the use of social media through cellular technology. Nevertheless, social media is full of complex information, which makes it difficult to make effective and correct choices. On the social media platform, there is no idea of what the sources come from, and no one needs to be responsible for what they deliver (Afify et al., 2019). Findings from Djafarova and Rushworth (2017) indicate that influencer credibility plays an important role in influencing buying behavior.

The purpose of this study is to explore how Generation Z travelers in Mainland China use Little Red Book to plan their Hong Kong travel decisions.This paper will explore the influence of social media on the travel decisions of Generation Z travelers during their travels, and how they evaluate and process the information from the platform. This paper will help to understand the consumption decision-making behaviors of Generation Z in the social media environment, and provide suggestions for social media platforms on how to improve the credibility and authenticity of their information, so as to improve user experience and satisfaction

2. Literature Review

The post and previous research have contained different research methods, including qualitative research (Tešin, Pivac, Besermenji, & Obradović, 2022), quantitative research (Zhou et al., 2023), and mixed-mode methods, they include empirical studies (Zhang Gao, Cole, & Ricci, 2021; Phucharoen, Wichupankul, Sangkaew, & Stosic, 2023), in-depth interviews (Sun & Ly, 2023; Wang, Xiang, & Fesenmaier, 2016), exploratory research, and so on. Also, many researchers have done some research on tourism in the social media sector before 2017; however, there has been more research focused on user-generated content (UGC) in these few years (Zhang, Gao, Cole, & Ricci, 2021; Lee & Park, 2023; Zhuang, Zeng, Zhang, Liu, & Fan, 2023). Moreover, there are still many research gaps in this field; for example, there is much research on social media focusing on the tourist behavior intention affected by social media platforms, but not many articles mention the real actions of tourists affected by social media (Chan, Hsu, & Baum, 2015). Tešin, Pivac, Besermenji and Obradović (2022) have indicated that social media was concluded as an all-inclusive term in the research, which was not a specific research focus on a detailed platform. Besides, many types of research mentioned social media platforms. However, sometimes, the research does not have a specific social media, including the top social media platforms, which made many contributions to the tourism industry. According to Sun and Ly (2023), Little Red Book is one of the most representative and popular social media for the digital marketing platform. However, the previous research still has a research gap in the research on the relationship between Little Red Book and tourism.

2.1. The impact of social media platforms on tourist decision-making

Social media has played an important role as a trigger in travel nowadays (Tešin, Pivac, Besermenji, & Obradović, 2022). There are three main components carried out by the tourist decision-making, including pre-trip, during a trip, and post-trip travel journey (Burgess, Sellitto, & Buultjens, 2009). Gulati (2022) said that social media is mainly used for comment purposes before the travel, used as a purchase purpose during the travel, and post-purchase behavior after travel. Some scholars have indicated that social media may have a potentially significant impact on tourism decision-making (Phucharoen, Wichupankul, Sangkaew, & Stosic, 2023). Dwityas and Briandana (2017) indicated that tourists would search for their destination information on purpose on the social media platform before their action to a specific tourism destination or during the period of their travel. These previous researches have already mentioned a lot from different perspectives. Also, much research focused on demographic variables, such as regions and ages. Gulati (2023) pointed out that the tourists in younger generations will have a bigger influence by social media. Also, Generation Z and Generation Y have more dependence on social media to make decisions. Gulati (2022) have carried out that social media can be viewed as a whole section to describe the pictures, videos, comment, subscribers, and likes produced by the user generation content based on the internet platform in the tourism industry, and it allows a two-way interaction. However, some social media platforms influenced many post types of research that mentioned tourist decision-making intention. However, only limited previous research indicated the actual actions of tourists affected by social media platforms. (Leung, Sun, & Bai, 2019).

2.2. Little Red Book

Little Red Book, as a User-generated content platform, is one of the biggest social media for people to create content and share their daily lives, including travel, food, shopping, fashions, music, etc (Hu, 2023). Little Red Book is seen as a useful way for tourists to gain related information in Web 2.0. Little Red Book, as a user generated content platform, plays an important role in tourists' decision-making, where viewers can make decisions based on sharers' previous experience sharing (Burgess, Sellitto, Cox, & Buultjens, 2009). Currently, research on social media mainly focuses on the EWOM social commerce behavior of Little Red Book and the impact of Little Red Book on users' purchase decisions (Zhang, X., Dong, D., 2011; Zhao, Wang, Tang, & Zhang, 2020). There needs to be more research on the impact of Little Red Book on user travel decision-making. In this research, we will further discuss the impact of Little Red Book as a user-generated content platform on the tourism decision-making of Mainland China Generation Z tourists to Hong Kong.

2.3. The credibility and authenticity of social media

Social media is recognized as a platform for users to share their lives and create content and information based on a group of internet-based applications of Web 2.0 (Kaplan & Hanlein, 2010; Kaplan & Mazurek, 2018). While using social media, users are more willing to focus on the content and creators with high perceived authenticity and credibility (Jun & Yi, 2020). In the same way, content creators try to prove their authenticity. Thereby, they can gain the trust of followers (Wellman, Stoldt, Tully, & Ekdale, 2020). There is a significant conceptual difference between authenticity and credibility (Perez, 2019). Some researchers define authenticity is shown as original characteristics and behaviors that others can not stimulate; credibility is the audience's identification with a message or thing (Lee & Eastin, 2021; Wu & Wang, 2011). Other researchers believe that credibility is integrated of exact, equal, and trustworthy, and it is always associated with 'believability' and 'trustworthiness' (Hilligoss & Rieh, 2008; Afify, Eldin, Khedr, & Alsheref, 2019). To judge the credibility of social media sharing, several factors found on social media platforms could be used to estimate. However, there needs to be more literature. The existing research mainly focuses on the importance and effects of authenticity and reliability on social media, there needs to be more research on how viewers can measure the credibility and authenticity of the users' social media sharing content. This research will carry out how social media users distinguish the credibility and authenticity of sharing content when filtering travel information.

2.4. Tourism Behavior of Generation Z

Generation Z was defined as people who were born between 1996-2010 (ages 13-27) (Kilic, Bekar, & Yozukmaz, 2021). Based on the WTO guideline, people aged 15-34 years are the main part of Chinese outbound tourists, which means Generation Z and millennials dominate

56% of China's tourism market. About channels for pre-tourism search information, the main sources are from the website/online community and suggestions from their friends and family. The key topics searching are tourist attractions and accommodation, transportation and travel prices (WTO, 2019). According to Euromonitor (2018), Generation Z now become one of the biggest consumer groups, it shows a strong purchasing power compared to other age groups. Generation Z is familiar with the Internet; they are a big part of users on social media. Dewi, Gede, Kencanawati and Mataram (2021) found that Generation Z mainly relies on social media's positive comments on travel decision-making. According to Wan, Kozak, Yang and Liu (2021), Chinese tourist travel-related behavior and preference has significant changes after COVID-19, including the increase in traveling independence(no more group tourism), destination choice, short trips, slow tours and smart tourism. However, there needs to be more academic research to study the changes in the behavior of Generation Z tourists when they travel to Hong Kong, what are the areas of change, what caused these behavioral changes, and which part of Hong Kong should develop to fulfill tourist needs.

3. Methodology

The methodology of this study is a qualitative analysis approach. The influence of little red book on the consumption decisions of Mainland tourists in Hong Kong travel is considered the focal point of the research. Furthermore, this phenomenon is combined with decision-making behavior and theories related to new media to establish a more concrete theoretical understanding. Therefore, the model used in the study is the Travel Decision-Making Model through the use of social media. The primary data for the study come from interviews with Generation Z tourists from Mainland China.

This study adopted a purposive sampling strategy (Wang D., 2014), selecting interviewees based on two criteria. First, as users under the age of 24 account for 58.3% of Little red book's demographic, we focused our research on Generation Z (Zhang, 2020), meaning our sample selection primarily targeted Generation Z users of Little red book. Second, as our research pertains to the impact of Little red book shares on consumer decision-making in the Hong Kong region, we selected individuals who had traveled to Hong Kong and used Little red book to gather travel-related information. Ultimately, five interviewees who met the criteria were selected. The main questions of the interview and the purpose of each question are shown in Table 1.

Table 1

Main interview questions and purpose of each question.

Main interview questions	The purpose of the questions
1.How often do you use Little red book, and in what situations do you usually use it?	The purpose of this question is to understand the interviewer's use of Little red book and their preferences.
2.Have you discovered any interesting or useful information about Hong Kong on Little Red Book? Can you share some specific examples?	The purpose of this question is to understand the quality of the content shared about Hong Kong on Little red book.
3.Did you refer to Little Red Book for information or advice in real-time while traveling in Hong Kong? What kind of information were you looking for?	This question mainly understands whether the content shared by Little red book is immediate and referential in the real travel situation, and what content users have a greater demand for.
4.Do you think user shares on Little Red Book could be manipulated or falsified by merchants? How do you assess the authenticity of a share?	This question mainly understands the level of trust that users have in Little red book's content, as well as their tolerance for ads.
5.What do you think about travelers doing travel decision-making through Little Red Book?	This question mainly understands the role of Little red book's shared content about travel in the minds of users.

This study mainly uses two methods for data collection: semi-structured interviews and participant observation (Dwityas, N. A., & Briandana, R., 2017). Semi-structured interviews are seen as the primary source of data collection because they can effectively provide information related to the research topic and suggest other sources of evidence that support the existing data. In addition, for participant observation within the study, researchers will join little red book as users, observing popular posts related to Hong Kong, and analyzing their style, content, and interactions.

Due to geographical limitations, we conducted interviews online, and all interviews were conducted by telephone and audio recordings (see Table 2 for interviewer profiles).

Table 2

Profiles of informants

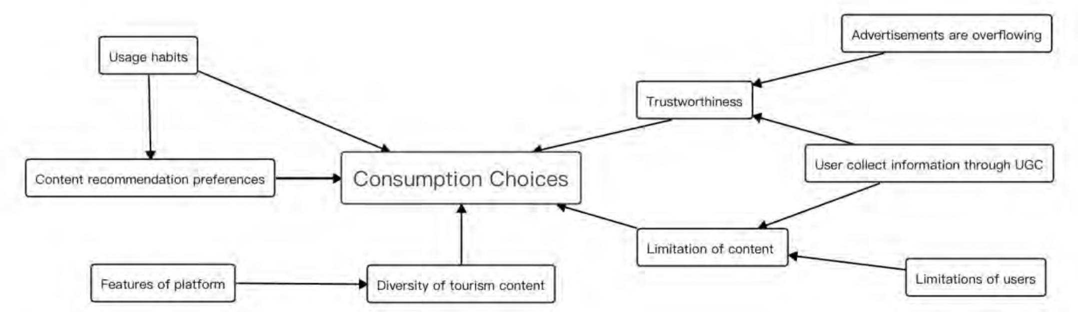
No.	Gender	Age	Occupation
1	F	23	Student
2	F	25	Office worker
3	F	24	Student
4	F	23	Student
5	F	22	Student

Subsequently, the method of open coding is employed to code the interview transcripts. This step primarily serves to analyze how interviewees use little red book, their views on the shared content, and how these shares influence their consumption decisions. This is then followed by axial coding to analyze interactions with specific types of content, such as food, shopping, and tourist attractions. Finally, based on these codings, core themes will be summarized, and then conclusions and theories on how little red book's shares influence the consumption decisions of Generation Z in Hong Kong will be deduced.

4. Results

Evidently, little red book's shared content affects travelers' decision-making at various stages, including planning the travel route, estimating expenses, and selecting accommodations. The little red book platform allows users to create content, which is an important reason why it can offer suggestions that aid in travel decisions. The results of the study indicate that: (1) Users collect information through UGC (User Generated Content) or browsing related shares, which directly influences their consumption decisions; (2) Users do not fully trust the content shared on little red book; (3) Users consider little red book to be a more convenient platform for travelers compared to other social media; (4) The content sharing on little red book has its limitations as most users are from Mainland China(The relationship between these factors is shown in Figure 1).

Figure 1



The relationship between these factors

In the information collection phase, interviewees view browsing little red book as a daily entertainment activity. They understand travel information through text, pictures, and videos. Even before deciding to travel, they are attracted by the shared content, which helps the interviewees realize the need for travel and thus make travel decisions. During the trip, they also collect information selectively, trusting shared content and making consumption decisions. At the same time, they also post their own content, seek advice from locals at the travel destination, and have a higher degree of trust in the information obtained in this way.

Regarding the content on little red book, users do not fully trust it, and they form their own judgment methods and standards. During the interviews, participants indicated that they would not collect information only through little red book. Their degree of belief in the content is closely related to personal experience. The trust in the content shared by popular bloggers is often not as high as that of content shared by ordinary users, because travel consumption decisions can directly affect the experience during the trip. Decisions made during travel are different from usual purchasing decisions, and users are more inclined to form their own judgment criteria and adopt various methods to verify the authenticity of travel information. In addition, when making decisions, they show more interest in the comments under the shared content, tending to trust comments from users with IP addresses at the travel destination.

little red book offers more detailed and comprehensive content on travel compared to other social media platforms. However, users may face the problem of being unable to discern the authenticity of information. Most interviewees said that although little red book has more comprehensive content compared to other platforms, they still have experiences of being deceived.

As the majority of little red book users are from Mainland China, there is less referential content for overseas travel. Even with shares recommending overseas travel, there is still a shortage of comments and suggestions from local users. For Hong Kong, many locals are not registered on little red book, which could lead to an information gap for tourists, potentially affecting their travel experience.

5. Discussion and Conclusion

The purpose of this study is to explore how Mainland China Generation Z tourists use Little Red Book to make their travel decisions to Hong Kong. Our research provides an in-depth analysis of the following three aspects: the impact of social media on tourist decision-making, the credibility and authenticity of social media content, and the behavior of Generation Z tourists in the context of tourism.

5.1. The impact of social media on tourism decision-making

Research findings emphasize the important role of social media platforms, especially Little Red Book, in the tourism decision-making process. This is consistent with previous literature, which has shown that social media is a key factor in influencing tourists' choices (Tešin, Pivac, Besermenji, & Obradović, 2022). Research has shown that social media is a source of inspiration for travelers, influencing their choices before, during, and after travel (Burgess, Sellitto, & Buultjens, 2009). In addition, research also found that the impact of social media on travelers varies depending on whether they use it for daily information consumption or travel decisions. This discovery is related to the work of Liu et al. (2020) echoes this, dividing the impact of social media into direct and indirect impacts. For Generation Z, who are accustomed to using social media, if social media is integrated into their daily lives, it will become a demand generator and supporter. When purposefully used for travel decisions, it assumes the role of guidance and approval. The impact of social media platforms on tourism decision-making is more pronounced among younger generations, such as Generation Z and Generation Y (Gulati, 2022). Research has confirmed this, as respondents belong to Generation Z, who heavily rely on Little Red Books when making travel decisions. By browsing and reading user-generated content (UGC), it directly affects their consumption decisions. Their strong reliance on social media is consistent with a broader trend, which suggests that this group is more susceptible to the influence of online platforms in terms of travel choices.

5.2. The credibility and authenticity of social media

This study emphasizes the importance of authenticity and credibility in shaping travelers' perceptions of social media content. This reflects the fact that users mentioned in the literature are more willing to focus on content and creators with higher perceived authenticity and credibility. (Jun & Yi, 2020). However, research has found that travelers need to fully trust the content shared in Little Red Book, indicating that they are more cautious in evaluating information. Participants tend to form their own judgment criteria and verification methods, which is consistent with the view that tourists have a more insightful perspective on tourism decision-making than on daily purchasing decisions (Perez, 2019). Travelers show a higher level of trust in the comments of destination IP address users, emphasizing the importance of peer-generated content in tourism decision-making. These findings confirm that authenticity is a key factor when travelers choose online travel resources (Chung & Buhalis, 2008).

5.3. Tourism Behavior of Generation Z

The study revealed several characteristics of Generation Z tourists from the Chinese Mainland. These findings are consistent with existing literature, which suggests that this population is an important component of Chinese outbound tourists (WTO, 2019). This study emphasizes their strong reliance on social media, especially user-generated content, when making travel decisions (Dewi et al., 2021). The study found that after COVID-19, people turned to more free travel, short-distance travel and preference for intelligent travel, which corresponded to changes in travel-related behaviors of Chinese tourists (Wan, Kozak, Yang, & Liu, 2021). However, the study also identified challenges related to the geographical origin of Little Red Book users. Since most users come from the Chinese Mainland, the local content of overseas tourist destinations may be limited, which may affect the tourist experience. This is consistent with the literature, emphasizing the importance of localized content for tourists to make tourism decisions (Zhuang, Zeng, Zhang, Liu, & Fan, 2023).

5.4. Conclusion

The research results give a better understanding of how Mainland China Generation Z tourists use Little Red Book to make their travel decisions to Hong Kong. Actually, Little Red Book plays a crucial role in travelers' decision-making process, but they attach great importance to the authenticity and credibility of the content and make choices carefully. As Generation Z continues to have an impact on the tourism industry, tourism destinations must understand and adapt to their preferences and behaviors, considering the unique challenges and opportunities brought by Little Red Book. The research has made valuable contributions to understanding the evolving pattern of travel decision-making in the digital age.

5.5. Theoretical implications

The study sheds light on key aspects of contemporary travel and social media. First, this study deepens our understanding of the role of social media platforms, with a particular focus on the impact of Little Red Book on the decisions of Generation Z travelers. It provides empirical evidence of the multifaceted impact of social media on travelers, emphasizing that its impact may depend on whether it is used for daily activities or travel decisions. Second, the study shows that travelers are becoming more cautious when evaluating content shared on platforms like Little Red Book, a stark contrast to the previous blind trust in such content. In a broader context, this study contributes to studying the development pattern of the tourism industry in the digital age. It reflects the changing paradigm of information dissemination, trust building, and tourism preferences in the Web 2.0 era. In summary, this study significantly enriches the existing theoretical framework on the impact of social media on tourism decision-making, user-generated content, and Generation Z tourist behavior. The research findings provide new insights and perspectives that contribute to the sustained development of tourism research and digital marketing in the context of the digital age.

5.6. Practical implications

Hong Kong is an important tourist destination, attracting millions of tourists every year, while Generation Z tourists represent a growing and influential niche market. Therefore, our research also contains important practical significance. By understanding the impact of Little Red Book on the Hong Kong tourism market, relevant tourism practitioners and marketers can better cater to the needs of Generation Z tourists and provide more attractive tourism products and services. Our research findings will help enhance the competitiveness of Hong Kong's tourism industry, attract more young tourists to visit Hong Kong, and promote regional economic development. Finally, we also provide some suggestions for relevant enterprises:

(1) Strategic use of little red book: tourist destinations, especially those targeting tourists from the Chinese Mainland, can use little red book as a powerful interactive platform. This study emphasizes the role of the platform in motivating, guiding, and supporting travel decisions. Destination marketing organizations and businesses can strategically use Little Red Books to attract potential travelers.

(2) Authenticity and credibility management: Content creators and businesses should prioritize authenticity and credibility when sharing content on social media platforms. It is crucial to understand that travelers become more picky and skeptical and to maintain high standards of authenticity and credibility in shared content. Collaborating with influential local celebrities can help build trust.

(3) Adapting to the preferences of Generation Z: Tourism companies need to adapt to the constantly changing preferences of Generation Z tourists. This includes satisfying their desire for independent, short-distance, and intelligent travel experiences. Developing services and products that meet these preferences can enhance the attractiveness of the destination.

(4) Content localization: For destinations that want to attract tourists from the Chinese Mainland, it is imperative to create and promote localized content. Providing relevant and specific information on Little Red Book and other platforms can bridge the information gap faced by travelers and enhance their overall experience.

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Investigating the role of human vs technology-enabled service experiences on user preferences for self-service technologies in hotels

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Abstract:

Service delivery in the hotel industry has experienced a paradigm shift toward supplementing and at times replacing the traditional human service with technology-enabled service deliveries. This study investigates how previous experiences with human services versus service delivery via self-service technologies (SST) shape guest preferences for SSTs in hotels. Study results indicate that a smaller perceived gap between human and technology-enabled services increases user preferences toward SSTs, emphasizing the critical influence of past human service experiences on the acceptance of technological alternatives.

Keywords: Self-service technologies, human service delivery, decision-making, choice modelling

1. Introduction

With the continued progression of technology and its ongoing impacts, a number of service sectors are increasingly exploring how these advancements can enhance or even replace the traditional service deliveries. Self-service technologies (SSTs) are at the forefront of creating novel avenues for service provision, allowing customers to access services without direct employee involvement (Liu & Hung, 2022). The trend of utilising SSTs has been notably evident in the hospitality industry, which has embraced such technological advancements to redefine the guest experience. For the sake of efficiency and cost-saving, hoteliers have continued to invest in SST technologies, including self-check-in/check-out kiosk, mobile check-in, and facial recognition check-in systems (Atadil & Lu, 2021; Shin & Perdue, 2019).
The advancement in service technology has stimulated a surge in scholarly research to understand its implications (Stoshikj et al., 2016). Existing studies have proved that customers' acceptance of SSTs was influenced by SST characteristics. Nevertheless, extant research mainly paid attention to customers' perceptions of usefulness and ease of use of the technology. Limited attention has been paid to how the design of SST (e.g., whether offer employee assistance, room selection function, and digital room key) influence customers' perceptions. Meuter et al. (2003) suggested that poor design of SST would lead to dissatisfaction with SST-based service encounters. In addition, Liu and Hung (2021) indicated that customer's preference depends on the relative advantages of technology over the human forms of assistance it supersedes. Thus, the present study aims to explore how the design features influence customers' preference for SSTs by considering the role of human versus technology-enabled service experiences on user preferences.

2. Literature Review

Previous academic work has considered the design aspects of SST. Zhu et al. (2007) explored and validated the impact of specific design elements, such as comparative information and interactivity, on the efficacy of SST, along with how individual user characteristics like previous experience and readiness for technology play a moderating role. Additionally, Lin & Hsieh (2011) highlighted the significance of SST layout in determining the quality of self-service technology.

While the body of research exploring the adoption of SSTs in hotels has grown in recent years, research investigating the design of SSTs is still limited and deserves more attention. The different levels of SST attributes are expected to exert distinct influences on customers' preference and perceptions, especially compared with human services. Meuter et al. (2003) emphasized the significance of service failure rates, yet the comparative impact of different failure rate levels has not been fully examined. The question of how the effect varies when SSTs have a low failure rate compared to when human services experience high failure rates is still open for investigation. Other influential factors include perceived wait times (Dabholkar & Bagozzi, 2002; Wang et al., 2012). Research conducted by Kokkinou and Cranage (2015) demonstrated that while the queue for human services can positively affect intentions, queues for SSTs can deter customers. Additionally, it is essential to consider how the availability of staff assistance, the option of selecting rooms via SST, and the type of room key provided (i.e., physical key card or digital key) influence customer inclination towards SST when designing self-service check-in systems (Collier et al., 2015).

3. Methodology

Preferences associated with the use of SST were investigated through a survey, where the preference elicitation technique involved the implementation of a stated choice experiment. The attributes and their levels focused on primary functionalities associated with SST. Specifically, SSTs were characterised with the following attributes: Staff assistance with self-check-in, Failure rate, Ease of use, Self-service kiosk waiting-time, Room selection and Room key. The choice task further included an opt-out alternative (i.e., preferring neither SST alternatives), allowing respondents to refrain from selecting any of the presented STT alternatives.

Data analysis of this research utilised discrete choice modelling. Based on the notion of random utility, discrete choice models assume that the individuals select the alternative maximising one's utility (McFadden, 1974). This research investigates how the difference between past experiences with human services and SST influences user preferences for SST. Given past experience was measured on a set of indicators thereby representing latent constructs, this research estimated a hybrid choice model to systematically account for the perceived differences across the constructs. The choice model component of the hybrid choice model utilised a mixed multinomial logit formulation, allowing to capture heterogeneity toward the implemented attributes.

4. Results

Results of the choice model indicate a general preference toward the SST alternatives. Attributes characterising the SST alternatives show coherent signs, and the underlying means are statistically significant, suggesting that the attributes defined in the experimental design influence preferences associated with the use of SST in hotels. Individuals exhibit disutility toward waiting times for SST. Furthermore, results indicate a preference for staff assistance with SSTs, suggesting that hotel guests value the option of having assistance when using SSTs. In terms of the failure rate of SSTs, the results showed that a high failure rate had a significantly negative impact on utility, highlighting that reliability is a crucial factor for SST acceptance. Furthermore, ease of use of SSTs was found to be an important attribute, with users expressing disutility toward complex user interfaces. SST attributes concerning room selection and room key provision are also valued by respondents. Concerning the role of the difference in past experience with human versus technology enabled service deliveries, model results indicate that a smaller gap results in an increased likelihood of choosing the SST alternative compared to the human service deliveries.

5. Discussion and Conclusion

In response to the recent paradigm shift in the hotel industry toward supplementing and at times replacing the traditional human service with technology-enabled service deliveries, this study investigates how previous experiences with human services versus service delivery via self-service technologies (SST) shape guest preferences for SST. The study results reveal that guests exhibit a preference for SST, and their choices are finely tuned to the design and functionality of the technology. Interestingly, the findings reveal that a decreased satisfaction gap between past human service and SST experiences increases the likelihood of user opting for SST. Thus, even in an era of technological advancements, the foundational elements of human interaction remain highly important on hotel service deliveries. Ultimately, the study illustrates that the successful integration of SST within the hotel sector hinges on a balanced synergy between technological efficiency and the intrinsic value of human touch.

Study findings further allow deriving managerial implications. First, hotel managers must prioritize the reliability of SST platforms. Thus, investing in reliable technology and ensuring swift resolution of any technical issues is of high importance for maintaining guest trust and satisfaction. Second, the integration of human assistance with SST emerges as a key factor in guest satisfaction. Indeed, hotels should not view SST as a complete replacement for human service but as a complement. Staff should be trained to assist guests in using SST, particularly those less comfortable with technology. The human touch not only facilitates the acceptance and utilization of (SST) by guests but it also serves as a critical contingency mechanism in instances where technology falls short of guest expectations.

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Understanding position-bias: The role of response time

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Abstract:
This study explores position bias in tourist decision-making, particularly how response time influences preferences for information presented in sequential formats online. Investigating through a best-worst scaling experiment and discrete choice modeling, findings reveal that individuals exhibit preference for top-listed attributes. Moreover, result of this research highlight that the time spent for deliberation correlate with preferences, suggesting that response time is a significant factor in position bias. These findings advance the application of dual-process theory in tourism, offering insights for enhancing marketing strategies in the hospitality sector by tailoring them to decision-making styles.

Keywords: Position-bias, best-worst scaling, response time, tourist decision-making, behavioral economics

1. Introduction

Decision-making has received significant attention in tourism research over the past decade, with research streams involving various aspects of the customer journey. Studies often draw from economic principles, particularly utility theory, positing that tourists aim to maximize satisfaction by choosing the optimal alternative (McCabe et al., 2016). While this perspective assumes that decisions are based on rationality, logic, and complex reasoning, it often neglects the influence of affective and intuitive factors (Wattanacharoensil & La-ornual, 2019). In reality, tourists face constraints like limited information, time, cost, and cognitive capacity, leading to the use of heuristics or mental shortcuts. While the reliance on heuristics potentially introduces cognitive biases, it can also lead to consistent choices through information processing strategies (Masiero et al., 2019). As a result, tourists often make satisfactory rather than optimal choices.

This research investigates a relatively less explored area of position bias introduced by response time in the context of tourist decision-making. Position-bias refers to the tendency to exhibit preferences for information presented in certain positions or processing information differently based on its location within a display or sequence (Kim et al., 2019). This behavioral bias is particularly evident in online decision-making contexts, where individuals are faced with an array of options in a sequential format, such as selecting destinations, accommodations, or activities, often leading to cognitive overload and decision fatigue (Ert & Fleischer, 2016; Park & Eves, 2023). While previous research acknowledged individual preferences toward the position of a product on a list (Anguera-Torrell & Langer, 2022), understanding drivers of position bias has received limited attention. In this vein, this research aims to introduce response time as an explanatory factor in examining position bias.

2. Literature Review

The phenomenon of position effect has been investigated across various fields, and studies conclusively demonstrate that the likelihood of an item being chosen increases when it is positioned at the top or bottom of a list, thereby providing evidence to the influence of the position-effect (Ert & Fleischer, 2016; Pan et al., 2013). The role of position effect has also been considered in tourism research including contexts of online hotel choice (Anguera-Torrell & Langer, 2022), information on a restaurant menu (Babakhani et al., 2020) or the optimal position of item display in museums (Krogh-Jespersen et al., 2020). While past research highlights the relevance of the position effect in tourism research, its influencing factors has been rarely investigated.

Response time in cognitive psychology refers to the duration it takes for an individual to process and respond to a stimulus. Moreover, it serves as a crucial indicator of cognitive engagement and processing depth (Le et al., 2020). This research examines the relationship between response time and user preferences toward items positioned on a list drawing on the dual-process theory. This theoretical lens posits that human thought processes follow two distinct cognitive systems: System 1, characterized by fast, automatic, and intuitive processes; and System 2, featured as a slow, deliberate, and analytical system (Evans, 2008). In environments like online booking platforms, where consumers are presented with a list of options, the time taken to make a decision may reveal the extent of deliberation or impulsivity involved in the choice process (Le et al., 2020). A quick choice may indicate the reliance on heuristic processing governed by System 1, while longer response times might suggest a more thoughtful and analytical approach, the characteristic of System 2. The main hypothesis of this research is that response time differentiates individual preferences for selecting items presented on a list, thereby introducing position bias.

3. Methodology

A best-worst scaling (BWS) stated choice experiment was designed, and data was collected from individuals with recent travel experience. The implemented attributes in the experiment aimed at gathering information about user preferences toward functional features of AI-enabled trip planning platforms. Attributes emphasizing the role of information content and quality (Ling et al., 2023) as well as personalization (Nawaz & Saldeen, 2020) were considered. The construction of the experiment utilized the Balanced Incomplete Block Design (BIBD), with item k being featured r times and appearing alongside other items λ times within a subset b (Louviere et al., 2015). When collecting responses with BWS surveys, individuals are asked to indicate the most and least important attributes on a presented list.

Discrete choice modeling technique was used to analyze the data collected with the BWS experiment. Individual choice behavior is governed by the random utility theory suggesting that the chosen alternative within a set of available options provides the greatest perceived utility (McFadden, 1974). Following the initial model estimations with the multinomial logit model, latent class models were developed, allowing the identification of consumer segments based on homogenous preferences, where the class membership is conditioned on response time.

4. Results

The model estimation results indicate that individuals exhibit preferences toward the presented attributes and their position on the list. Specifically, when identifying the best attribute, individuals appear to choose the attribute listed at the top of the list. Findings from the latent class model indicate distinctive patterns of choice behavior governed by response time. In particular, participants with longer response times demonstrated greater attribute sensitivity and showed a reduced propensity to select items at the top of the list. Conversely, individuals who made quicker decisions appeared less sensitive to the presented attributes and were more likely to choose items located at the top of the list. Accordingly, findings demonstrate that response time differentiates individual preferences for selecting items presented on a list, thereby providing evidence to position bias.

5. Discussion and Conclusion

This research extends the application of the dual-process theory in behavioral economics to the tourism decision-making. By empirically demonstrating how response time correlates with the two cognitive systems, this study contributes to the academic literature by highlighting how these systems interact with position bias, particularly in online environments. In this vein, findings of this research offer a new perspective on position bias, by reconceptualizing position bias as a cognitive phenomenon linked with the time taken for decision-making. The findings offer valuable practical implications for developing more effective marketing and personalization strategies associated with hospitality and tourism services. By recognizing the role of response time in decision-making, tourism operators can tailor their communication and promotional efforts to target different segments of tourists based on their decision-making styles.

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Analysis of differences in servicescape, menu quality, and revisit intention according to the demographic and usage characteristics of theme cafe cutomers

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Abstract:
This study aimed to enhance theme cafe strategies by examining customer perceptions based on demographic and usage patterns. An online survey with 265 participants conducted in South Korea used SPSS for analysis. Findings suggest transportation modes and information acquisition channels significantly affect customer satisfaction and revisit intentions. Walking + public transportation users reported higher satisfaction across servicescape aspects than personal vehicle users. Satisfaction was higher for those discovering cafes through search, referrals, or by chance compared to SNS. Emphasizing accessibility and diverse discovery channels may increase revisit rates.

Keywords: Theme cafe, Servicescape, Menu quality, Revisit intention

1. Introduction

Coffee is the most popular beverage enjoyed by people worldwide. Today, the coffee market is demanding a new customer marketing paradigm due to enhanced consumer expectations regarding product quality and intensified competition (Oh Chulhwan, Kim Dongsu, 2021).

Accordingly, cafes need to focus on improving menu quality to enhance competitiveness (Lim Jiyoung et al., 2023) and building a servicescape that satisfies customers (Park Junghwa, 2016).
Recently, dining consumers are shifting from rational physical environments to emotional experiences that prioritize feelings and ambiance (Yoon, 2014).

Emotional dining consumption values include hedonic values that prioritize pleasure from stress relief and mood changes, aesthetic values that emphasize the beauty, color, and shape of food and space, and symbolic values that allow expressing one's individuality through product or brand choices, thereby emphasizing status within social strata (Holbrook & Hirschman, 1982; Lee, 2017).

Consequently, there is an increase in theme cafes that emphasize unique atmospheres and provide novel experiences. In theme cafes, the servicescape is directly related to satisfying consumers' emotional needs, generating business profits, and intentions to revisit (Sung Yunok, 2021).

However, there is a significant lack of research on theme cafes that emphasize servicescape for originality and marketing. This study aimed to understand the demographic and usage characteristics of theme cafe visitors, reflecting the increasing importance of space, and to analyze the differences in servicescape, menu quality, and intention to revisit according to these characteristics. Based on the research findings, the goal was to provide useful information for theme cafes on servicescape, menu composition and management, and marketing strategies to increase customer revisit rates.

2. Literature Review

2.1. Theme cafe

A theme is succinctly presented as what the visitor is ultimately supposed to remember from their visit to a specific facility (Gain Design, 1990). The implementation of a theme is reflected not only in the production but also in the overall design, operation, and facilities. The set theme becomes the basis for production and a key element in maintaining the context of the exhibit (Shin Yeon-hak, 1989). A theme cafe is a cafe designed with a distinctive theme, where the physical environment and ancillary services all become means of the cafe's presentation (Choi Woong, Lee Kyu-sook, 2005). The servicescape of a theme cafe has a significant impact on customers, who have higher expectations for the atmosphere compared to regular cafes. Customers seek out theme cafes to experience a special atmosphere, looking for 'fun' and a 'different feeling' to escape from the daily routine (Kim Mi-sook, 2003; Kim Sun-ah, 1997).

2.2. Servicescape

Servicescape combines 'service' with 'scape,' which refers to the surrounding environment, emphasizing the importance of the physical environment where service is delivered and the interaction between customers and employees in the service delivery process (Bitner, 1992). In studies on the servicescape of cafes, factors such as comfort of seating, aesthetics, cleanliness, air conditioning, and accessibility have been identified as influencing customer satisfaction and relationship outcomes (Eom Young-ho, 2010). Oh Jaeshin and Kim Daeup (2013) researched the impact of a cafe's servicescape on brand image, customer satisfaction, and brand loyalty, selecting aesthetics, cleanliness, comfort, convenience, and spatial layout as factors. Based on these prior studies, this research aims to establish the sub-factors of a theme cafe's servicescape as elements that create the cafe's atmosphere, focusing on aesthetics, spatiality, cleanliness, comfort, and convenience.

2.3 *Menu quality*

A menu in the food service industry represents the products that businesses want to sell to consumers (Choi Jeong-gil, Lee Byung-woo, 2008). It is also a crucial sales tool for business operations, a marketing instrument, and a medium of interaction between sellers and consumers (Park Ki-yong, 2004). Menu quality can be considered the overall impression customers have of the food they consume, encompassing both subjective and objective elements (Ophuis & Trijp, 1995). Enhancing menu quality is recognized as a fundamental condition for increasing market share, and the attributes and evaluation factors of menu quality are becoming increasingly diverse (Jang Dae-seong et al., 2002).

2.4. Revisit intention

Intention to revisit is the behavioral intention reflecting the thought and attitude of customers to visit again in the future based on past visit experiences (Cronin, Taylor, 1992), and can be understood as the intention to visit to maintain and commit to a relationship (Brady, Robertson, Cronin, 2001). Therefore, it can be seen as a behavioral standard of consumers regarding their relationship with a company or brand (Oliver, 1980). In the context of cafes, the intention to revisit means returning to a cafe that one has visited before, and customer revisits lead to profit generation for the business (Oh Mija, Kim Hong-gil, 2022).

3. Methodology

For the analysis, an online survey was conducted from December 10 to December 11, 2023, targeting consumers who used domestic theme cafes, and a total of 265 responses were utilized for analysis. The collected data were analyzed using the SPSS version 26.0 program.

To understand the characteristics of the study subjects, frequency analysis and multiple response analysis were conducted, exploratory factor analysis was performed to verify the validity of the variables, and Cronbach's alpha coefficient was calculated for reliability verification.

Independent sample t-tests and one-way ANOVA were conducted to determine the mean differences in servicescape, menu quality, and intention to revisit according to demographic characteristics and theme cafe usage traits. Scheffé multiple comparison was used for post-hoc testing.

4. Results

4.1. Characteristics of the Research Subjects

4.1.1. Demographic Characteristics of the Research Subjects

Table 1. Demographic Characteristics of the Research Subjects

(N=265)

Category		Frequency(N)	Percent(%)
Gender	Male	108	40.8
	Female	157	59.2
Age	20s	77	29.1
	30s	90	34.0
	40s	48	18.1
	50s	37	14.0
	60s and above	13	4.9
Education	High school or below	17	6.4
	2-year college attending/graduated	53	20.0
	4-year university attending/graduated	133	50.2
	Graduate school attending/graduated	62	23.4
Marital Status	Single	136	51.3
	Married	129	48.7
Occupation	Office/administrative	50	18.9
	Service/sales	40	15.1
	specialized job	39	14.7
	Public institution	5	1.9
	Public servant	10	3.8
	Researcher	8	3.0
	Technical/production	12	4.5
	Self-employed (business)	38	14.3
	Student	27	10.2
	Housewife	20	7.5
	Unemployed	10	3.8
	Other	6	2.3
Average Monthly Income	less than 2 million KRW	17	6.4
	2-3 million KRW	44	16.6
	3-3 million KRW	45	17.0
	4-3 million KRW	16	6.0
	5-3 million KRW	19	7.2
	6-3 million KRW	10	3.8
	7-3 million KRW	21	7.9
	8-3 million KRW	19	7.2
	9-3 million KRW	19	7.2
	10 million KRW and more	55	20.8
Total		265	100.0

4.1.2. Usage Characteristics of the Research Subjects at Theme Cafes

Table 2. Usage Characteristics of the Research Subjects at Theme Cafes

(N=265)

Category		Frequency(N)	Percent(%)
Purpose of Visiting Theme Cafes (Multiple Responses)	To enjoy coffee	88	14.6
	To enjoy beverages other than coffee	42	7.0
	To try new and various beverages	38	6.3
	To enjoy bakery items, desserts	73	12.1
	To spend leisure time	146	24.3
	To visit a famous theme cafe seen on SNS	112	18.6
	To upload photos and posts on SNS after visiting	44	7.3
	To find a space to enjoy beverages	47	7.8
	To study or work	4	.7
	Other	7	1.2
	Total	601	100.0
Reasons for Choosing a Theme Cafe (Multiple Responses)	Liked the design of the store	207	42.5
	Liked the beverages	47	9.7
	Liked the bakery items, desserts	76	15.6
	For good photo opportunities	63	12.9
	Recommended by others	73	15.0
	Convenience of access	12	2.5
	Other	9	1.8
	Total	487	100.0
Companions During Visit to Theme Cafe	Family	55	20.8
	Partner	73	27.5
	Friends	110	41.5
	Colleagues	15	5.7
	Business associates, etc.	3	1.1
	Alone	9	3.4
	Total	265	100.0
Day of Visit to Theme Cafe (Multiple Responses)	Monday	25	4.8
	Tuesday	30	5.7
	Wednesday	40	7.6
	Thursday	30	5.7
	Friday	60	11.5
	Saturday	190	36.3
	Sunday	148	28.3
	Overall	523	100.0
Frequency of Visiting Theme Cafes	Once a day	7	2.6
	4-6 times a week	3	1.1
	1-3 times a week	21	7.9
	2-3 times a month	105	39.6
	Once a month or less	129	48.7
	Total	265	100.0

Category		Frequency(N)	Percent(%)
Duration of Visit at Theme Cafe	Less than 30 minutes	4	1.5
	30 to 59 minutes	61	23.0
	1 hour to 1 hour 29 minutes	97	36.6
	1 hour 30 minutes to 1 hour 59 minutes	73	27.5
	2 hours or more	30	11.3
	Total	265	100.0
Individual Expenditure at Theme Cafe	Less than 5,000 won	6	2.3
	5,000 to less than 10,000 won	41	15.5
	10,000 to less than 15,000 won	102	38.5
	15,000 to less than 20,000 won	72	27.2
	20,000 won or more	44	16.6
	Total	265	100.0
Menu Choices During Visit to Theme Cafe (Multiple Responses)	The store's signature menu (including unique beverage menus with coffee)	169	37.7
	Americano	132	29.5
	Other coffee menus (e.g., vanilla latte, cafe mocha)	31	6.9
	Latte types (e.g., cafe latte, flat white without syrup)	51	11.4
	Fruit juice (including smoothies)	38	8.5
	Tea	19	4.2
	Bottled beverages	3	.7
	Other	5	1.1
	Total	448	100.0
Usage Style at Theme Cafe	In-store	255	96.2
	Takeout	10	3.8
	Total	265	100.0
Business Type of Theme Cafe	Franchise	28	10.6
	Independent operation	163	61.5
	Not sure	74	27.9
	Total	265	100.0
Mode of Transportation to Theme Cafe	On foot	21	7.9
	Personal vehicle	196	74.0
	Public transport	48	18.1
	Total	265	100.0
Information Acquisition Channels for Theme Cafe	Search	71	26.8
	SNS	125	47.2
	Introduced by acquaintances	46	17.4
	Advertising	12	4.5
	Discovered by chance in the vicinity	11	4.2
	Total	265	100.0

4.2 Analysis of Differences in Servicescape, Menu Quality, and Intention to Revisit According to Demographic Characteristics and Theme Cafe Usage Features

In this study, independent sample t-tests and one-way ANOVA (Analysis of Variance) were conducted to identify the average differences in servicescape, menu quality, and revisit intention according to demographic characteristics and theme cafe usage traits. If the significance level of the homogeneity of variance test was greater than 0.05, it was interpreted that the variances between groups were equal, and the Scheffé test was used for post-hoc analysis.

4.2.1. Differences in Servicescape, Menu Quality, and Intention to Revisit According to Demographic Characteristics

Differences in servicescape, menu quality, and intention to revisit were analyzed based on demographic characteristics such as gender, age, education, marital status, and average monthly income. However, no significant differences were found according to gender, education, marital status, and average monthly income.

(1) Differences in Servicescape, Menu Quality, and Intention to Revisit According to Age

Table 3. Differences in Servicescape, Menu Quality, and Intention to Revisit According to Age

(N=265)

Category		Age				F-value	p
		20s (n=77)	30s (n=90)	40s (n=48)	50s and more (n=50)		
Service scape	Aesthetics	4.17±.584	4.04±.640	4.17±.504	3.98±.792	1.267	.286
	Spatiality	3.94±.924	3.68±.884	3.92±.733	4.04±.791	2.444	.064
	Cleanliness	4.19±.780	3.97±.874	4.07±.677	4.05±.837	1.059	.367
	Comfort	3.90±.804	3.74±.842	3.89±.718	3.88±.896	.697	.555
	Convenience	3.86±.711	3.70±.789	3.72±.705	3.84±.825	.901	.441
	Total	4.03±.603	3.85±.611	3.97±.497	3.96±.726	1.324	.267
Menu Quality		3.74±.898^{b}	3.34±.885^{a}	3.66±.826^{ab}	3.62±.947^{ab}	3.114*	.027
Intention to Revisit		3.35±.948	3.16±1.022	3.25±.784	3.47±1.003	1.242	.295

ab: Scheffe's multiple comparison

$^{*}p<.05$

4.2.2. Differences in Servicescape, Menu Quality, and Intention to Revisit According to Theme Cafe Usage Characteristics

Differences in servicescape, menu quality, and intention to revisit were analyzed based on theme cafe usage characteristics such as the companionship during the visit, frequency of visits, duration of visits, individual expenditure at the cafe, mode of transportation to the cafe, and channels through which information about the cafe was obtained. However, no significant differences were found according to the companionship during the visit and the duration of visits.

(1) Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Frequency of Visits to the Theme Cafe

The results of the analysis on the differences in servicescape, menu quality, and revisit intention according to the frequency of theme cafe visits are as shown in Table 12. The analysis showed statistically significant differences in the sub-factor of servicescape, comfort ($F=4.219$, $p<.05$), menu quality ($F=7.299$, $p<.01$), and revisit intention ($F=11.508$, $p<.001$).

That is, in terms of the sub-factor of servicescape, comfort was relatively higher for visits more than once a week ($M=4.01$) compared to less than once a month ($M=3.69$).

Moreover, menu quality was relatively higher for more than once a week ($M=3.92$) compared to less than once a month ($M=3.36$), and revisit intention was relatively higher for 2-3 times a month ($M=3.45$) and more than once a week ($M=3.81$) compared to less than once a month ($M=3.03$).

Table 4. Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Frequency of Visiting Theme Cafes

(N=265)

Category		Frequency of Visiting Theme Cafes			F-value	p
		Once a week or more (n=31)	2-3 times a month (n=105)	Once a month or less (n=129)		
Servicescape	Aesthetics	4.09±.862	4.14±.591	4.05±.610	.534	.587
	Spatiality	4.03±.826	3.91±.872	3.80±.860	1.066	.346
	Cleanliness	4.08±.808	4.13±.811	4.01±.807	.660	.518
	Comfort	$4.01±.858^{b}$	$3.97±.844^{ab}$	$3.69±.768^{a}$	4.219^{*}	.016
	Convenience	3.91±.732	3.88±.799	3.66±.720	2.964	.053
	Total	4.03±.667	4.02±.629	3.86±.583	2.226	.110
Menu Quality		$3.92±.984^{b}$	$3.71±.881^{ab}$	$3.36±.854^{a}$	7.299^{**}	.001
Intention to Revisit		$3.81±.809^{b}$	$3.45±.918^{b}$	$3.03±.952^{a}$	11.508^{***}	.000

ab: Scheffe's multiple comparison

$^{*}p<.05$, $^{**}p<.01$, $^{***}p<.001$

(2) Differences in Servicescape, Menu Quality, and Intention to Revisit According to Individual Expenditure at the Theme Café

The results of the analysis on the differences in servicescape, menu quality, and revisit intention according to the individual spending cost at theme cafes are as shown in Table 13. The analysis revealed a statistically significant difference in menu quality ($F=4.016$, $p<.01$). It was found that the satisfaction with menu quality was relatively higher for the expenditure ranges of 10,000-15,000 KRW (M=3.63) and 15,000-20,000 KRW (M=3.78) compared to spending over 20,000 KRW (M=3.28).

Table 5. Differences in Servicescape, Menu Quality, and Intention to Revisit According to Individual Expenditure at the Theme Cafe

(N=265)

Category		Individual Expenditure at Theme Cafe: Less than 10,000 won (n=47)	10,000 to less than 15,000 won (n=102)	15,000 to less than 20,000 won (n=72)	20,000 won or more (n=44)	F-value	p
Servicescape	Aesthetics	3.93±.808	4.09±.574	4.11±.604	4.23±.598	1.679	.172
	Spatiality	3.80±.931	3.85±.855	3.99±.784	3.78±.926	.707	.549
	Cleanliness	4.02±.861	4.08±.821	4.09±.757	4.05±.823	.086	.968
	Comfort	3.83±.930	3.80±.839	3.98±.729	3.71±.781	1.157	.327
	Convenience	3.67±.735	3.74±.777	3.89±.711	3.80±.818	.941	.421
	Total	3.86±.709	3.93±.612	4.02±.562	3.94±.604	.652	.583
Menu Quality		3.36±1.071[ab]	3.63±.825[bc]	3.78±.832[c]	3.28±.893[a]	4.016**	.008
Intention to Revisit		3.22±.976	3.29±.912	3.48±.969	3.05±.997	2.034	.110

abc: Scheffe's multiple comparison

**p<.01

(3) Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Mode of Transportation to the Theme Café

The results of the analysis on the differences in servicescape, menu quality, and revisit intention according to the mode of transportation to theme cafes are as shown in Table 14. The analysis showed statistically significant differences in the overall servicescape ($t=-2.744$, $p<.01$), and its sub-factors including aesthetics ($t=-2.561$, $p<.05$), comfort ($t=-3.141$, $p<.01$), menu quality ($t=-4.109$, $p<.001$), and revisit intention ($t=-2.198$, $p<.05$).

Specifically, the overall servicescape was relatively higher for walking + public transportation (M=4.10) compared to personal vehicles (M=3.89). For the sub-factor of aesthetics, walking + public transportation (M=4.26) showed a relatively higher value compared to personal vehicles (M=4.03), and the same trend was observed for comfort, where walking + public transportation (M=4.08) was higher compared to personal vehicles (M=3.76).

Furthermore, menu quality was relatively higher for those using walking + public transportation (M=3.91) compared to personal vehicles (M=3.44), and revisit intention was also higher for walking + public transportation (M=3.51) compared to personal vehicles (M=3.21).

Table 6. Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Mode of Transportation to the Theme Cafe

(N=265)

Category		Mode of Transportation to Theme Cafe		t-value	p
		Personal Vehicle (n=196)	Walking + Public Transportation (n=69)		
Servicescape	Aesthetics	4.03±.641	4.26±.592	-2.561*	.011
	Spatiality	3.81±.855	4.02±.865	-1.757	.080
	Cleanliness	4.03±.849	4.16±.671	-1.289	.199
	Comfort	3.76±.852	4.08±.670	-3.141**	.002
	Convenience	3.73±.814	3.90±.562	-1.925	.056
	Total	3.89±.641	4.10±.507	-2.744**	.007
Menu Quality		3.44±.908	3.91±.787	-4.109***	.000
Intention to Revisit		3.21±.964	3.51±.918	-2.198*	.029

*p<.05, **p<.01, ***p<.001

(4) Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Information Acquisition Channels for the Theme Café

The results of the analysis on the differences in servicescape, menu quality, and revisit intention according to the information acquisition channels for theme cafes are as shown in Table 15. The analysis showed statistically significant differences in the sub-factor of servicescape, spatiality (F=3.704, p<.05), and revisit intention (F=4.230, p<.05).
Specifically, for the sub-factor of servicescape, spatiality was relatively higher for search (M=3.99) and other acquisition channels (M=4.02) compared to SNS (M=3.72).
Additionally, revisit intention was relatively higher for other acquisition channels (M=3.55) compared to SNS (M=3.14).

Table 7. Differences in Servicescape, Menu Quality, and Intention to Revisit According to the Information Acquisition Channels for the Theme Cafe

(N=265)

Category		Information Acquisition Channels for Theme Cafe			F-value	p
		Search (n=71)	SNS (n=125)	[1] Other (n=69)		
Servicescape	Aesthetics	3.99±.723	4.09±.570	4.19±.645	1.683	.188
	Spatiality	3.99±.841[b]	3.72±.852[a]	4.02±.864[b]	3.704*	.026
	Cleanliness	4.01±.842	4.04±.787	4.18±.810	.875	.418
	Comfort	3.78±.902	3.79±.762	4.00±.822	1.714	.182
	Convenience	3.75±.751	3.76±.714	3.85±.848	.388	.679
	Total	3.91±.650	3.90±.563	4.06±.661	1.663	.192
Menu Quality		3.52±.976	3.50±.863	3.72±.883	1.436	.240
Intention to Revisit		3.31±.941[ab]	3.14±.957[a]	3.55±.937[b]	4.230*	.016

[1] Other: Introduced by acquaintances, advertising, discovered by chance in the vicinity

ab: Scheffe's multiple comparison

*p<.05

4.3. Summary of Research Findings

This study was conducted to reflect the increasing importance of space in the operation of theme cafes, to identify the demographic and usage characteristics of theme cafe patrons, and to understand the differences in servicescape, menu quality, and intention to revisit according to these characteristics. The aim was to provide useful information for the planning of servicescape, menu composition and management, and marketing strategies in theme cafes.

To achieve the objectives of this study, based on previous research, the sub-factors of the servicescape were set as aesthetics, spatiality, cleanliness, comfort, and convenience, and tests were conducted on these aspects.

The main findings of the study are as follows:

The results of independent sample t-tests and one-way ANOVA showed that younger participants were significantly more satisfied with menu quality (p<.05). Furthermore, regarding the usage characteristics of theme cafes, the frequency of visits showed significant differences in the sub-factors of servicescape, specifically comfort (p<.05), menu quality (p<.01), and intention to revisit (p<.001). Individual expenditure was significantly related to menu quality (p<.01), mode of transportation was significantly related to the sub-factors of servicescape such as aesthetics (p<.05) and comfort (p<.01), menu quality (p<.001), and intention to revisit (p<.05), and the channels of information acquisition showed significant differences in spatiality (p<.05) and intention to revisit (p<.05) among the servicescape sub-factors.

based on demographic characteristics such as gender, age, education, marital status, and average monthly income, but no significant differences were found based on gender, education, marital status, and average monthly income.

Differences in servicescape, menu quality, and revisit intention were also analyzed based on theme cafe usage characteristics such as companionship during visits, frequency of visits, duration of stay, expenditure per person, mode of transportation, and information acquisition channels. However, no significant differences were found based on the companionship during visits and duration of stay at the theme cafe.

5. Discussion and Conclusion

5.1. Conclusion

The practical suggestions of this study are as follows:

Firstly, among the demographic characteristics of theme cafe visitors, age showed a statistically significant difference in menu quality, with people in their 20s showing higher satisfaction than those in their 30s. For theme cafes targeting people in their 20s, it may be more beneficial to focus on factors other than menu quality, whereas those targeting people in their 30s should concentrate more on menu quality.

Secondly, in terms of theme cafe usage characteristics, individual expenditure showed a statistically significant difference in menu quality. The satisfaction with menu quality was relatively higher for expenditures between 10,000 to less than 15,000 won and 15,000 to less than 20,000 won, compared to over 20,000 won. For theme cafes selling higher-priced menus, it is important to prepare better quality ingredients and menus to increase the rate of return visits.

Thirdly, regarding the mode of transportation used to visit theme cafes, there were statistically significant differences in overall servicescape, aesthetics, comfort, menu quality, and intention to revisit. In all five factors, the group using walking and public transportation showed higher satisfaction than the group using personal vehicles. This result is similar to the study by Choi Yoon-hee and Lee Yeon-jung (2016), which found that the accessibility factor of servicescape significantly influences the attitude towards coffee shop brands. It suggests that even if theme cafes are not located in city centers, having accessibility via walking and public transportation is a crucial element for increasing revisit rates.

Fourthly, among the theme cafe usage characteristics, the group that acquired information through means other than SNS showed higher satisfaction. While SNS marketing has become essential for successful cafe operation, to increase the rate of return visits, it appears necessary to develop other information acquisition methods, such as introductions by acquaintances, advertisements, or serendipitous discoveries, rather than focusing solely on SNS cutomers who are driven by instant consumption like taking verification shots or posting reviews of their visits.

5.2. Limitations of this study and suggestions for future studies

The limitations of this study are as follows:

Firstly, in determining the satisfaction with menu quality, bakery and dessert menus were not differentiated. Future research should be conducted with a more detailed focus on the various menus sold in cafes, not just beverages.

Secondly, the study was conducted with consumers who have visited theme cafes, but it was not specified which theme cafes the respondents visited. If the cafes under investigation were identified, additional research could also be conducted on the location and accessibility of those specific cafes.

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Luxury hotel customers’ memorable experience: Its antecedents and outcomes

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Abstract:

The luxury hotel business has increased over the past two decades. These hotels want to understand such antecedents of customers’ memorable hotel experience and its effects on further customers’ intention because these aspects are key competitiveness factors within the sector. Therefore, this study attempted to create a theoretical model incorporating satisfaction, future intentions, and their antecedents in light of luxury hotel attributes and experience value. Additionally, it developed a second conceptual model merging satisfaction, future intentions, and their antecedents in aspect of luxury hotel attributes and memorable experience. Through a pre-test and a pilot test as well as thorough literature review, measurement scales were initially drafted. A final survey sample size to test model 1was 389, while the second survey was conducted using 454 samples to test model 2. Three domains for luxury hotel experience value were extracted, including relaxation and sensorial value, positive affectivity value, and self-expression and social status value. All the experience value domains positively affected satisfaction and future intention. Additionally, satisfaction positively influenced attitudinal loyalty and behavioral intention. Three domains were found for memorable experience, incorporating service encounters and sense of well-being, delightful environment, and F&B experience. These memorable experience domains showed a positive effect on satisfaction and future intentions, whereas satisfaction positively affected behavioral intention and attitudinal loyalty.

Social influence and sharing features of Augmented Reality (AR) Menus in restaurants

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Abstract:

While prior studies have explored the impact of food marketing via augmented reality (AR), there is a notable gap in the literature regarding the social influence and sharing features of AR menus and how they affect customers' behavioral intentions. This study examines the impact of socially shareable AR menus via social media on customer behavioral intention. Through a single factor between-subjects factorial design, we explore the underlying mechanism of the positive effects of sharing features of AR menus on customers.

Keywords: Restaurant, Augmented Reality (AR), Shareable AR, Social Media, Behavioral Intention

1. Introduction

The integration of AR technology in restaurants is gaining momentum, aiming to offer more immersive dining experiences. A study revealed that nearly 80% of diners prefer casual restaurants with technological offerings during their ordering process, signaling a rising demand for dynamic dining experiences (HungerRush, 2022).

As AR gains popularity, endeavors to combine it with other digital platforms like social media are underway for enhanced efficacy. In 2020, the United States had 43.7 million Social Network AR users (Statista, 2022). Platforms like Snapchat, Instagram, Facebook, and Apple are known for their real-time visual features, including AR filters and the advancement of AR glasses (Appel et al., 2020). Social media plays a pivotal role in many customers' restaurant experiences and decisions (Yarış & Aykol, 2022), suggesting potential synergy with AR. Businesses like TacoBell and BareBurger are actively merging AR with social media by utilizing AR menu QR codes that can be accessed, viewed, and shared through platforms like Snapchat's real-time story function (Alarcon, 2019). With AR technology becoming more affordable and widely accepted, there is anticipation that it could synergize with social media in the restaurant industry, facilitating sharing functions, a concept we define as shareable AR.

Yet, no study to date has examined the influence of shareable AR menus integrated with social media in the restaurant setting. Thus, we aim to examine the impact of shareable AR menus in real-time social media story on behavioral intentions within the restaurant context, thereby informing consumer decision-making and enhancing the overall dining experience.

2. Literature Review

2.1. Augmented Reality in Restaurant

Several studies have proven the positive influence of AR in the restaurant setting. AR use in restaurants enhances customer value perceptions, resulting in increased authentic situated experience, spatial presence, and decision comfort (Hilken et al., 2017). AR implementation in a restaurant in Ambato, Ecuador as a marketing strategy has resulted in a 47.45% sales increase, a significant impact on sales (Paredes & Ballesteros-Lopez, 2022).

2.2. Social Media and AR

Social network AR is becoming more popular, according to Bhatt (2020), 600 million people use AR filters monthly on Facebook or Instagram, while 76% of Snapchat users integrate them into their daily routines. The research suggests that the future of social media will be notably more visually augmented, whether through AR glasses, traditional mobile devices, or tablets (Appel et al., 2020). Social media is crucial for marketing strategy and eWOM in the hospitality context, influencing travel planning, online reviews, and consumer motivations. Restaurant social media marketing can have a positive influence on followers' purchase intentions and eWOM.

2.3. Social Presence Theory

Social Presence Theory, coined by Short, Williams, and Christie (1976), suggests that social presence is "the degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationships" (p.65). It discusses the sense of being with another in mediated communication.

The integration of social media positively influences social presence (Elverici, 2021). Social media provides sharing functionality as well as presence (Khatoon & Choudhary, 2024). The real-time story function in social media enables sharing ability of AR, which we would like to call *shareable AR,* which will likely enhance the social presence. Thus, we propose as the followings:

H1: Shareable AR menu (vs. non-shareable) increases satisfaction.
H2: Shareable AR menu (vs. non-shareable) increases purchase intention.
H3: Social presence mediates the relationship between shareable ARs and customers' behavioral intentions.

2.4. Self-Presentation Theory

Self-presentation is behavior to deliver information or images about oneself to others (Baumeister & Hutton, 1987). Self-presentation theory, according to Goffman, is that individuals control how they are perceived by others. People post real-time Instagram stories for self-presentation (Keerakiatwong et al., 2023). Disclosure, self-promotion, and narcissism positively predicted the posting of stories on social media platforms (Menon, 2022). Thus, we propose as the following:

H4: Self-presentation mediates the relationship between shareable ARs and customers' behavioral intentions.

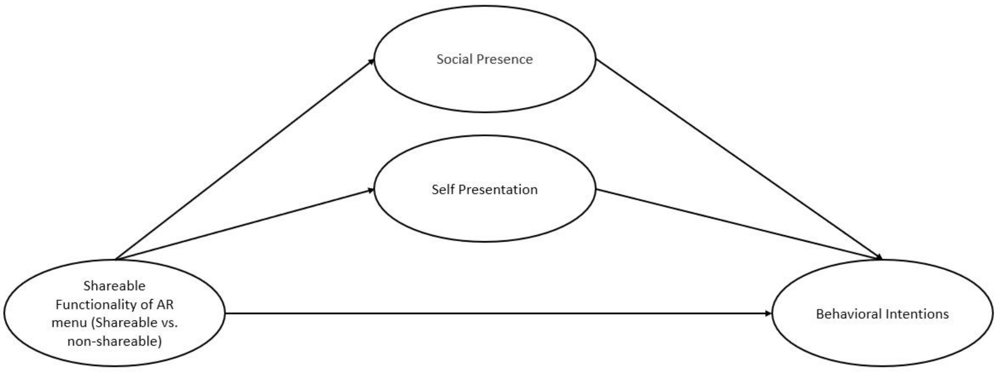

Figure 1. Conceptual Model

3. Methodology

A single factor between-subjects factorial design (shareable AR menu vs. non-shareable AR menu) will be used for this study. The method offers the advantage of facilitating a deeper understanding of the causal relationship between social media AR and customer experiences, while allowing for greater control over variables and a randomized process. Amazon MTurk will be utilized for data collection. Participants will be individuals in the United States aged 18 years and older. Prior to the main experiment, pilot study will be conducted. Attention check, manipulation check questions, and screening questions will be given.

Participants will be asked to imagine that they are ordering a burger at the restaurant. Participants in the socially shareable AR group will scan a QR code on the menu using their smartphone with social media story function (Figure 2). Non-shareable group will access AR menu by scanning QR code with general camera on their smartphone.

Figure 2. Example manipulation of Shareable AR Menu

All constructs will be measured using 7-point Likert scale. Social presence scale will be adapted from Hajli et al., (2017). Self-presentation scale will be adapted from Self-presentation and Upward Social Comparison Inclination Scale (SPAUSCIS) from Skogen et al., (2021). Measurement for behavioral intentions will be adapted from Hung et al. (2019). ANOVA will be conducted using the R, SPSS software to analyze the data.

4. Expected Results

The study is expected that socially shareable AR menu with social media will increase consumer's satisfaction and purchase intention, compared to non-shareable AR menu. Thus, socially shareable AR menus will positively influence the behavioral intentions of customers in restaurant settings. It is expected social presence and self-presentation will mediate the effect.

5. Discussion and Conclusion

Our study investigates consumer behavior with digital technologies in restaurant settings, focusing on social media's role alongside augmented reality (AR). Expected contributions span communication, marketing, and hospitality research, offering insights into AR integration with social media for enhanced customer experiences. The study will contribute to understanding the underlying psychological mechanisms of consumers when interacting with various digital technologies and how these interactions influence their behaviors within restaurant settings, giving insights for future AR communication. Limitations include cross-sectional data usage, suggesting future longitudinal research for deeper insights and increased diversity in sampling for broader generalizability.

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Hospitality redefined: An insight into the hotel preferences of senior tourists in the post-pandemic era

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Abstract:
To align with the global emphasis on "healthy aging" in the hospitality sector, this study aimed to investigate senior tourists' preferences for hotel stays in the post-pandemic era by utilizing the S-O-R Model as a theoretical framework to delve into the stimuli that shape their decision-making processes regarding hotel stays. The research findings revealed that perceived health, safety, security, and accommodation restrictions have emerged as primary concerns for senior tourists in the post-pandemic context. A hotel appraisal map specifically designed for senior tourists is proposed. Theoretical and practical implications are comprehensively discussed.

Keywords: S-O-R Model, Senior Tourism, Post-Pandemic Era, Hotel Preferences

1. Introduction

Population ageing, a global concern acknowledged by the World Health Organization (WHO), is particularly pronounced in China, where it is projected that the population aged 60 and above will reach 28% of the national population by 2040 (World Health Organization: WHO, 2019). In response to this demographic shift, the Chinese government has implemented a comprehensive national strategy to address population ageing (The State Council, 2021). Senior tourism has gained prominence as a significant aspect of the global tourism market (Age-platform.eu, 2024). Chinese senior tourists play a vital role in contributing to the tourism industry and exhibit distinct characteristics such as flexible timing preferences and a preference for leisurely itineraries (Hu et al., 2023). Despite being heavily impacted by the pandemic, data indicates that China's tourism economy has already rebounded to pre-pandemic levels (World Travel & Tourism Council, 2024). The COVID-19 pandemic has disproportionately affected senior individuals worldwide, exacerbating their vulnerabilities and exposing them to health risks, social isolation, and discrimination. Within the context of the tourism industry, accommodating senior tourists presents challenges such as insufficient emphasis on their specific needs, inadequate facilities tailored for them, and limited availability of personalized services. While gradual recovery is observed within the industry itself, a noticeable research gap exists regarding hotel preferences for senior tourists in the post-pandemic era. Therefore, this study aims to investigate hotel preferences among Chinese senior tourists after COVID-19 with an objective of providing practical recommendations towards promoting healthy aging and enhancing their overall tourism experience.

2. Literature Review

2.1. Senior Tourists' Accommodation Preferences

The study conducted by Losada et al. (2017) on the accommodation choices of senior tourists in Spain indicated a preference for hotel-type accommodations over other budget-friendly options during travel. The research findings also confirmed that Spanish senior tourists with limited financial resources and a pessimistic perception of their health condition tended to opt for hotel accommodations instead of alternative lodging options (Alén et al., 2015; Vigolo, 2017). However, the study only segmented senior tourists' accommodation types into hotels, second homes, and tourist apartments, overlooking further segmentation within the hotel industry itself. Furthermore, this study was conducted in Spain where public welfare support extensively covers seniors' pension expenditures. Considering the context of Chinese senior tourists, these research findings may not necessarily be applicable. Ali and Esztergár-Kiss (2021), in their study utilizing Fuzzy-AHP and GIS methods to model tourist accommodation preferences, emphasized that "cost per room" was the most influential criterion for senior tourists followed by "security level". While previous literature has examined senior tourists' accommodation preferences, most studies have focused on different types of accommodations rather than specific hotel characteristics preferences. Additionally, it is crucial to explore how Chinese senior tourists' accommodation preferences have evolved after the Covid-19 pandemic (Fan et al., 2023).

2.2. S-O-R Model in Tourists' Behaviour Research

The S-O-R model, originating from environmental psychology and evolving from the traditional Stimulus-Response model in behaviorism (Mehrabian & Russell, 1974; Sultan et al., 2021; Li et al., 2022), posits that a stimulus prompts internal states within individuals, subsequently leading to specific behavioral responses (Mehrabian & Russell, 1974). Initially limited to emotional states, the term "organism" now commonly encompasses both cognitive and emotional states (Kim et al., 2018). The term "response" denotes the ultimate behavioral outcome. While extensively utilized in consumer behavior research within the hospitality and tourism sectors, existing literature primarily concentrates on tourists' travel behavior (Kim et al., 2018; Al-Sulaiti, 2022; Li et al., 2022; Jiang & Phoong, 2024) or destination choices (Huang, 2024). Investigation into senior tourists' hotel preferences remains incipient. Furthermore, prevailing studies predominantly employ quantitative research methods, underscoring the need for qualitative research to attain a deeper comprehension of tourists' psychological processes inherent in their decision-making mechanisms.

3. Methodology

Grounded in the social constructivism paradigm, this study utilized qualitative research to gain a comprehensive understanding of how the Covid-19 pandemic served as a "stimulus" influencing senior tourists' hotel stay choices. Semi-structured interviews were conducted with 15 senior tourists who had engaged in leisure travel experiences after February 2023. The snowball sampling method was employed to identify interviewees, initially reaching out to senior family members within the research team. An interview protocol was developed based on the theoretical framework of S-O-R Model, encompassing four key questions:

1) Where did you embark on your inaugural journey after the pandemic? Could you kindly share your travel experience with us?
2) During your trip, which hotel(s) did you choose and what were the reasons behind selecting that particular hotel or hotels?
3) Do you believe that the Covid-19 pandemic has influenced your criteria when evaluating whether to reserve a specific hotel or not? Kindly elaborate on your answer's reasoning.
4) While assessing hotels, which factors hold utmost importance for you and why?

Eight male and seven female participants, aged between 56 and 77, were interviewed in February and March 2024. The duration of the interviews ranged from 31 to 46 minutes. Data saturation was reached after the fifteenth interview when no new information emerged, and participants started repeating previously shared insights (Fusch & Ness, 2015). Braun and Clarke's (2006) six-step coding method was employed for data analysis, with manual coding conducted by the research team due to the limited number of interviews conducted. To ensure data reliability, four researchers independently coded the data initially and subsequently compared their final coding lists before consolidating them into a definitive set. A senior tourists' hotel appraisal map was presented.

4. Results and Discussion

Figure 1. presented a hotel evaluation map specifically tailored for senior tourists, elucidating their accommodation preferences after the Covid-19 pandemic. Stimulated by the pandemic, Chinese senior tourists have expanded their information sources by paying more attention on social media platforms and news outlets, deviating from traditional channels such as television broadcasts. While expenditure, facilities, and service quality continue to be significant considerations, Chinese senior tourists' hotel preferences have evolved to encompass heightened concerns regarding perceived personal health status and safety, security provisions, and accommodation restrictions.

4.1 Information Sources Expanded

While answering question #2, 3, 4 in the interview protocol, interviewees showed surprising unanimity. They all mentioned coming across some negative information related to hotel stays during the epidemic period on platforms like Douyin (Tik Tok) or WeChat Moments, which made them very cautious. When choosing a hotel, they paid special attention to avoiding those hotels that appeared in the news. Interviewees also mentioned about family, relatives, and friends' WOM also a significant information source for them to appraise a certain hotel. For example, interviewee #3 shared,

"…I stumbled upon this short video on Douyin where a guest at a hotel in Suzhou filmed some pretty gross hygiene issues. The video showed that there was no hand sanitizer available and even the bathroom didn't have any soap. And to top it off, the bed sheets were filthy…"

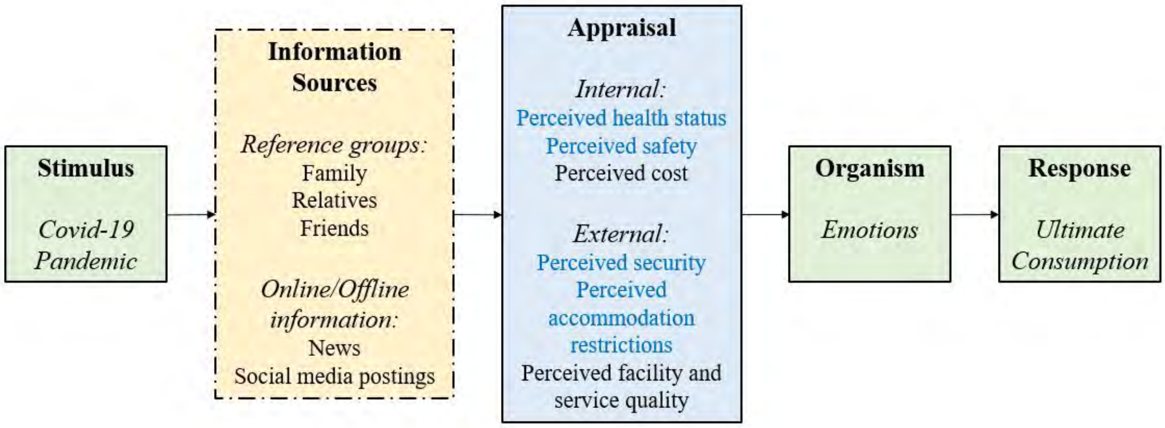

Figure 1. Senior tourists' hotel appraisal map

4.2 Perceived Health Status, Safety, Security, and Accommodation Restrictions

Stimulated by the Covid-19 pandemic, with unintentionally and intentionally absorbed more information on pandemic-related information, senior tourists appraised hotels with more criteria, including internal and external factors. On one hand, while assessing the hotel, they would assess their own health status first to ensure they had a high status of safety, supporting most of extant research findings on senior tourists' accommodation preferences (Alén et al., 2015; Vigolo, 2017). On the other hand, Chinese senior tourists would assess the hotel attributes such as perceived security and accommodation restrictions before making the decision, confirmed Ali and Esztergár-Kiss' (2021) research reveal. For instance, interviewee #11 shared,

"…First things first, I gotta check if my health is up for a three-day hotel stay. Then, I'll make sure the place has some solid emergency protocols in case something goes down - especially for us old folks. Ain't tryna kick the bucket while on vacay…"

The perceived cost (Ali and Esztergár-Kiss, 2021), as well as the quality of facilities and services (Alén et al., 2015; Vigolo, 2017), remain significant factors for Chinese senior tourists when evaluating a hotel. During their comprehensive assessment of internal and external elements, senior tourists experience emotional states of either liking or disliking, ultimately influencing their consumption behavior.

5. Conclusion, Implications, and Limitations

The study was conducted in the aftermath of the Covid-19 pandemic, during the resumption of the world tourism market. Considering Chinese senior tourism as an emerging market and aligning with the global emphasis on "healthy ageing," this timely piece aims to explore Chinese senior tourists' hotel stay preferences post-pandemic. The study adopted a theoretical perspective by employing the S-O-R Model as a qualitative research foundation for understanding tourist behavior. The proposed senior tourists' hotel appraisal map serves as a theoretical basis for future research, which could be further validated through quantitative or mixed methods. From a practical standpoint, this map provided valuable insights for hoteliers to enhance their services and products in line with seniors' expectations. Future marketing strategies targeting senior tourists could encompass both online and offline approaches, while emphasizing security measures and emergency response plans as selling points. However, it is important to acknowledge certain limitations of this study: firstly, qualitative studies may face criticism regarding subjectivity; secondly, since the research population consisted solely of Chinese senior tourists, these findings may not be applicable to well-developed Western countries. Therefore, it is recommended that comparative cross-cultural studies be conducted in future research endeavors.

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Perceived healthiness of restaurants based on online review analysis

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Abstract:

This study aims to uncover the perceived healthiness in the restaurant dining setting, emphasizing the rising importance of health. It analyzes online restaurant reviews through text mining, including co-occurrence network analysis and LDA topic modeling. The study identifies the significance of taste, ingredients, freshness, price, nutrition, and menu variety in shaping consumer choices, highlighting how these factors influence restaurant evaluations. The insights offer strategic directions for restaurants to cater to the increasing demand for healthy eating options.

Keywords: Text mining, Perceived healthiness, Healthy restaurants, Online reviews

1. Introduction

As consumer interest in health grows, there is an increased preference for restaurants and menus offering fresh, nutritionally valuable, and sustainably sourced foods. While prior studies have explored the healthiness of food products, comprehensive research encompassing menus, service, atmosphere, and environment is limited. This study seeks to bridge this gap by analyzing online reviews of healthy food restaurants to understand the patterns in healthy restaurant choices.

2. Literature Review

2.1. Selection Attributes of Healthy Restaurants

Customers consider various attributes when choosing restaurants, including food quality, service quality, atmosphere, and price, with health increasingly influencing food and restaurant selection. According to previous studies, a healthy restaurant is defined as one that offers healthiness as a core value in its service, atmosphere, and quality of menu (Kim et al., 2013; Yarar & Orth, 2018; Wongprawmas et al., 2021; Kombanda et al., 2022; Moraes et al., 2023). The following health attributes of restaurants were identified: 1) Healthy cooking: Methods of cooking that involve boiling, steaming, or stir-frying instead of frying or baking, and that are low in salt. 2) Nutritional components and ratios: Fiber, protein, vitamins and minerals, antioxidants, unprocessed and unrefined, healthy unsaturated fats, complex carbohydrates. 3) Weight management help: Low-calorie, low-fat. 4) Safety: Non-GMO ingredients, trans fats, sweeteners, flavor enhancers, preservatives, artificial flavors, artificial colors. 5) Inclusion of vegetables and fruits 6) Health options: Vegan, portion control, low sugar, gluten-free. 7) Freshness: No use of frozen foods, etc. 8) Menu diversity 9) Health

emphasis marking: Organic, local, seasonal ingredients, specific health benefits for body functions. 10) Provision of nutritional information 11) Hygiene 12) Price 13) Taste.
Challenging the notion that healthy food lacks taste, Haasova & Florack (2019) revealed that a positive correlation exists between healthiness and taste. Nadricka et al. (2020) found that organic labels can enhance perceptions of healthiness and taste, particularly for inherently healthy foods (e.g., fruits, vegetables, nuts). However, the appeal of organic labels did not extend to unhealthy food items, suggesting that the recognition of food as belonging to a healthy category is more crucial than health-focused labeling alone. Werle et al. (2013) demonstrated that cultural differences impact the perception of healthiness and taste, with French consumers valuing the taste of healthy foods more than their American counterparts. This suggests culture influenced understanding of the relationship between healthiness and taste, especially in how healthy foods are appreciated across different cultures.

3. Methodology

This study followed the classification criteria for healthy restaurants provided by the search bar in Naver Places. Korean language data was collected from Naver, a major portal site in Korea, and Google, the most internationally recognized search engine. On September 4, 2023, a search for 'healthy restaurants in Seoul' on Naver Places resulted in the selection of four restaurants offering high customer satisfaction with Google Maps ratings of 4.0 or above. Web crawlers were developed using Python's Beautiful Soup and Selenium packages to collect content and dates of visitor reviews from Naver Places and Google Maps. Naver Places reviews were collected from February 25, 2019, to September 4, 2023 (excluding pre-2019 reviews due to insufficient text data), while Google Maps reviews were collected from 2016 to November 23, 2023. A total of 8104 reviews were collected, of which only text-included reviews were considered for analysis, yielding 6152 usable reviews; 5174 from Naver and 978 from Google. This study underwent online review data collection, preprocessing, and actual data analysis stages, utilizing KH Coder for frequency analysis, co-occurrence network analysis, and LDA topic modeling analysis.

4. Results

Based on differences in co-occurrence, a total of 11 clusters were formed (Figure 1). The frequency of keyword co-occurrence was highest for food and taste, followed by health, menu, and visit in order. Among the 11 clusters, examining the major issue groups, cluster 7 was found to be centered on taste, linked with health, feeling, ingredients, price, and stimulation, while cluster 2 was found to be centered on food, linked with health, kindness, service, atmosphere, and stomach. Perplexity and coherence methods to determine the number of topics set the number of topics as 37. A total of 19 topics among 37 topics were chosen since topics containing health keywords within each cluster were only selected (Table 1). The topic names derived from the top keyword combinations within each theme were mostly related to taste. This means that the aspect of taste was emphasized even in the perception of healthiness. In reviews, it was revealed that deliciousness is inferred from fresh ingredients and ingredients in the healthy category.

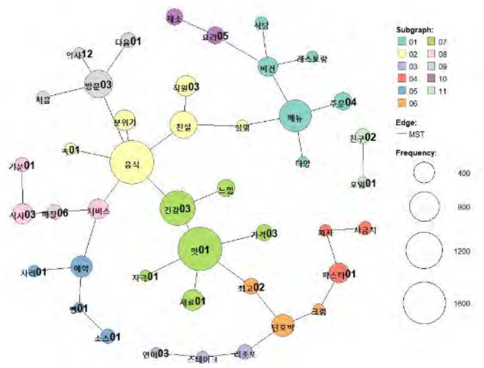

Figure 1: Co-occurrence network analysis results of restaurant online reviews

Table 1: Topic name, main words, and topic characteristics of healthiness of restaurants

Topic name	Main words	Topic characteristics
Various vegetable dishes	Dishes (0.41), Vegetables (0.391), To day (0.04), Visit (0.034), Service (0.03 4)	Composed of content that provides high-quality vegetable dishes usin g a variety of vegetables
Sauce made with healthy ingredi ents	Sauce (0.278), Spinach (0.213), Pump kin (0.156), Tomato (0.101), Next (0. 052)	Mainly composed of opinions praising the delicious taste of a sauce made from various ingredients like spinach, pumpkin, tomato, bell pe pper, potato, carrot, tofu, etc.
A comfortable meal and ingredie nts	Meal (0.204), Stomach (0.197), Ingred ients (0.164), Comfort (0.117), Burden (0.073)	Composed of content that expresses a desire to return due to the co mfort felt after eating a meal made with healthy ingredients
Healthy taste suitable for children as well.	Taste (0.455), Health (0.239), Child (0.071), Food (0.057), Menu (0.025)	Composed of content that, despite the food having a healthy taste, th ere is no lack in flavor, and it is satisfying even when visiting with a child
Specific taste of the food.	Taste (0.414), Food (0.016), Pickles (0.101), Diet (0.079), Young Radish (0.068)	Mainly composed of content that expresses the natural taste of ingred ients, such as flavors that are not salty or sweet and not irritating, alo ng with sour, crunchy, and refreshing tastes
Special menu	Menu (0.669), Special (0.12), Healthy Food (0.04), Meal (0.028), Taste (0.0 17), Quantity (0.017)	Composed of content that shows high satisfaction with offering a var iety of menus as special menus
Healthy taste and price	Health (0.445), Taste (0.282), Price (0. 085), Recommendation (0.056), Diner (0.027)	Mainly composed of content that evaluates the taste as mostly health y and good, with satisfaction in healthy meals even if the price is a bit expensive
Feel-good healthy taste	Taste (0.58), Health (0.274), Mood (0. 022), Friends (0.019), Eatery (0.017)	Composed of content stating that the meal was enjoyable with a heal thy taste, and it was also flavorful
Food and ambiance	Food(0.294), Price(0.133), Ambience (0.127), Friendliness(0.116), Restaurant (0.067)	Mainly composed of content that signifies high satisfaction with the f ood and atmosphere
Intention to revisit	Visit (0.599), Intention (0.144), Long t ime no visit (0.06), Next (0.04), First (0.025)	Composed of content expressing a desire to revisit due to the taste, fr eshness of ingredients, and plating
Taste, atmosphere, and revisit	Taste (0.219), Atmosphere (0.152), Se rvice (0.142), Next (0.099), Special (0. 043)	Mainly composed of content that praises the delicious food and atmo sphere, and regarding the intention to revisit
Grateful and happy time	Gratitude (0.281), Time (0.185), Kind	Composed of content expressing gratitude for a happy time spent du

	ness (0.182), Happiness (0.112), Swee t Potato (0.049)	e to heartfelt food and friendly service
Salad, salmon, avocado, and slim ming	Salad (0.365), Salmon (0.133), Slimm ing (0.128), Avocado (0.097), Tteokb okki (0.08)	Composed of content that evaluates the salad, salmon, and avocado menu from the perspectives of diet and taste
Healthy taste and ingredients	Taste (0.4), Health (0.369), Ingredients (0.134), Order (0.03), Overall (0.021)	Composed of content expressing satisfaction with the healthy taste ste mming from healthy, good-quality, seasonal, and fresh ingredients
Popular menu	Risotto (0.284), Steak (0.199), Pumpki n (0.14), Shrimp (0.099), Mushroom (0.094)	Composed of content regarding satisfaction with popular menus featu ring risotto, steak, and sweet pumpkin
Feeling healthy	Feeling (0.469), Ingredients (0.157), H ealthy food (0.062), Sincerity (0.062), Expectation (0.043)	Composed of content primarily expressing sensations related to taste expression, feeling of fullness after the meal, and a positive sensation in the body
Healthy taste and ambiance	Taste (0.424), Health (0.229), Ambien ce (0.113), Mood (0.044), Next (0.03 6)	Mainly composed of opinions praising the delicious and healthy taste, as well as the pleasant atmosphere
Store service	Service (0.338), Store (0.294), Meal (0.202), Ambience (0.042), Vegetarian (0.016)	Composed of satisfaction and dissatisfaction opinions regarding the se rvice at the establishment
Healthy taste and stimulating tast e	Taste (0.3), Health (0.28), Stimulation (0.057), Place (0.051), Ambience (0. 047)	Most expressed satisfaction with the healthy taste, but opinions differe d on the stimulating flavor

5. Discussion and Conclusion

5.1. Discussion and implications

This study identified various dimensions of perceived healthiness of restaurants based on literature review and restaurant online review analysis and explored their impact on satisfaction and intention to revisit. It helps to understand the perception of healthiness in restaurants beyond their menus. In particular, by analyzing the perception of healthiness in restaurants that explicitly possess a health concept, we provide new insights into health food restaurants. The practical implications as follows. By offering menus that consider taste, the use of healthy category ingredients, freshness, nutritional content, and health options, competitiveness can be enhanced.

5.2. Conclusion

The research discovered that the taste of food served in health food restaurants is closely linked to its healthiness. Specifically, the aspect of taste, particularly in terms of ingredients, was emphasized more than in previous studies, highlighting not only the importance of deliciousness but also the significance of a healthy taste. Consumers judged the healthiness of food through its non-irritating, authentic taste of ingredients, and the presence of light, clean, and appropriately seasoned flavors. High-quality ingredients in healthy food categories, in terms of taste and nutrition, are an important factor for consumers in recognizing the healthiness of food. Online reviews from customers visiting health food restaurants revealed that the presence of vegetables and fruits, freshness, weight management benefits, vegetarian and vegan options, menu diversity, and hygiene-related quality are all significantly recognized as health factors of the restaurant.

5.3. Limitations of this study and suggestions for future studies

This study has implications in selecting restaurants with a restricted menu style according to the classification criteria of health food restaurants on search portals. Further research encompassing a wider range of regions and types of health food restaurants is necessary.

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Risk assessment, recovery measures and resilience management: Lessons learned during the COVID-19 and the post-pandemic period

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1. Introduction

According to the National Bureau of Statistics, the tourism sector contributes to 11.05% of the GDP in China, providing 79.9 million jobs directly and indirectly (China's National Bureau of Statistics, 2020). Accommodation, transportation, shopping, entertainment, and integrated service are among the largest supporting sectors. In particular, the accommodation industry accounts for more than 600 billion yuan in revenue. However, this industry is highly sensitive to recession, disasters, crisis, pandemics, and terrorist's attacks (Mclntosh et al., 1995). Since the beginning of the 21st century, the hospitality and tourism industry has experienced a number of crises and pandemics such as the September 11 Attacks in 2001, the Severe Acute Respiratory Syndrome (SARS) pandemic in 2003, the H7N9 bird flu in 2004, the Hurricane Katrina in 2005, the Global Financial Crisis in 2008, the H1N1 pandemic in 2009, the Deepwater Horizon Oil Spill in 2010, and the Japan Earthquake & Tsunami in 2011, among others. These disastrous and unfortunate events put a temporary hold on hospitality management and operations, or permanently close doors.

The COVID-19 pandemic is a severe blow to the world economy, and the hotel industry has been facing aggravating negative economic impacts. Such disastrous impact of the crisis has brought increasing academic attention on examining relevant economic impacts, demand changing patterns, and coping strategies (e.g., Smart, 2021; Hall, 2010; Laws & Prideaux, 2006). Most studies emphasized on macro-level impacts in Western countries, leaving micro-level issues and corresponding responses in Asia-pacific countries understudied. During the pandemic, tough decisions must be made on a daily basis, and the corresponding responses and coping strategies of the hotels in China can be an example generalized for other countries during the whole process of the COVID-19. Therefore, it is paramount to explore and examine the impacts, challenges, and coping strategies in responses to the COVID-19 pandemic at micro-level in China.

In the present study, a case study approach was employed, providing the first-hand experiences of case hotels during the COVID-19 pandemic. Specifically, the objectives of the study were: 1) to examine how the COVID-19 affect case hotels' daily operation and strategic decisions; 2) to investigate the corresponding responses to the pandemic challenges from the perspective of case hotels' management team; 3) to evaluate how effective those coping strategies were and what lessons could be learned from this pandemic.

2. Literature Review

2.1. Crisis and disasters affecting hospitality and tourism industry

The issue of crisis and disaster has brought tremendous attention in hospitality and tourism literature since 2004 (Ritchie, 2004). The definitions of the two terms are essentially similar and the main distinction between them is "a root cause of the problem". According to Faulkner (2001: 136), "disaster can be defined as unpredictable catastrophic changes over which it has little control", while crisis is a situation "where the root cause of an event is, to some extent, self-inflicted through such problems as inept management structures and practices or a failure to adapt to change." Specifically, disaster is triggered by sudden events over which organization has relatively little control, which refers to a negative catastrophic event that affects a system (Scott & Laws, 2006). Crisis is a human view of a shock event, which may be positive or negative on a system. However, crisis and disaster were usually employed interchangeably in the literature of hospitality and tourism. In the present study, the term of crisis, triggered by either natural or human factors, was employed. Broadly speaking, a crisis can be categorized into pandemics, terrorism, and natural disasters (Ritchie, 2004; Laws & Prideaux, 2006). The negative impacts of different crisis types vary (Huan et al., 2004; Rossello et al., 2020; Wang, 2020). Natural disasters (e.g., earthquakes, storms,floods, and volcanic eruptions) can increase tourists' awareness of the threats associated with activities within tourism destinations, increase their safety concerns about destinations, and harm their traveling motivations (Smith & Katz, 2013). Terrorism can cause tremendous economic losses to the hospitality and tourism industry due to tourists' safety concerns traveling to destinations (Sonmez, 1998). Furthermore, crises caused by terrorism and natural disasters tend to be shorter in duration (Miller, 2019), while crises due to pandemics and economic recessions usually last longer (Sheiner, 2020).

2.2. Public health pandemic and COVID-19 affecting hospitality and tourism industry

The hospitality and tourism industry were highly sensitive and vulnerable to crisis and pandemic (Ritchie, 2004; Zenkera & Kock, 2020). A number of pandemics have put a hold on the industry, such as H5N1 avian flue (1997), SARS (2003), the H7N9 bird flu (2004), and the H1N1 pandemic (2009). However, none of them had severe consequence as catastrophic as the COVID-19 pandemic. The COVID-19 pandemic affected the hospitality and tourism industry, the economic, and the world so badly. SARS, also caused by the coronavirus family, killed nearly 800 people and caused approximately $80 billion economic loss, primarily affecting Hong Kong and mainland China (Lo et al., 2007). In response to the SARS pandemic, a couple of strategic decisions were made and operational activities were taken into action. Examples include: 1) publicity control, 2) educational information dissemination, 3) preventive actions including temperature checking, compulsory isolation, suspension of schools and universities, 4) tracing the infection source, 5) receiving assistance and financial support from mainland China's government, 6) collaboration with World Health Organization (Lee, 2003). As a result, the hospitality and tourism industry gradually recovered as SARS had ended within a few months, and the whole recovery process lasted approximately three years before the industry return to normal.

Compared with the SARS in 2003, the COVID-19 pandemic has much more negative impacts on the global economy. The first infected case of China was found in Huhan, China on November 17th 2019. On January 4th 2020, a cluster of pneumonia cases in Wuhan were alerted (WHO, 2020). Some hotels assessed the pandemic and generated a pandemic response mechanism based on the lessons learned from the SARS in 2003. From early January to mid-March 2020, it is noticeable that the COVID-19 pandemic started to spread quickly and severely. Hotels started to receive more cancellation, the hotel business has experienced the darkest time in the history, and emergency actions were paramount to protect guests, employees, and themselves. Even worse, Wuhan was locked down, and the pandemic started to spread nationally. Meetings, conferences, exhibitions, festivals, incentive trips, and sport events were postponed or canceled, indicating a gloomy condition for the hospitality and tourism business due to the COVID-19 pandemic. To prevent the pandemic from speedy spreading, Chinese government issued a series of travel restriction policies, confining cross-province and cross-city human mobility. Hotels near major international airports were facing severe challenges and were appointed by the Chinese government for compulsory isolation observation of inbound citizens and travelers. Responsible hotels have emerged to provide free rooms for medical teams, patients with mild symptoms, citizens and travelers who need isolation observation, as well as construction workers involved in the hospital construction. Later from mid-March to April 2020, China started to gradually recover due to government's prompt responses and restricted policies. The city of Wuhan was reopened on April 8th. However, the COVID-19 pandemic escalated globally. From May to the end of 2020, China's domestic travel restriction were loosened. On July 14th 2020, the Ministry of Culture and Tourism resumed cross-province and cross-city traveling. In the year of 2021, the hospitality and tourism domestic market in China is gradually recovering from the severe negative impacts of the COVID-19 pandemic, while the international market depends on the global situation.

2.3. Crisis management and coping strategies for the hospitality and tourism industry

Crisis management is considered a systematic process with the purpose of preventing or lessening negative consequences caused by crisis. Researchers suggested that crisis varied in scale and origin (Ritchie, 2004). Crisis could occurs within or outside organization. In the hospitality and tourism context, crisis management has been studied at national level (e.g., Sausmarez, 2004), organizational level (e.g., Pearson & Clair, 1998), as well as destination level (e.g., Ritchie, 2004). It is suggested that a crisis consists of three stages: pre-crisis, during crisis, and post-crisis (Meyers & Holusha, 1986). More specifically, Hao et al. (2020) suggested that the COVID-19 pandemic can be divided into six stages including pre-event, prodromal, emergency, intermediate, long-term recovery, and resolution. In this crisis management framework, duration of each stage may vary due to the difference in triggers and scales (de Sausmarez, 2007). For instance, a financial crisis may last longer during the pre-crisis stage and have longer impacts during the post-crisis stage, while a pandemic may have no apparent indicators before it occurs but have longer impacts during the post-crisis stage.

In coping with crises, many researchers focused on risk management policy and environmental scanning primarily at the strategic level (e.g., Faulkner, 2001; Ritchie, 2004). de Sausmarez (2004) suggested that a national policy was needed. In hospitality and tourism literature, although Cassedy (1991) proposed a practical guide for destinations to develop crisis management strategies, most studies focused on the macro-level in Western countries (e.g., Gurtner, 2016; Prayag, 2018; Radic et al., 2020; Faisal et al., 2020). Therefore, it is paramount to fill in the research gap by developing effective and efficient crisis management actions based on first-hand case information (e.g., Glaexer, 2005). The present study aims to fill in the gap by primarily focusing on case hotels' crisis management strategies at the micro-level, particularly at the strategic and operational levels.

3. Methodology

3.1. The study context and case hotels

The present study chose three case hotels located in southeast China using convenience sampling approach. The justifications of the convenience sampling approach are: 1) this approach can get timely responses compared to probability sampling approaches (Jager et al., 2017). Given the sudden impacts and severe consequences of the COVID-19 pandemic on the hotel business, it is paramount to understand such impacts and consequences, as well as hotels' corresponding coping strategies in a timely manner; 2) extant connection with case hotels provides the advantage of getting a much more in-depth analysis on detailed operation and management data at operational and strategic levels. The three case hotels included in the present study are upper-midscale hotels, which are homogeneous convenience samples (Jager et al., 2017) located in the Exhibition Economic Region of Pearl River Delta in China, specifically in Guangdong and Fujian area. The three case hotels are Sofitel Guangzhou Sunrich, Wyndham Grand Plaza Royale Yuzhou Xiamen, and Conrad Xiamen.

3.2. Research design

The present study employed a qualitative research design approach including two stages (Stage 1 Participant Observation, Stage 2 Follow-up In-depth Interview). The aim of this study was to examine how the COVID-19 pandemic affect case hotels' day-to-day operations, HR and personnel decisions, and responses of management team primarily at the operational level from a micro-level perspective. Details of the research design stages were described in the following sections.

3.3. Justification for qualitative approach

The qualitative research approach consists of a participant observation at Stage 1 and a follow-up in-depth interview with directors and managers at Stage 2. The aim of the qualitative-based case study was to obtain the first-hand experience of hotel directors and managers during and after the COVID-19 pandemic, operational-level coping strategies, and effectiveness assessment of those strategies.

3.4. Participant observation and procedures

Derived from "ethnographic methods", participant observation is a popular qualitative data collection method. It was defined as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study" (Marshall & Rossman, 1989, p.79). Participant observation enables researchers to provide a comprehensive description of the process of incidents (Savage, 2000) based on immersion in such incidents (Kawulich, 2005). A member of the case hotel's management team took the role as the observer. The observer's role is a complete participant who is fully engaged with participants (Gold, 1958). The observation, performed during the year of 2020, is primarily focusing on coping strategies in daily operations, HR policies, and other decisions made at both the operational and the strategic level. Observations were recorded in a semi-structured log and were then analyzed by two independent researchers to identify key themes. Major themes were identified and summarized in the finding part of the present study (Stage 1 section).

3.5. Follow-up in-depth interview procedures

The follow-up interview aimed at gathering strategic and operational information, identifying best practices and lessons learned from the COVID-19 pandemic, as well as evaluating the effectiveness of corresponding coping strategies since the early 2020. The interview provides detailed information so that researchers can look into emerging issues in depth (Boyce & Neale, 2006) and it was performed in the third quarter of 2020. Examples of interview questions include: 1) What are the consequences of the COVID-19 pandemic to your hotel? 2)

Have you received any support from the government and/or any other groups? 3) How long has your hotel been closed? What factors were taken into consideration when deciding to reopen the hotel? 4) Who are your target guest group before the COVID-19 occurs? Are there any changes (decrease or increase) of the quantity of certain guest groups, and why? 5) What efforts have you made in dealing with the negative impacts of the COVID-19 pandemic? 6) Are there any new changes in your hotel's operating strategies? 7) What are the lessons can we learn from the COVID-19 pandemic? 8) What happened to your hotel after 3 years since the COVID-19 outbreak? The interview was conducted face-to-face following the safety protocol. It lasted approximately 35 to 60 minutes. Main themes were identified and summarized in the finding part of the present study (Stage 2 section).

4. Results

4.1. Stage 1: participants observation

Participant observation mainly focused on the pandemic's impacts on hotels performance at both strategic and operational levels. There are two themes derived from the participant observation of the qualitative study phase as summarized in the following paragraphs.

Hotels' management team discussed plans and measures to ensure safe operations of hotels, employees, and customers. These measures included social distancing, protective wears, the shutdown of public spaces and amenities, stricter cleaning and sanitation procedures, and communicating the importance of these new measures. The safety of customers and employees was the priority and they were secured with gloves, masks, disinfectant sprays, and briefed with new health and safety protocols. Social distancing and new service procedures were communicated to guests via different means, such as the hotel website, brochures and signages. Additional signages were placed at the entrance, front desk, lobby, restrooms, and elevators. In addition, floor labels were placed in the lobby as a reminder for guests to practice social distancing. All these measures helped communicate clear messages that hotels cared about the health and safety of customers and employees and were taking proactive measures to cope with the pandemic.

4.2. Stage 2: follow-up interview with directors and managers

A follow-up in-depth interview was performed with the general manager in order to provide an update of the operation situation and effectiveness of measures taken to cope with the pandemic. Four themes, including "continued implementation of safety protocols", "HR and personnel responses", "changes in customer segments" and "good practices and outlook", are emerged from the interview and are summarized in sections 4.2.1. to 4.2.4.

4.2.1. Continued implementation of safety protocols

The management team of the two hotels had been constantly monitoring updates of the pandemic, travel restrictions and revisiting protocols and procedures. Meanwhile, stricter safety protocols had been continually implemented since March 2020. For instance, employees needed to check the temperature every day in addition to wearing facemasks at all times during their shifts. Public space was disinfected. Contactless check-in and check-out and contact-less entry to the building were introduced as new operating procedures. Hotel amenities were restricted to be used only by hotel guests and employees, and no more general public. The management team also constantly revisited these protocols to make sure that the right policies were in place for guests and employees to feel safe. These protocols and procedures were proactively communicated with guests for understanding and support.

4.2.2. HR and personnel responses

After the downsizing, the remaining staff were required to take temporary pay cuts. Although these were tough decisions, employees showed understanding. The owner of the two hotels was also able to get government loans to help ease financial tensions, covering eight weeks of payroll, utilities, interest payments, and other operational expenses. The management team provided reference support for laid-off employees and introduced them to various financial support opportunities.

4.2.3. Changes in customer segments

The general manager also noted market segments change before and during the pandemic. Before the pandemic, the hotels' primary customer segments included the blue-collar workers, business travelers, and group-tour travelers. This market helped to keep the hotels sustainable during the pandemic.

4.2.4. Good practices and outlook

Although coping with the pandemic is still challenging, some good practices were identified. For instance, technology-enabled contactless check-in and check-out procedures are not only good practices during the pandemic, they are also efficient and help saving labor costs. Financially, the biggest lesson learned as shared by the general manager, was the financial health of the hotel and it is important for hotels to watch the payroll, utilize all staff, and eliminate redundant positions. The general manager also commented that it was too early to see a clear future, but that he had been working closely with multiple stakeholders.

5. Discussion and Conclusion

5.1. Implications and recommendations

Using a qualitative approach, this study examined how the COVID-19 pandemic influenced the strategic management and daily operations of three case hotels, how management teams responded at both the operational and strategic levels, as well as some important lessons learned in the reactions towards such crisis. The major purpose of using upper-midscale case hotels was to provide the managerial implications and suggestions.

Building on the findings of the study, the following recommendations are formulated based on the coping strategies as well as their effectiveness. First, maintaining financial sustainability is the most important task for hotels to survive the pandemic. Hotels should carefully monitor their payrolls, and eliminating redundant positions that add additional cost to the hotel. Second, the health and safety of customers and employees should be the priority of hotels. Third, it is important that hotels develop strong operational protocols to survive extreme crises like the COVID-19 outbreak. This includes not only the health and safety protocols at the day to day operation level, but also include strategical plans to cope with similar crises. Therefore, it is important for hotels to analyze the strengths and weakness of each market segment, assess their resiliency to crises and have a healthy mix of market segments, so that if one or two segments under-perform, hotels can still rely on others. In addition, it might be a good idea for hotels to explore new market segments and collaborate with different stakeholders.

5.2. Limitations and future research

The use of a convenience sample determines that the results of this study cannot be generalized to other hotels. The scope and size of the chosen case hotels ... The voices of hoteliers in these regions need to be heard. The study examined how COVID-19 influenced the day-to-day operations of hotels and how hoteliers coped with these challenges at the operational and strategic levels, as well as the effectiveness of coping measures. Taking a micro-level approach, the study contributed to the tourism disaster and coping strategies literature. At the core of this crisis, surviving pandemics of this nature is fundamental. Developing and implementing a holistic way of responding to future crises and unplanned events of this scale will help sustain future success in the industry.

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Traditional festival revitalization through tourism development in China: The lens of stakeholders

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Abstract:
This research paper aims to investigate how cultural and tourism experts perceive local traditional festival activities will be revived and revitalized through tourism development from the perspective of sustainable development. A qualitative study using the Delphi method involving stakeholders from different areas of expertise was conducted. The participants reached consensus on the following four set of indicators for festival revitalization through tourism. They are 1) the legal and policy aspect, 2) the economic and supply aspect, 3) the social and demand aspect, and 4) the environmental and sustainability aspect.

Keywords: Festival revitalization, Tourism development, Delphi method

2. Introduction

1.1. Research Background

There are currently millions of festivals across the globe every year, and it is estimated that a total of over 25 billion US dollars have been created from relevant activities (IFEA, 2008). Festivals have become a common form of cultural celebration (Getz, 2005) and can drive local development through festival-related tourism (Wang, 1999; Uysal, Gahan, & Martin, 1993). The significance of sustainability in festivals has attracted global attention. For instance, The United Nations Educational, Scientific, and Cultural Organization (UNESCO) created Intangible Cultural Heritage (ICH) to ensure sustainable festival development. The ICH's list of festivals such as the Mak Yong theatre in Malaysia and the Mazu celebration in China (UNESCO, 2015) reveals a trend toward promoting sustainable festival tourism.

1.2. Research Rationale and Scope

With the development of the economy and society, the level of public demand and aesthetic taste continues to rise, hence, it is not easy for traditional festival activities to adapt to changes due to cultural connotations and structures, resulting in an awkward situation in the process of urbanization. The modernization of traditional festivals can be a solution. To do so, developing and revitalizing festivals through tourism development is an important way to deeply develop regional culture, achieve its dynamism and modernization. Specifically, sustainable tourism may revitalize festive activities, achieve the integration of traditional culture and tourism industry, and provide new ideas and models for the modernization of traditional festive activities, which is conducive to the inheritance and development of traditional festivals.

Due to the complexity of festival revitalization through tourism, it is necessary to consider stakeholder perspectives in sustaining festivals and promoting sustainable festival through tourism development. As recommended by Getz and Andersson (2010), the role of a stakeholder network is to produce, manage, and sustain a festival, and stakeholder networks are essential to creating and sustaining festivals (Quinn, 2006; Getz, 2008). Earlier studies have also considered the need for multi-stakeholder participation (Waligo, Clarke, & Hawkins, 2013; Byrd, Bosley, & Dronberger, 2009). The four major stakeholders are tourists, residents, government agencies, and business owners (Byrd et al., 2009). The relationship among the four major stakeholder groups directly impacts whether or not a festival can maintain sustainable development (Pérez & Rodríguez Del Bosque, 2014) through tourism development, but these key stakeholders' perspectives on festivals' revitalization and sustainable development remain unexplored in the literature.

1.3. Research Purpose and Significance

This study examines the importance of multi-stakeholder participation in supporting sustainable festival tourism development. The objective of this study is to establish sustainability indicators for festival tourism using a multi-stakeholder approach. The primary stakeholder groups' perspectives considered in this study include festival resource perspective, government agency perspective, business owner perspective, perceived resident perspective, as well as perceived tourist perspective focusing on the aspects of ecology, economy, policy, culture, society, and technology (Byrd et al., 2009; Ko, 2005; Lee, Lee, & Arcodia, 2014; Song, Xing, & Chathoth, 2015; Wong, Wan, & Qi, 2015). Specifically, we seek to examine the following research questions: 1) What factors drive festival revitalization? 2) Which factors are significant to festival revitalization among various stakeholder groups? and 3) What tourism-related activities help to revitalize festivals?

With indicators generated from these dimensions based on different stakeholders' perspectives, the findings of this study will both enrich the knowledge of sustainable festival tourism in the tourism academy and provide a practical tool for industry practitioners to use in evaluating sustainability in festival tourism. Our research highlights the importance of collaboration among various stakeholder groups such as city planners, environmental practitioners, and other decision-makers in order to coordinate across tourism-related activities and projects.

2. Literature Review

2.1 Definitions and categories of festival activities

As suggested by researchers, festivals are described as special rituals, performances, or celebrations that are deliberately planned and created in certain contexts to achieve certain social, cultural, or organizational goals (Allen, O'Toole, &McDonnell, 2002; McDonnell, Allen, &O'Toole, 1999). They are open and regional special activities with themes and cultural characteristics, which belong to a short-term approach that focuses on establishing a positive image of the region based on different seasons, holidays, and industries. Most festival activities are presented through the participation of the public, with special meanings, performances, or celebration activities that deliberately planned and created to achieve social, cultural, or specific goals as well as attracting tourists and bringing significant economic income to the local area (Chung, Chen, & Tu, 2012).

As confirmed by Lin (2001), festival activities are a set of rituals or activities that gradually accumulated and formulated under the long-term incubation, development, and change of different cultures and operating modes. A festival is a cultural event or social phenomenon that actually occurs among people (Falasi, 1987) and festival activities are open and themed celebrations (Huang, 2005). Examples of festival activities include but not limited to traditional customs, religious ceremonies, special commemorative days, cultural and artistic activities, and local activities, with the nature of cyclical, public, participatory, inheritable, commemorative, ritualistic, and diverse. Festival activities are unique celebration activities held at specific times and locations to celebrate and commemorate a specific event. The content of festival activities roughly covers traditional customs, religious beliefs, indigenous celebrations, cultural arts, agricultural product exhibitions, natural resource viewing, sports competitions, local characteristics, etc. (Liu & Shi, 2009).

To sum up, festival activities can be divided into five categories (Richards, 1992; Yang et. al., 2006; Chen & Jian, 2004; Zhang, 2007) including: 1) Folk type, which refer to traditional folk activities are the main attraction content; 2) Business oriented which brings about a large amount of passenger flow due to business travels; 3) Expo type, which are described as different types of exhibition activities cater to people's strong needs, attracting a large number of tourists to visit and broaden their horizons with exhibits; 4) Sports oriented with the strong ornamental and highly competitive nature of competitive sports; 5) Special type triggering a certain scale of tourism activities through sensational events. In the present study, festival activities refers to the folk type regarding traditional ethnic and folk activities with cultural inheritance.

As a form of national collective memory, cultural festivals occur at a specific time and host various activities reflecting cultural 'traditions' (Lin & Zhu, 2017). These festivals highlight cultural inheritance, offering visitors a unique experience by reinforcing national identity and encouraging social harmony (Huang, 2017; Kato, 2007). Cultural festivals are usually held in particular regions and times, confirming the public's recall of their regional or national cultural identity (Chen, 2018; Lin & Zhu, 2017) and ancestral roots (Huang, 2017; Lin & Zhu, 2017). Cultural festivals also provide a gateway for interaction between traditional and modern cultures (Huang, 2017; Kong, 2012), where visitors are able to revitalize and appreciate a tourism destination's culture through festival celebrations (Chew & Tong, 2007; Li, 2015; Choi, Imon, & Couto, 2020).

2.2 Revitalization and tourism development

Broadly, revitalization is operationalized through a variety of socioeconomic indicators including increase in housing value and stock, decrease in unemployment, and increase in household income (Angradi et al., 2019; Yocom et al., 2016). It is also linked to improvements in human well-being, defined by Millennium Ecosystem Assessment as ''the basic material for a good life, freedom of choice and action, health, good social relations, and security" (Millennium Ecosystem Assessment, 2005), while well-being is a complex and multi-dimensional measure of quality of life that has been shown to be context specific; that is, the indicators that contribute to well-being vary across time and space in reflection of individual and community needs and values (Biedenweg et al., 2017).

The revitalization process is also influenced by perceptions of safety (Thomas & Bromley, 2000) and disorder (Harris et al., 2020), the ''brand" of a city (Trueman et al., 2008), civic engagement (Hyman, 2002), and social trust (Pyles & Cross, 2008). Sustainable revitalization assumes that the enhancement of social capital is tied intrinsically to economic drivers and that the ultimate outcomes of any such program is the strengthening of "social equity, environmental preservation and economic development" (Vural-Arslan et al., 2011, p. 200).

To protect traditional cultural festivals, extensive effort has been devoted to the value-added features and sustainability of festivals (Huang, 2017). Marketing messages have emphasized traditional festivals as a carrier of the ‘festival economy’ (Fleischer & Felsenstein, 2003; Getz, 2005), and business merchants have attached great importance to exploring the value of these cultural festivals (Huang, 2017). Cultural festivals have thus extended beyond entertainment to serve as a powerful tool to support national and cultural development (Suntikul, 2018). Scholars proposed that commercialization and touristification may increase the tourist inflow and popularize the festival; however, they have also raised the risks of losing authenticity (Chew, 2009; Donlon, Donlon, & Agrusa, 2010).

2.3 Theoretical foundation: Stakeholder theory

2.3.1 The lens of government

Governmental policy support and fund investment are additional external catalysts behind festival’s sustainable development since festival preservation and inheritance involve public welfare and relevant policies. The government makes attempts to improve labor force allocation efficiency and promote socio-economic development, social harmony, and culture inheritance in the process of festival revitalization. Additionally, local governments need to serve and improve the development of local economy, build and enhance the image of rural destination, as well as attracting talents and visitors.

2.3.2 The lens of enterprise

Generally speaking, there are three stages for tourism enterprises in the pursuit of profits. In the initial stage, enterprises such as tourism development companies, local bed & breakfast home-stays, tourism agencies, and transportation enterprises are primarily in the pursuit of profits. In the second stage, there is usually an increase in tourism enterprises. In their pursuit of profits at this stage, many tourism enterprises attempts to obtain maximum profits with minimal investment compromising the interests of the natural environment and local residents. In the later stage, tourism enterprises tries to cooperate with local residents to gain cheap labor, as well as achieving local government’s supports and investments. However, it is not a good strategy to solely run after economic profits without considering the environment and the cultural inheritance for sustainable development in the long run.

2.3.3 The lens of visitor

Visitors’ demands include the use value, experience value, and service demand associated with a product or service, which reflects the demand capacity and popularity of a given market (Thimm, 2019; Throsby, 2017). As most tourists come from big cities, they will have a higher demand for spiritual aspects, and they will hope to receive higher value experiences by experiencing different cultures and environments. And thus, convenient transportation, unique scenery, primitive customs, safe environment, reasonable prices, and high-quality service are the standards they expect.

2.3.4 The lens of resident

Residents engagement is also a vital ingredient in the revitalization of festivals in rural contexts, as well as in ensuring that sustainable development outcomes can be achieved and optimized. Local residents are not only the owners of local resources, but also the participants and providers of traditional festival activities. They play an significant role in providing Folklore goods, accommodation and other resources. Those inheritors’ demands include spiritual and material needs, such as identity recognition, social status, humanistic care, basic income security, and social welfare (Liu et al., 2019). The needs and wants of local residents can also be divided into three stages: 1) economic needs; 2) living conditions in local areas; 3) welfare and self-developments such as spontaneously and proactively operating and cooperating with enterprises.

3. Methodology

This study was conducted using a Delphi method to find experts' opinions about the sustainable development of traditional festivals and to identify sustainability indicators among primary stakeholder groups. The Delphi method which is described by Kaynak and Macaulay (1984) as a unique method of eliciting and refining group judgments based on the rationale that a group of experts is better than one expert when exact knowledge is not available. It is considered a qualitative analysis by which a group of experts share their opinions on a complex issue separately and anonymously over several rounds of surveys with the aim to develop an agreed view of shared interpretation of the issue (Linstone & Turoff, 1975; Day & Bobeva, 2005). We chose the Delphi method because it met the challenge of generating a set of balanced indicators of festival revitalization through tourism development by integrating the knowledge of a group of interdisciplinary researchers with different opinions (Chu & Hwang, 2008).

Before starting the first round of the Delphi method, a series of open-ended questions were collected and summarized through initial expert panel discussion. During the first round of the Delphi method, experts were presented with open-ended questions soliciting their inputs about the issue of interest. The experts' opinions were then summarized into a series of statements by the end of the Delphi round 1. In the second round, experts showed their level of agreement with each statement and to provide supporting comments to justify each statement. In the third and subsequent (if necessary) round(s) of a Delphi survey, experts' opinions were aggregated and individual respondents had an opportunity to re-evaluate and revise their level of agreement with each statement providing additional supporting comments (Linstone & Turoff, 1975; Day & Bobeva, 2005).

The Delphi was conducted in two stages: 1) the Pre-Delphi phase, which was used to identify the previously published indicators related to festival revitalization and tourism development, and 2) the use of the Delphi method, which was to select the main indicators and to identify the additional indicators.

3.1 The Pre-Delphi phase

As recommended by Taylor and Judd (1989), the initial round of Delphi should use open-ended questions to gain as much information in the exploratory stage as possible. However, Green et al. (1990) and Wheeller et al. (1990) criticized this preliminary stage due to its inability to produce the level of information that a thorough literature review could generate. Linstone et al. (1977) believe that the key weakness in Delphi analysis has always been that certain questions were not asked because they did not seem important when the survey was developed. To counter this problem, the research conducted a thorough literature review. The researched literature included national and international scientific publications in English with no specific time frame.

3.2 The use of the Delphi method

The aim of the second step was to produce an additional sub-set of indicators evoked by a broader group of experts to determine the most relevant of the set of indicators drawn from those in the pre-Delphi stage (Choi & Turk, 2011). To do this, in the first step, a questionnaire included the key indicators in the pre-Delphi stage provided. According to Vazquez et al. (2015), selecting a set of sustainability indicators based on qualified individuals who know the field and the study areas is considered the most relevant and the first step in developing a consistent framework of these indicators.

An online questionnaire including a screening question was developed and distributed to potential experts via convenience and snowball sampling. The aim of the screening question was to recruit qualified individual respondents. The research team invited potential experts who have rich experiences and insightful thoughts concerning festivals and/or tourism. Individual respondents were encouraged to share the survey invitation with their colleagues who met the participant's criterion. Data concerning age, gender, and place of work were also collected to ensure participant's qualifications.

3.2.1 Expert selection and brainstorming

With the aim of this study, potential panel experts were recruited based on the following criteria: 1) work as government officer, policy maker, research scholar, university faculty, or event coordinator who is in charge of the planning, developing, or monitoring events and festivals; 2) five or more years of experience concerning events, festivals, culture, and tourism. In this study, a group of five experts were initially invited to participate in a discussion panel concerning sustainable development of festivals in March, 2022. The purpose of the initial expert panel was primarily to describe the sustainable development of festivals and to narrow down key perspectives preparing for the Delphi study.

Table 1 Description of panelists

#	Gender	Education	Place of work	Field of work	Year of work	Round 1	Round 2
1	Female	Bachelor	Government	Cultural Museum	6	X	X
2	Female	Associate	Government	Community Culture	10	X	
3	Male	Bachelor	Industry	Exhibition	12	X	
4	Male	Bachelor	Industry	Exhibition	7	X	
5	Female	Master	Industry	MICE	20	X	X
6	Male	Bachelor	Industry	MICE	5	X	X
7	Male	Bachelor	Industry	Hospitality	10	X	
8	Female	Bachelor	Industry	Cultural Tourism	16	X	X
9	Female	Bachelor	Government	Cultural	2	X	
10	Female	Bachelor	Government	Tourism Marketing	3	X	
11	Female	Doctor level and above	University	Tourism Development	15	X	X
12	Male	Master	Industry	Managemen	17	X	X

				t Company			
13	Male	Associate	Government	Ethnic Cultural Research	20+	X	
14	Female	Master	Industry	Cultural Heritage Research	16	X	X
15	Male	Master	Government	Cultural Research	14	X	X

3.2.2 First ranking
All participants from the first round were emailed invitations to complete the second-round questionnaire, and 15 valid completions were received. For the second round of the survey, experts were asked to indicate their level of agreement with the items developed from the first round of the survey using a five-point Likert scale. To gain additional insight, each expert respondent was also given the opportunity to explain the reasoning behind their opinions.

3.2.3 Second ranking
The third round of the Delphi survey had 12 experts providing valid responses. The aggregated response to each item from Round 2 were presented and respondents were asked to re-evaluate each of their previous responses using the same five-point Likert scale. As recommended by Dajani et al. (1979), stability (consistency of responses between successive rounds) and agreement were used as the criteria for evaluating the Delphi survey results. The Wilcoxon matched-pair signed rank test was used to evaluate the stability of responses (von der Gracht, 2012).

Results of the stability tests are presented in the results section. Non-significant z-scores indicate consistency in expert opinion. Agreement was then evaluated following Barnes and Mattsson (2016). The consensus of agreement is defined as agreement among 100 percent of respondents and majority agreement is defined as agreement among at least 70 percent of respondents. Response stability was achieved for most items (at least strong majority agreement was present among the experts for each item).

4. Results

As illustrate in Table 1, the experts were asked their opinions regarding five general lens related to multi-ethnic festivals' sustainability development in China's rural destinations: 1) the lens of resource, 2) the lens of government , 3) the lens of enterprises , and 4) the lens of public.

Table 2 Statements of sustainable festival tourism in various lens

Lens	Statements	Examples of Sources
Government (15 items)	Fame of the host place (Q1_1)	Song et al. (2014)
	Government's guidance and support for the cultural identity of national traditional festivals (Q1_2)	Quinn (2006), Song et al. (2015)
	Degree of assisting in integrating local tourism resources and businesses (Q1_3)	Song et al. (2014)
	Diversified tourism development modes of	Yoon et al. (2010), Choi

	traditional festivals (Q1_4)	& Sirakaya (2006)
	Marketing efforts of festival tourism "accessories" (such as cultural and creative products) (Q1_5)	Andersson & Getz (2009), Mason & Nassivera (2013)
	Respect opinions from related stakeholders in festival planning (Q1_6)	Andersson & Getz (2009)
	Initiate eco-friendly concept at festivals (Q1_7)	Barber et al. (2014), Horng et al. (2014), Wong et al. (2015)
	Explicit the core values and positioning of festival activities (Q1_8)	Zhong, Chen, & Du (2012)
	Governmental budget support for activities (Q1_9)	Zhong, Chen, & Du (2012)
	Improvement of traffic routes (Q1_10)	Zhong, Chen, & Du (2012)
	Investment in public construction and maintenance of equipment (Q1_11)	Zhong, Chen, & Du (2012)
	Supply and training of professional talents (Q1_12)	Zhong, Chen, & Du (2012), Expert panel
	Management of activity safety (Q1_13)	Zhong, Chen, & Du (2012)
	Establishment and improvement of health mechanism (Q1_14)	Zhong, Chen, & Du (2012)
	Planning of recreational environment (Q1_15)	Zhong, Chen, & Du (2012), Expert panel
Enterprise (13 items)	Support local cultural conservation (Q2_1)	Alonso & Bressan (2013), Hallak et al. (2013)
	Provide local job opportunities (Q2_2)	Chirieleison et al. (2013), Song et al. (2015), Williams & Lawson (2001)
	Willingness to sponsor festivals (Q2_3)	McAlister et al. (2012)
	Bring in innovative ideas and activities (Q2_4)	Zhong, Chen, & Du (2012)
	Relevant services and products in combination with the characteristics of festival tourism resources (Q2_5)	Zhong, Chen, & Du (2012), Expert panel
	Production of advertising (Q2_6)	Zhong, Chen, & Du (2012), Expert panel
	Promote local specialties (Q2_7)	Zhong, Chen, & Du (2012), Expert panel
	Proactively participate in the shaping of local festival tourism brand image (Q2_8)	Zhong, Chen, & Du (2012)
	Increase activity exposure and recognition (Q2_9)	Zhong, Chen, & Du (2012)
	Preserve the traditional festival cultural ceremony (Q2_10)	Zhong, Chen, & Du (2012), Expert panel

	Maintain the uniqueness of local culture (Q2_11)	Zhong, Chen, & Du (2012), Expert panel
	Contributions to local economic development (Q2_12)	Zhong, Chen, & Du (2012), Expert panel
	Past experience and feelings (Q2_13)	Zhong, Chen, & Du (2012), Expert panel
Visitor (8 items)	Respect local traditional customs (Q3_1)	Lee et al. (2014), Yolal et al. (2009)
	Participate in local consumption (Q3_2)	Lee & Kyle (2012), Liang et al. (2013), O'Sullivan & Jackson (2002)
	Reduce destruction to local environment (Q3_3)	Song et al. (2015), Wong et al. (2015)
	Willingness to revisit a festival (Q3_4)	Chang et al. (2014), Lee et al. (2012), Lee (2014)
	Support for waste management (Q3_5)	Bramwell & Alletorp (2001), Dewhurst & Thomas (2003)
	Expectations for the event (Q3_6)	Zhong, Chen, & Du (2012), Expert panel
	Meet leisure needs (Q3_7)	Zhong, Chen, & Du (2012)
	Personalized experience service (Q3_8)	Zhong, Chen, & Du (2012), Expert panel
Resident (5 items)	Proactively participate in the display local cultural features (Q4_1)	Zamani-Farahani & Musa (2008), Woosnam et al. (2013)
	Willingness to preserve traditional folk culture (Q4_2)	Song et al. (2015), Woosnam et al. (2013)
	Residents' sense of identity and pride in traditional festival activities (Q4_3)	Gursoy, Jurowski, & Uysal (2002), Song et al. (2015)
	Contributions to local economic development (Q4_4)	Zhong, Chen, & Du (2012), Expert panel
	Changes in residents' traditional lifestyle (Q4_5)	Song et al. (2015), Woosnam et al. (2013)

The following sections present the experts' opinion with the literature-identified items related to "festival revitalization", "festival sustainability", "festival tourism", "tourism development", and "tourism sustainability" from the stakeholders' standpoints. Table 3-6 present the stability and the agreement ratings for each item after the second round of the Delphi survey (n=8).

4.1 Festival revitalization/development in the lens of government

The first part asked festival and/or tourism experts to "Please indicate the level of your perceived importance of each statement regarding government's role in influencing traditional festival revitalization and development". In total, 15 items were included and evaluated based on results of the pre-delphi phase. Experts' perceptions were stable between first and second ranking for all but one item. "Government's guidance and support for the cultural identity of national traditional festivals (Q1_2)" (z = 2.000, p = 0.046) saw a significant change in response structure, though a majority agreement was still achieved.

If strongly agree/somewhat agree responses are combined, then a majority agreement was achieved for 14 items including "Fame of the host place (Q1_1)", "Government's guidance and support for the cultural identity of national traditional festivals (Q1_2)", "Degree of assisting in integrating local tourism resources and businesses (Q1_3)", "Diversified tourism development modes of traditional festivals (Q1_4)", "Marketing efforts of festival tourism 'accessories' (such as cultural and creative products) (Q1_5)", "Respect opinions from related stakeholders in festival planning (Q1_6)", "Initiate eco-friendly concept at festivals (Q1_7)", "Explicit the core values and positioning of festival activities (Q1_8)", "Governmental budget support for activities (Q1_9)", "Improvement of traffic routes (Q1_10)", "Investment in public construction and maintenance of equipment (Q1_11)", "Supply and training of professional talents (Q1_12)", "Management of activity safety (Q1_13)", and "Establishment and improvement of health mechanism (Q1_14)". Majority agreement was not achieved for only 1 item. For the item of "Planning of recreational environment (Q1_15)", 37.5% of the panelists remain neutral (neither agree or disagree).

Table 3 Festival revitalization/development in the lens of government (Round 2, n = 8)

Statement	Stability		Agreement				
	z	p	Strongly disagree (%)	Somewhat disagree (%)	Neither agree nor disagree (%)	Somewhat agree (%)	Strongly agree (%)
Q1_1	0.816	0.414			12.5	62.5	25
Q1_2	2.000	0.046*			12.5	75	12.5
Q1_3	1.300	0.194			25	50	25
Q1_4	1.000	0.317			12.5	75	12.5
Q1_5	0.414	0.679			25	37.5	37.5
Q1_6	0.632	0.527			12.5	25	62.5
Q1_7	1.000	0.317			25	37.5	37.5
Q1_8	1.342	0.180				50	50
Q1_9	0.447	0.655				75	25
Q1_10	0.000	1.000			25	37.5	37.5
Q1_11	0.816	0.414			12.5	62.5	25
Q1_12	1.414	0.157			12.5	75	12.5
Q1_13	1.732	0.083				75	25
Q1_14	1.414	0.157	12.5			62.5	25
Q1_15	0.966	0.334			37.5	25	37.5

Note: *p<0.05 indicates a statistically significant change in response structure between Delphi Rounds 1 & 2

4.2 Festival revitalization/development in the lens of enterprise

The second part asked festival and/or tourism experts to "Please indicate the level of your perceived importance of each statement regarding enterprise's role in influencing traditional festival revitalization and development". In total, 13 items were included and evaluated based on results of the pre-delphi phase. Experts' perceptions were stable between first and second ranking for all but one item. "Willingness to sponsor festivals (Q2_3)" (z = 2.000, p = 0.046) saw a significant change in response structure, though a majority agreement was still achieved.

If strongly agree/somewhat agree responses are combined, then a majority agreement was achieved for 9 items including "Support local cultural conservation (Q2_1)", "Provide local job opportunities (Q2_2)", "Willingness to sponsor festivals (Q2_3)", "Bring in innovative ideas and activities (Q2_4)", "Relevant services and products in combination with the characteristics of festival tourism resources (Q2_5)", "Production of advertising (Q2_6)", "Promote local specialties (Q2_7)", "Increase activity exposure and recognition (Q2_9)", and "Contributions to local economic development (Q2_12)". Majority agreement was not achieved for 4 items: 1) "Proactively participate in the shaping of local festival tourism brand image (Q2_8)", with 62.5% of the panelists strongly agree/somewhat agree, 2) "Preserve the traditional festival cultural ceremony (Q2_10)", with 50% of the panelists strongly agree/somewhat agree, 3) "Maintain the uniqueness of local culture (Q2_11)", with 62.5% of the panelists strongly agree/somewhat agree, and 4) "Past experience and feelings (Q2_13)", with 62.5% of the panelists strongly agree/somewhat agree.

Table 4 Festival revitalization/development in the lens of enterprise (Round 2, n = 8)

Statement	Stability		Agreement				
	z	p	Strongly disagree (%)	Somewhat disagree (%)	Neither agree nor disagree (%)	Somewhat agree (%)	Strongly agree (%)
Q2_1	1.890	0.059			37.5	62.5	
Q2_2	0.378	0.705			25	62.5	12.5
Q2_3	2.000	0.046*			25	75	
Q2_4	0.879	0.380			25	50	25
Q2_5	1.134	0.257			12.5	62.5	25
Q2_6	1.134	0.257			25	62.5	12.5
Q2_7	0.756	0.450		12.5	25	50	12.5
Q2_8	0.541	0.589			37.5	37.5	25
Q2_9	0.447	0.655				75	25
Q2_10	0.750	0.453		12.5	37.5	25	25
Q2_11	0.000	1.000			37.5	37.5	25
Q2_12	1.134	0.257				75	25
Q2_13	0.707	0.480			37.5	37.5	25

Note: *p<0.05 indicates a statistically significant change in response structure between Delphi Rounds 1 & 2

4.3 Festival revitalization/development in the lens of visitor

The third part asked festival and/or tourism experts to "Please indicate the level of your perceived importance of each statement regarding visitor's role in influencing traditional festival revitalization and development". In total, 8 items were included and evaluated based on results of the pre-delphi phase. Experts' perceptions of each of all the 8 statements were stable between first ranking and second ranking.

If strongly agree/somewhat agree responses are combined, then a majority agreement was achieved for 6 items including "Respect local traditional customs (Q3_1)", "Participate in local consumption (Q3_2)", "Willingness to revisit a festival (Q3_4)", "Expectations for the event (Q3_6)", "Meet leisure needs (Q3_7)", and "Personalized experience service (Q3_8)". Majority agreement was not achieved for 2 items. For the item of "Reduce destruction to local environment (Q3_3)", 62.5% of the panelists strongly agree/somewhat agree. However, for the item of "Support for waste management (Q3_5)", 37.5% of the panelists strongly agree/somewhat agree.

Table 5 Festival revitalization/development in the lens of visitor (Round 2, n = 8)

Statement	Stability		Agreement				
	z	p	Strongly disagree (%)	Somewhat disagree (%)	Neither agree nor disagree (%)	Somewhat agree (%)	Strongly agree (%)
Q4_1	1.841	0.066	12.5		25	50	12.5
Q4_2	1.186	0.236	12.5		12.5	50	25
Q4_3	1.841	0.066	12.5		25	37.5	25
Q4_4	0.378	0.705	12.5			75	12.5
Q4_5	1.121	0.262	12.5	12.5	37.5	12.5	25
Q4_6	0.000	1.000			12.5	62.5	25
Q4_7	0.378	0.705			12.5	50	37.5
Q4_8	1.633	0.102			25	50	25

4.4 Festival revitalization/development in the lens of resident

The last part asked festival and/or tourism experts to "Please indicate the level of your perceived importance of each statement regarding resident's role in influencing traditional festival revitalization and development". In total, 5 items were included and evaluated based on results of the pre-delphi phase. Experts' perceptions of each of all the 5 statements were stable between first ranking and second ranking.

If strongly agree/somewhat agree responses are combined, then a majority agreement was achieved for 3 items including "Proactively participate in the display local cultural features (Q4_1)", "Willingness to preserve traditional folk culture (Q4_2)", and "Residents' sense of identity and pride in traditional festival activities (Q4_3)". Majority agreement was not achieved for 2 items. For both the item of "Contributions to local economic development (Q4_4)" and the item of "Changes in residents' traditional lifestyle (Q4_5)", 50% of the panelists strongly agree/somewhat agree.

Table 6 Festival revitalization/development in the lens of resident (Round 2, n = 8)

Statement	Stability		Agreement				
	z	p	Strongly disagree	Somewhat disagree	Neither agree	Somewhat agree (%)	Strongly agree

			(%)	(%)	nor disagree (%)		(%)
Q3_1	1.633	0.102			12.5	50	37.5
Q3_2	1.890	0.059			12.5	62.5	25
Q3_3	1.134	0.257			25	37.5	37.5
Q3_4	1.414	0.157		12.5	37.5	50	
Q3_5	0.520	0.603		12.5	37.5	25	25

5. Discussion and Conclusion

5.1 Discussion of key findings

The development of traditional ethnic festivals is inseparable from the proactive involvement of governmental officials, industry practitioners, social forces, academic experts. With governmental officials' policy support and guidance, academic experts' theoretical and technical support, and the social forces' involvement and supervision, a "balanced" collaboration needs to be employed. Specifically, it is necessary for key stakeholder groups to participate and supervise, and form a sustainable multi-participatory and cooperative model to revitalize traditional ethnic festivals.

From the legal and policy standpoint, it is paramount to pay attention to strengthening the top-level design management. For instance, governmental officials need to play a significant role in establishing and improving corresponding management systems, formulating publicity and promotion of local ethnic traditional festival activities, and cooperating with local residents, tourism enterprises, and social forces to build prosperous and harmonious traditional festivals. The role of governmental officials need to be changed from organizers and managers to coordinators and quality regulators. With the introductions of new policies, regulations, appropriations, supervisions, market mechanisms and other means of regulation and control, governmental officials can provide public resources to the society and the public, forming a pattern of joint provision and services by the key stakeholder groups such as the government, the market, and social organizations.

From the economic and supply standpoint, "festival tourism + tourism development" is the most frequently used approach to revitalize intangible cultural heritage and traditional festivals. It is attractive to regularly hold and vigorously promote ethnic cultural festival, ethnic culture week and other relevant festival activities to tourists and local residents. Examples of activities include but not limited to exhibition display, productive productive protection, and educational inheritance. Innovative technologies brought convenience to record and reproduce the excellent and valuable intangible traditional ethnic minority cultural heritage in a combination of graphics, text, audio and video, which can be used as tourism resources to attract tourists and local residents to visit. What's more, through this productive protection, traditional ethnic minority cultures can be directly transformed into practical goods. Such traditional handicraft skills can be more recognized and be disseminated, inherited and developed. Such activities help to "pull" tourists and local residents to participate and share their experiences, as well as promoting, protecting and revitalizing the culture of ethnic minorities.

From the social and demand perspective, in addition to the consideration of economic benefits, we should also fully consider the opinions of the public, especially the opinions of ethnic minorities and local residents in the development of traditional minority festival activities. Those local residents rely on their cultural symbol (such as Mongolian wrestling, Dai Songkran Festival). Such cultural symbol is a sign with a special connotation or special meaning and/or with a strong abstraction. With the cultural symbol, the intangible traditional ethnic festival inheritance and their cultural system are better performed, disseminated, and reflected, making it easier for the public to interpret its deep cultural connotation. Examples of constructing the cultural symbol system includes but not limited to the use of urban public spaces such as civic squares to provide a platform for the display of traditional festivals, and thus the public can discover the charm of traditional ethnic festivals, and then accept and pass on. Besides, it is also paramount to provide a platform and channel for the public to supervise and express their opinions. The government, universities, and enterprises collect feedback through those channels, accept supervision and feedback, and strengthen public contact interaction.

From the environmental and sustainable standpoint, it is significant to avoid excessive commercialization, and realize the unity of short-term and long-term interests. As the basic unit of the national economy, enterprises are the main participants in market economic activities. However, due to the characteristics of relying on the cultural connotation of ethnic minorities, cooperating with enterprises without limitations will cause excessive commercialization and marketization, resulting in the loss of the cultural connotation of traditional ethnic minority festivals. Therefore, in addition to considering the return of the enterprise and the support for the current activities, it is also paramount to consider the further inheritance and development of the traditional festival activities, so as to avoid the adverse impact of the enterprise and the organizer for short-term interests.

5.2 Theoretical contributions and practical implications

A relevant and important reference is the government's definition of festival revitalization, employed here and described as creating employment opportunities, strengthening the economic base, and improving the living environment. The derived set of festival revitalization indicators will not only serve the communities but will inform and guide festival tourism planners who need such a management tool.

Additionally, results of this study helps policy makers to revitalize, develop and manage ethnic traditional festival activities in rural places in China. For instance, in policy discourses, revitalization of traditional ethnic festivals through tourism development is prioritized and importantly encompasses more than economic development, taking into account cultural industries and social life as vital beacons.

5.3 Limitations and future research directions

As is the case with any other Delphi studies, the results are largely dependent on the experts. The study sample was dominated by experts in Guangxi and lacked respondents from other cities in China. And thus, the generalizability to other cities could be limited. Future studies on this topic may want to examine whether the consultations of experts from various geographical areas result in different predictions.

This study also had a small sample of experts, which might also affect the generalizability. However, this concern does not compromise the validity of the findings, because the Delphi technique is based on the selection of suitable experts but not on statistical power (von Briel, 2018). In designing a Delphi study, sample sizes comparable to ours are commonly suggested (von Briel, 2018; Okoli & Pawlowski, 2004).

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The impact of SDGs related CSR activities on sustainable tourists behavior: The application of portrait value theory

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Abstract:

Sustainable Development Goals (SDGs) can be a reference framework that may help tourism companies better link core business operations and CSR engagement with sustainable development. Therefore, drawing upon Schwartz's value theory, this study aims to identify the impact of SDGs related CSR activity on sustainable behavior in the tourism industry.
Keywords: Sustainable Development Goals, CSR communication, Sustainable tourist behavior, Food tourism experience

1. Introduction

According to examples of global CSR practices, fulfilling social responsibilities not only enables the company to gain a reliable brand image and social reputation, but also achieve long-term economic benefits and sustainable development (Xiong et al., 2017). To achieve sustainable development, it is important to develop CSR strategies and actions in a practical and easy way that consumers evaluate (Öberseder et al., 2014). Sustainable Development Goals (SDGs) can be a reference framework that may help tourism companies better link core business operations and CSR engagement with sustainable development. CSR represents an important aspect of community development in the tourist area, and considering the important role of tourists in CSR formation and financing, there is little discussion about the relationship between tourists and CSR (Chilufya et al., 2019).

Therefore, it is important to understand how a tourism company's CSR is related to tourist behavior and what are some factors to improve tourist behavior. Many studies emphasized the importance of food and sustainability in tourism research. However, despite several studies on food tourism and sustainability, little research to date dived into the question of what is the role of food tourism experience of improving sustainable tourist behavior (STB). Drawing upon Schwartz's value theory, this study aims to identify the impact of SDGs related CSR activity on sustainable behavior in the tourism industry. Based on these research questions, the objectives of this study is as follows: 1) assess the direct effect of SDGs related CSR activities on food tourism experience and tourists perceptions for sustainable tourists behavior, 2) measure the mediating effect of food tourism experience between CSR activities and sustainable tourist behavior, and 3) identify the moderating effect of self-enhancement and self-transcendence value.

2. Literature Review

2.1. SDG related CSR activities and STB

CSR in tourism is "considered to be a key element in the achievement of sustainable development in general" (Telfer & Sharpley, 2008, p. 52). In the tourism industry, socially responsible companies can not only inform tourists of their prosocial or eco-friendly identity, use and reuse tourism services, but also inspire tourists to show tourist citizenship behavior (Telfer & Sharpley, 2008). De Leaniz et al. (2019) argue that environmental CSR image has a direct impact on the confidence of consumers about environmental certification of the hotel and, as a result, affects the green activities of tourists. However, few studies to date has empirically focused on the impact of CSR practices related to SDGs on tourist sustainable behavior. Based on this research gap, we propose as follows.

H1: Perception of SDG related CSR activities positively influences STB

2.2. Food tourism experience

Food tourism can be a tourist's participation in a wide range of food-related activities, such as physical experiences with food and visits to food production sites, cooking classes, or food-themed events (Ellis et al., 2018). Researchers have studied several areas of food tourism experience. Woodland & Acott (2007) show that the food and beverage experience provided to tourists can have a significant impact on the economic, cultural and environmental sustainability of tourism destinations, and locally sourced products can benefit both host and guest. Building upon previous studies, we suggest the following hypothesis.

H2. Food tourism experience mediates the positive impact of SDG related CSR activities on STB.

2.3. Self-enhancement value and self-transcendence value

Studies have shown that individuals with strong self-transcendence values, especially when choosing between restaurants of different values, considered either the sustainable aspect of the restaurant (e.g. whether organic food is served) or the altruistic aspect (e.g. working conditions). On the other hand, most of individuals with strong self-enhancement values appear to consider the hedonic aspect such as whether the food was delicious (Steg et al., 2014). Extending these previous findings, this study expects that tourists who attribute high importance to self-transcendence will be influenced more positively because of their emphasizing serving the interests of others and seeking social justice and equality for all people. Thus, following hypotheses are posited:

H3a: The effect of SDG related CSR activities on sustainable tourist behavior will be stronger for tourists who attribute less importance to self-enhancement value.
H3b: The effect of SDG related CSR activities on sustainable tourist behavior will be stronger for tourists who attribute more importance to self-transcendence value.

3. Methodology

Explain what research methods were used and why. Explain how they were applied. Measurement, Data collection, and Analytical methods may be included.

3.1. Measurement

Target participants will be selected who are social media users and had sustainable food tourism experience in their travel before data collection. Filtering questions will be set up for selecting appropriate target participants in survey questionnaire. Screening questions will ask at the beginning of the questionnaire to determine whether the respondents are over 18 years old, social media users and had sustainable food experience in their travel. In addition, several questions will ask regarding participants' experience on social media/sustainable tourism: (e.g., how to get destination information on SNS, experience of CSR related tourism advertisements).

The simulating visual of SDG related (e.g., ecosystem destruction-SDGs 13, poverty-SDGs 1) CSR messages with pictures on Twitter will be developed, as various stakeholders who have an interest in CSR used Twitter as their main communication channel (Etter, 2014). In addition, tourism is one of the industries that has benefited enormously from social networks (Zeng & Gerritsen, 2014) and Twitter is one of the top three social networks platforms most frequently used by US hotel and restaurant operators (Ćurlin et al., 2019).

The survey will consist of six parts (*e.g., the perception of SDGs related CSR message on Twitter, sustainable tourist behavior, food tourism experience, individual's self-enhancement/self-transcendence values drawn from Schwartz (2003)'s Portrait Value Questionnaire*). The sixth part of the survey will feature demographic (e.g., gender, age, race, income, language, marital status). In this study, all items will be assessed on a scale ranging from "strongly disagree" (1) to "strongly agree" (7). A pilot test will be conducted with 30 respondents. This data set will be utilized to gather respondents' feedback, and to ensure the reliability of measurement constructs.

3.2. Data collection and analysis

Data was will be collected using Amazon Mechanical Turk (Mturk). An online, self-administered survey will be developed, and the link to the survey will be disseminated to Mturk registered users. Participants will be solicited to looking at SDGs related CSR messages with pictures on Twitter before filling out the survey. The data analysis will be conducted using SPSS 21 and AMOS 21.0 for Windows. To test H1, H2, this study will employee structural equation modelling. To test the moderating role of H3a and H3b, this study will conduct Hayes's (2022) PROCESS (Model 7).

4. Results (Expected contributions)

This research will enhance existing literature by demonstrating how employing SDGs as a communication framework within CSR efforts can promote greater participation from tourists in sustainable practices.

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RE-segmenting and profiling mainland chinese casino tourists in macau after pandemic: attitude, satisfaction and behavioural intention

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Keywords: Mainland Chinese tourists, Macau casino, market segmentation, attitude, satisfaction, behavioral intention

1. Introduction

Mainland Chinese tourists play a significant role in the Macau casino industry. They are the largest group visiting casinos and a major contributor to gambling revenues in Macau (Wong & Rosenbaum, 2012; Sheng et al., 2023). In 2023, 50.9 percent of entire outbound tourists among Mainland Chinese traveled to Macau which was the highest proportion of all overseas destinations (CTA, 2023). In addition, over 60 percent of the total number of Mainland Chinese tourists visited to Casinos from 2013 to 2024 (DSEC, 2024).

Most Mainland Chinese tourists in Macau regard gambling as a leisure activity during their vacation. They spend less time gambling than regular gamblers, but their sheer number makes them a significant market segment (Shaffer & Korn, 2002). The importance of casino market segmentation is always highlighted. Market segmentation allows casino operators to develop and build better marketing strategies and decisions based on the unique characteristics and behaviors of each segment.

Previous studies have attempted to segment the casino market based on important criteria such as motivations (Chan et al., 2013;Wong & Rosenbaum, 2012). However, most studies were completed before the pandemic. There is a call for understanding the trend of the casino market with different consumer characteristics, attitudes, and behaviors after the tremendous tourism crisis.

Moreover, past studies focused on the effects resulting from the gambling reasons of serious gamblers (Cotte, 1997; Lee et al., 2006; Li et al., 2020) but relatively less emphasis on examining casino motivation for multi-purpose destination tourists. However, little study focuses on gambling motivation and casino market segmentation of Mainland Chinese tourists. Therefore, the purpose of this study was to segment the casino market of Mainland Chinese tourists in Macau and profile their characteristics by motivation including socio-demographics, casino motivation, attitude toward gambling, satisfaction, and behavioral intention. According to each segment, findings will be used for both practitioners and academia to provide actionable insights.

2. Literature Review

2.1. Attitude toward gambling

Attitude toward gambling have been studied since the 1960s (Bloch, 1962; Gardiner, 1967). Measuring attitudes toward gambling may help predict casino visitors' gambling behavior (Hellumbråten Kristensen et al., 2022). A study using the Attitudes to Gambling Scale (ATG) has produced perhaps the most reliable source of evidence related to attitudes toward gambling (Delfabbro & King, 2021). The Attitudes Towards Gambling Scale (ATGS) was designed for use in the 2007 British Gambling Prevalence Study (Orford et al., 2009). It was later revised and now has only eight elements (Canale et al., 2016).

2.2. Satisfaction

Casinos attracting visitors to a specific destination, and a satisfying experience at the casino can sustain the overall travel experience (Lai & Hitchcock, 2020; Wong & Lin, 2022). Past studies have shown tourists typically seek a variety of novel leisure experiences from a variety of casino services. For example, casual customers (those tourists to Macau for the first time) have less expectations for casino games and services; casinogoers who are not first-time tourists to Macau would have satisfaction from visiting the casino put in casino design and free shuttle bus) and casino games.

2.3. Behavioral Intention

2.3.1. Revisit and Recommend Intention

In tourism studies, behavioral intention refers to the likelihood that visitors will choose to return to a destination and their willingness to recommend it to others (Valle et al., 2006). Bayih & Singh (2020) describe it as a tourist's assessment of how likely they are to revisit the same place or to suggest it to others. Jang & Feng's (2007) research showed that revisit intention is a reference indicator of future tourists' revisit behavior. In casino studies, a satisfying experience at a casino can empower tourists to visit continually and recommend it to others (Han et al., 2016; Lai & Hitchcock, 2020; Lam et al., 2011).

2.3.2. eWOM Intention

Electronic word-of-mouth (eWOM) delivered online in a variety of forms, consumers can share on the Internet what they said when purchasing and after using the product, as well as personal recommendations for the product, as well as their repurchase intentions (Fu et al., 2022). In casino studies, Tang and Kim (2022) examined online reviews of two casino hotels in Las Vegas and Macau and identified basic features impacting consumer happiness of casino hotels, as well as differences in influencing elements of customer satisfaction in various source markets.

3. Methodology

This study used qualitative research methods, a self-administered questionnaire including six parts was designed in English and translated into simplified Chinese, refined through a pilot study to ensure clarity and relevance, distributed to mainland Chinese tourists who visited Macau casinos from Dec 2023 to Feb 2024, achieving a 97.3% validity rate from 505 out of 519 responses. Descriptive statistical analysis, exploratory factor analysis (EFA), cluster analysis, one-way analysis of variance (ANOVA), multivariate analysis of variance (MANOVA), discriminant analysis and Chi-square analysis were used.

4. Results

The respondents of this study were young married tourists between the ages of 21 and 30 with bachelor's degree. Their monthly household income was less than RMB 16,000. They came to Macau one time, visited two casinos on average once a year, and stayed one hour or less in the casinos. Most of them hold only one casino membership card.

The results of factor analysis identified three underlying motivational dimensions: 1) exploration and engagement, 2) socialization and achievement and 3) winning. Cluster analysis identified three segments of Mainland Chinese tourists who gamble in Macau casinos: 1) casino-goers, 2) multi-purpose seekers and 3) exploration seekers. Figure 4 summarizes the profiles of Mainland Chinese tourist segments for Macau casinos.

In the cluster of "casino-goers", this group is comprised of 41-50 year old married males with a master's degree or higher and an income between RMB 40,001 to RMB 60,000. They have visited Macau multiple times and maintained a neutral attitude towards gambling, and satisfaction and behavioral intentions both ranged from disagreeing to neutral.

In the cluster of "multi-purpose seekers", this group included 21-30 years old married males with a masters degree and an income between RMB 40,001 to RMB 60,000. They visit more casinos but for shorter durations. They also kept a neutral attitude toward gambling and kept a high agreement of satisfaction and behavioral intentions.

"Exploration Seekers" is made up of 21-30 year old single females with a bachelor's degree and an income of less than RMB 16,000. They kept a neutral attitude toward gambling, and their satisfaction level and behavioral intentions both ranged from neutral to agree.

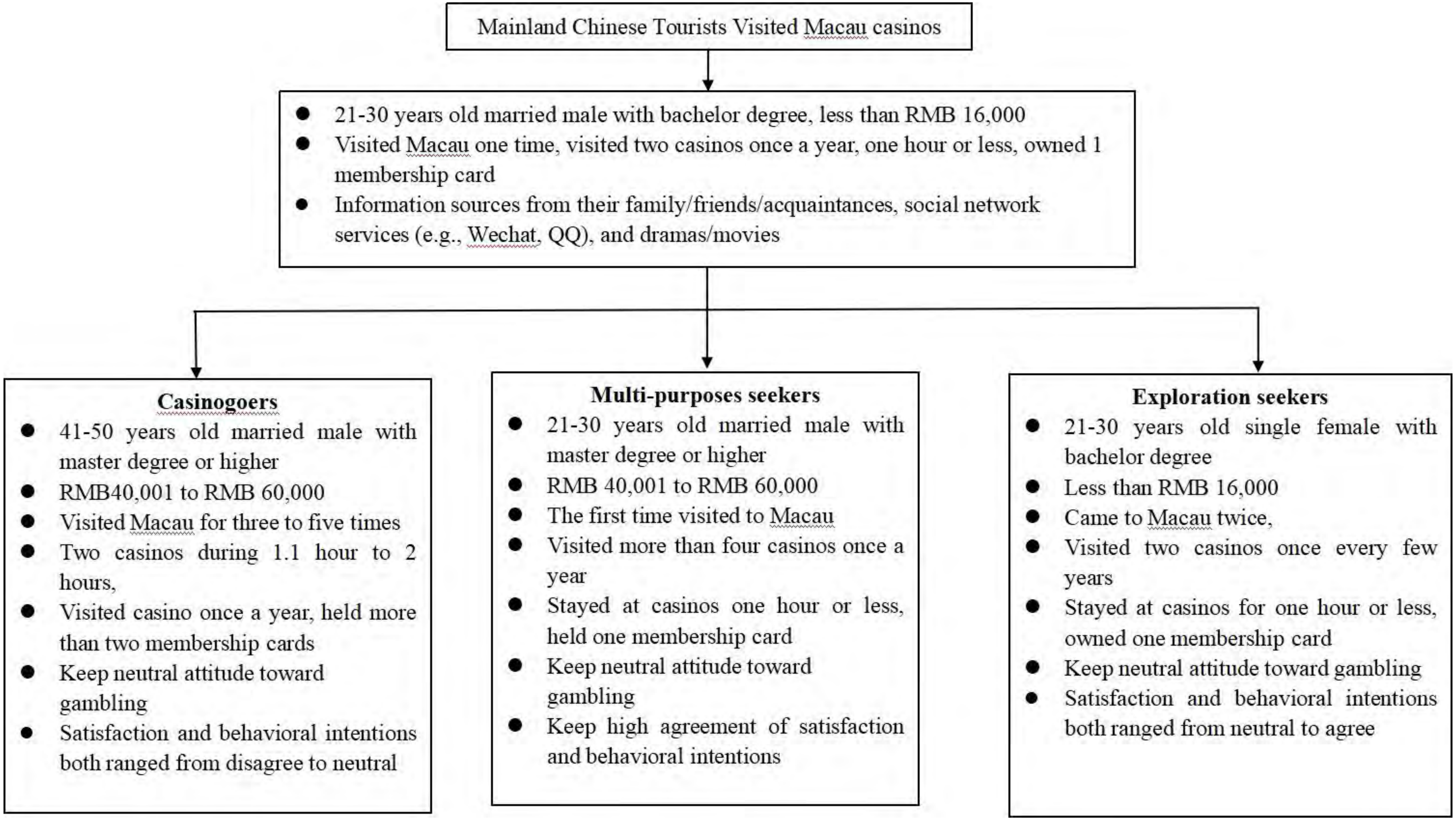

Figure 4 Summary for Each Cluster

5. Conclusion

This study provides several recommendations and implications for Macau casino operators and industry experts based on the segmentation of the mainland Chinese tourist casino market in Macau. For example, for"casinogoers," it is suggested that Macau casino operators should offer large denomination casino games and more exploration and socialization activities. Altering casino game rules to make them more appealing to these tourists could potentially increase their incentive to win and extend their playtime. For "multi-purpose seekers," Macau casino operators should provide specific tournaments and recreational facilities that allow them to enjoy the social aspects of visiting a casino. For the "exploration seekers," operators could engage in strategies that focus on offering new experiences in Macau casinos.

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The impact of visitors' attitudes toward interactive digital technologies on overall satisfaction and museum loyalty

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Abstract:

Adopting the technology acceptance model, the current study aims to investigate the impact of visitors' attitudes toward interactive digital technologies on their overall satisfaction with these technologies and loyalty to the museum. An administered survey questionnaire will be employed for data collection and Structural Equation Modelling will be used for data analysis. The study will provide insights for museums to adopt interactive digital technologies to attract more visitors and enhance their museum experience.

Keywords: Interactive Digital Technologies; Technology Acceptance Model; Overall Satisfaction; Museum Loyalty

1. Introduction

The Singapore ArtScience Museum, which opened in February 2011 and is situated at Marina Bay Sands, centers on the intersection of art, science, culture, and technology and offers a variety of exhibitions and educational programs (Marina Bay Sands, 2016, 2018). Over 50,000 square feet of exhibition space is spread across three stories and 21 galleries to create an immersive and interactive visitor experience. The museum integrates life science with technology through exhibitions such as The Deep, featuring abyssal deep-sea creatures; DreamWorks Animation: The Exhibition, showcasing DreamWorks' creative legacy, and Future World: Where Art Meets Science, a permanent exhibition highlighting interactive digital technologies. In particular, Future World was designed family-friendly by including installations that children and their parents can experience together. It received two million visitors from all age groups in November 2019 (Marina Bay Sands, 2018). In Future World, visitors will get the opportunity to experience a fully immersive digital universe through a series of installations that they can explore and interact with. Various forms of technologies that have been incorporated into the exhibitions include Augmented Reality (AR), 3D Model Drawing, Interactive 4D Vision, Projection Mapping, and Touchscreen Display. For example, visitors can draw aero planes or animals on a given piece of paper, and have these drawings scanned and displayed on the digital wall. Subsequently, they can use the tablet provided to acquire a first-person perspective from their digital artworks, as well as aviate them around the wall (Tan, 2022). Prior research has shown that interactive digital technologies (e.g., immersive displays) are effective in attracting visitors' attention and leading to positive responses in museum settings. According to Yung and Khoo-Lattimoore (2019), the evolution of interactive digital technologies has resulted in changes in visitors' attitudes and behaviors. The implementation of interactive digital technologies can create a positive experience for visitors (Chen et al., 2022). This study aims to investigate the impact of visitors' attitudes toward interactive digital technologies in the Singapore ArtScience Museum on their overall satisfaction with these technologies and their loyalty to the museum.

2. Literature Review

2.1. Technology Acceptance Model and Attitude to Use

The technology acceptance model (TAM) posits that perceived ease of use (PEOU) and perceived usefulness (PU) are key determinants of customers' attitudes toward and intention to use particular technological innovations (Davis, 1989; Kim & Bernhard, 2014). PEOU refers to an individual perception of the effort involved while using a specific technology (Davis, 1989). PU is the extent to which an individual thinks that using a specific technology would provide support (Davis, 1989). Talantis, Shin, and Severt (2020) have extended the TAM by including perceived enjoyment (PE) as an additional variable, which refers to the extent to which using a particular information system is perceived to be fun and enjoyable (Venkatesh, 2000).

The TAM model is a systematic framework used to assess how visitors react to adopting interactive digital technologies. The current study defines attitude as an individual's positive or negative feelings toward using interactive digital technologies. Holden and Karsh (2010) found that users are more likely to adopt technology or to be positive if they perceive it is easy to use. However, if the technology is challenging to use, visitors may be less likely to adopt it. Similarly, if the technology is perceived as beneficial and useful, people tend to have a positive attitude toward it (Morosan, 2012; Talantis et al., 2020). Additionally, if users enjoy using technology, they are more likely to form a positive attitude toward using the technology (Lee, Xiong, & Hu, 2012). Hence, the following hypotheses are proposed:
H1: PEOU positively influences visitors' attitudes toward interactive digital technologies.
H2: PU positively influences visitors' attitudes toward interactive digital technologies.
H3: PE positively influences visitors' attitudes toward interactive digital technologies.

2.2. Overall Satisfaction with Interactive Digital Technologies and Loyalty to the Museum

Satisfaction refers to consumers' emotional reaction toward their consumption experience at the post-consumption (Oliver, 1981). In museum settings, visitors constantly evaluate their satisfaction level throughout the entire visit, instead of mainly at the post-consumption stage (Gabbott & Hogg, 1998). During the process, many factors may influence visitors' satisfaction (Danaher & Mattssson, 1994). Interactive digital technologies are one of these factors. User satisfaction with interactive digital technologies refers to the evaluation of initial and ongoing using experience with these technologies (Bhattacherjee, 2001). If visitors form a positive attitude toward interactive digital technologies, then they tend to be satisfied with the overall digital experience. Museums view visitors as a critical element to assess the origination's success

and attempt to find strategies to increase repeat visits. Prior research identified that satisfied customers are more likely to conduct repeat visits and purchases (Kang, Jang, & Jeong, 2018; San Martin et al., 2013). Visitors who hold positive attitudes toward and are satisfied with their engagement with interactive digital technologies during their museum visits may become loyal customers of the museums. Hence, the following hypotheses are proposed:
H4: Visitors' attitudes towards interactive digital technologies positively influence their overall satisfaction with these technologies.
H5: Visitors' attitudes towards interactive digital technologies positively influence their loyalty to the museum.
H6: Visitors' overall satisfaction with interactive digital technologies positively influences their loyalty to the museum.

The proposed conceptual model with hypotheses is presented in Figure 1.

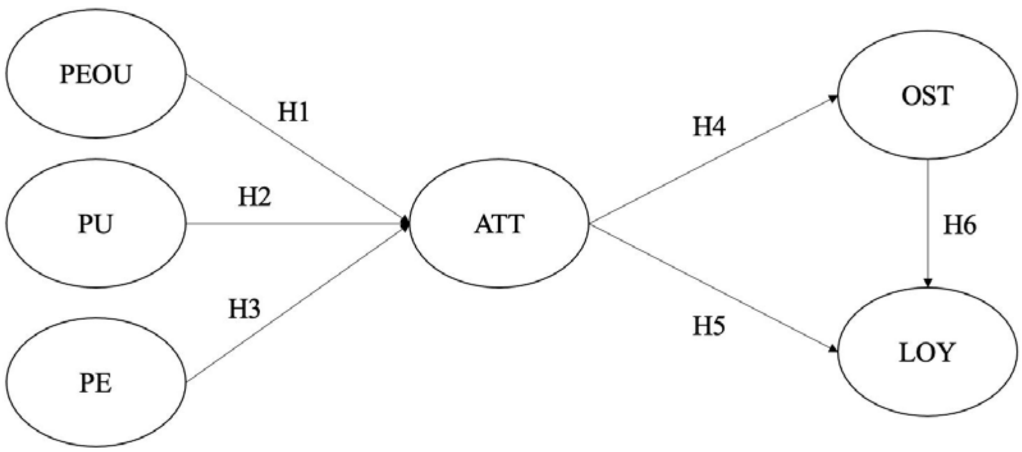

Figure 1. Proposed Conceptual Model.

3. Methodology

The survey questionnaire is designed in English and all the measurement items are adopted from previous literature. Both perceived ease of use (PEOU) and perceived usefulness (PU) are measured by three items respectively from Davis (1989) and Wang, Lin, and Luarn (2006). Perceived enjoyment (PE) is measured by three items adapted from Venkatesh (2000) and Lee, Xiong, and Hu (2012). Attitude is measured by three items adapted from Davis (1989), Kumar, Scheer, and Steenkamp (1995), and Christine Roy, Dewit, and Aubert (2001). Overall satisfaction (OST) is measured by a three-item scale from Deng, Turner, Gehling, and Prince (2010). Loyalty to the museum (LOY) is measured using four items adapted from Bigné et al. (2008). All the items were measured on a five-Likert scale with 1 representing "strongly disagree" and 5 representing "strongly agree." In addition, demographic information will also be collected. The target population for this study includes visitors to the Singapore Artsience Museum. The questionnaires will be conducted online via Qualtrics, an official online survey platform, and through convenience and purposive sampling methods. This study will use structural equation modeling (SEM) to test the proposed conceptual model.

4. Expected Outcomes

This study investigates the impact of visitors' attitudes towards interactive digital technologies on their overall satisfaction with these technologies and loyalty to the museum. The findings are expected to enhance the understanding of the role of interactive digital technologies in museum settings and provide insights for museums. Museums can consider adopting interactive digital technologies to attract more visitors, particularly those who seek novel experiences and those with disabilities. For instance, AR can provide audio descriptions and sign language interpretation for museum exhibits, making the museum more accessible to hearing-impaired visitors. In addition, visitors' museum visit experience can be enhanced through the increased interaction between visitors and exhibitions, facilitated by interactive digital technologies. The improved museum visit experience is likely to further develop visitors into loyal customers. Whenever there is a new technology implemented in the exhibitions, loyal customers tend to repeat their visits to the museums.

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A Comparative analysis of strategic orientation: Applying the OODA loop to airbnb and the hotel industry

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Abstract:

In the dynamic landscape of the tourism industry, the Observe, Orient, Decide, and Act (OODA) loop has emerged as a potent model for strategic decision-making, enabling tourism stakeholders to better navigate the increasingly complex and ever-changing industry landscape. OODA is a framework that Colonel John Boyd developed in a military setting in 1961 (Coram, 2002). This abstract model elucidates the cyclical process of observation, orientation, decision-making, and action, empowering leaders to navigate swiftly through environmental changes (Richards, 2004; Richards, 2020; Hammond, 2004; Osinga, 2007). Numerous factors, including the emergence of Airbnb and the COVID-19 pandemic, have caused significant disruption to the tourism industry recently (Dolnicar, 2021). As a result, organizations in the tourism sector are faced with the critical imperative to adapt and innovate in order to survive (Dolnicar, 2021; Dolnicar & Zare, 2020) The OODA loop provides a concise framework for improving competitive strategic decision-making throughout an organization (Richards, 2004). As a result of the complexity of the OODA loop, this article will focus on the 'Orientation' phase of the loop and provide a comparative analysis of Airbnb and the hotel industry.

Keywords: OODA loop (observe, orient, decide, act), Tourism, Airbnb, Strategy, decision-making

1. Introduction

Recently, the CEO of JPMorgan, America's largest bank with over 32 trillion dollars in assets, revealed in a letter to shareholders that he runs the company with the help of a military tactic called the OODA loop (Dimon, 2024), which stands for Observe, Orient, Decide, and Act. He writes, "Very often companies or individuals develop narratives based upon beliefs that are very hard to dislodge but are often wrong — and they can lead to terrible mistakes" (Dimon, 2024, p. 39). He describes how changing long-held attitudes and beliefs can be quite challenging, yet he asserts that doing so is essential to address all of the possibilities and uncertainties that a dynamic situation can produce. Embracing new knowledge that contradicts prior assumptions can significantly influence perspectives and conclusions (Dimon, 2024).

John Boyd, a renowned military strategist and fighter pilot, revolutionized military tactics with his creation of the OODA Loop - a decision-making framework emphasizing Observation, Orientation, Decision, and Action (Coram, 2002). Born in 1927, Boyd served in the United States Air Force, where he developed his theories on aerial combat and warfare. His OODA Loop concept became a cornerstone of military doctrine, influencing not only combat strategies but also business, law enforcement, and other domains. Boyd's legacy extends beyond his military contributions, inspiring generations of leaders and thinkers to adapt and innovate in the face of complexity and uncertainty. Bestselling business management author Tom Peters referred to Boyd in his last major work, *Re-imagine!* (2003) and Boyd’s theory was also an inspiration for Peters’ popular strategy book, *Thriving on Chaos* (Osinga, 2005; Peters, 1993; Richards, 2004).

When implementing OODA within an organizational framework, decision makers leverage sensor systems to meticulously observe and quantify external environmental occurrences (Coatzee, 2021). This collected information serves as the foundation for the initial stage of OODA, ‘Observations.’ Next, leadership makes sense of the observed data and updates their mental models accordingly in a step called ‘Orientation.’ Through a process of analysis, synthesis, destructive deduction, and creative induction (Boyd, 1976; Boyd, 1992; Richards, 2020), organizational decision makers seek to understand the implications of the information and leverage these insights to inform strategic decision-making and subsequent actions. This ‘Orientation’ phase is considered central to the OODA loop due to its critical role in establishing situational awareness (Osinga, 2007; Richards, 2020). After leaders have oriented themselves and their organizations, the next step is to make a decision based on a clear assessment of the affects of a given action (McGrath & Hastings, 2022). The effectiveness of these decisions relies on the thoroughness of their observations and the clarity of their interpretations (Coatzee, 2021). Finally, organizations take action. The effectiveness of these actions hinges on making informed decisions and assessing the situation accurately beforehand. This feedback loop then informs new observations, adjusting orientations, and perpetuating the cycle. Businesses operate within two competitive spheres: the natural environment and the market, populated by rivals. Notably, as outlined by Thompson (1995), all companies, whether consciously or unconsciously, employ a cyclical decision-making process akin to OODA. This framework aligns with the fundamental structure of information processing within the human mind (Spinney, 2020).

2. Literature Review

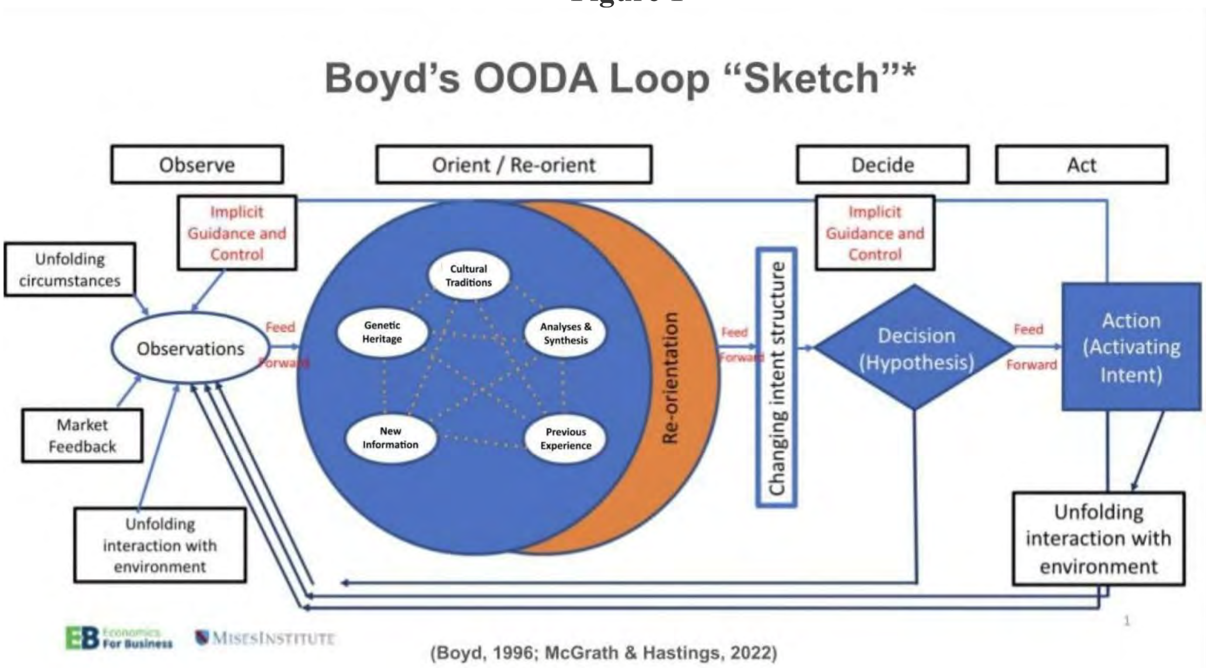
2.1. John Boyd’s OODA Loop

In the academic business discourse, Boyd’s work has been found important in several business domains, including decision making (Bryant, 2006; Larson et al., 2021; Van Stralen & Mercer, 2021; Vettorello et al., 2019), entrepreneurship (Byus, 2018; McGgrath, & Hastings, 2022; Spinuzzi et al., 2023), innovation (Angerman, 2004), business education (Ryder, 2024), and business strategy (Kodalle, 2022; Thompson, 1995). Notably, Boyd's ideas have inspired works like Colonel Chet Richards' *Certain to Win: The Strategy of John Boyd, Applied to Business* (2004) and a Harvard Business Review article titled "Decision Making, Top Gun Style" (Bonchek & Fussell, 2013). Osinga (2007) argues that the OODA loop also serves as a model for individual and organizational learning and adaptation rather than for merely decision-making. Other researchers have postulated that the OODA framework can be thought of as an organizational theory of mind (Premack & Woodruff, 1978).

2.2. OODA Conceptualization

The entire 'Orientation' bubble, including the blocks and all the interactions between them, represents an organizational model that allows predictions about the effects of future actions (Osinga, 2007; Richards, 2020, Spinney, 2020). The five blocks of the Orientation phase represented by a dotted line in <Figure 1> are 'Genetic Heritage', 'Cultural Traditions', 'New Information', 'Previous Experience', and 'Analysis & Synthesis' (Richards, 2020; Spinney, 2020).

<Figure 1>



3. Methodology

The OODA Loop presents itself as a valuable instrument for delving into both case study methodology and doctrinal research. (Spiney, 2020). Employing qualitative comparative analysis (QCA), a method utilized across various research areas, isolates pivotal factors contributing to transformations, and reveals the intricacies of events and their causes. Applying this method to the tourism industry in light of the OODA loop fosters new insights into the disruption caused to the hotel industry by AirBnB (Ragin, 2009; Rihoux, 2006). To gather the necessary information required to implement the 'Observation' phase of OODA, we researched case studies, interviews, articles, books, and news stories between 2008 and 2024 (Rihoux, 2006). To help make sense of the complex information collected, we utilized the five blocks within the 'Orientation' phase of the OODA loop to delve deeply into these insights and gain a new understanding. Specifically, the lenses of 'Genetic Heritage,' 'Cultural Traditions,' 'New Information,' 'Previous Experience,' and 'Analysis & Synthesis' (as well as their interactions with each other) are used in this QCA.

'Genetic Heritage' can be thought of as the human fallacies inherent in our tribal nature, such as the bandwagon effect, which is a psychological phenomenon where the underlying intention of consumers is to imitate the crowd (Leibenstein, 1950). Volgger et al. (2019) write about how the bandwagon effect plays a strong role in the increased popularity of peer-to-peer accommodation consumption, leading to the normalization of Airbnb consumption. 'Cultural Traditions' can be thought of as the company culture or industry culture that biases the mental model of the organization to think and act a certain way. An example of this would be the case study of Walmart and it's challenges in entering the Korean market (Kim, 2008). Kim (2008) p. 347, writes, "Mismatched merchandising, assortment, and marketing that missed local needs and context were other factors that contributed to Wal-Mart's failure in Korea." The 'New information' block is the novelty of information or "mismatches" with information from previous observation phases (Richards, 2020; Spinney, 2020). An example of this novelty would be a new consumer trend emerging in the industry, such as the experience economy (Christensen, 2016; Pine & Gilmore, 2013; Zervas et al., 2017). The 'Previous Experience' block is the historical experience that bias the company's orientation in a certain way, causing "incestuous amplification" (Richards, 2020; Spinney, 2008). An example of this would be organizational contraction bias, or assuming that consumer trends will continue as they did in years before (Christensen, 2016; Zervas et al., 2017). Finally, the 'Analysis and Synthesis' block represents how organizations pull concepts from a variety of domains, utilizing destructive deduction and creative induction for the creation of more accurate mental models, new ideas, and actions (Hammond, 2004; Osinga, 2007; Richards, 2020; Spinney, 2020). An example of this would be the hotel industry noticing the trend of the experience economy and anticipating the threat of the sharing economy (Pine & Gilmore, 2013; Zervas et al., 2017). The agility and accuracy of an organization's OODA loop, or lack thereof, can help or hinder its competitive advantage (Richards, 2004; Richards, 2020; Ryder & Downs, 2022).

4. Qualitative Comparative Analysis

Airbnb, Inc. is a U.S.-based corporation that runs an internet platform that facilitates both short and long-term accommodations and curated experiences (Gallagher, 2018). Acting as an intermediary, Airbnb charges a commission for each booking made through its service. Brian Chesky, Nathan Blecharczyk, and Joe Gebbia co-founded the business in 2008 (Mody & Gomez, 2018; Gallagher, 2018). The American Hotel & Lodging Association (AHLA) stands as the unified voice for all facets of the hotel sector, encompassing major chains, independent hotels, management companies, REITs, bed and breakfasts, industry partners, and beyond (AHLA, 2024). Established in 1910 and rebranded as the American Hotel Association in 1917, AHLA has emerged as a key player in advocating for the interests of the hospitality industry (AHLA, 2024). Today, it plays a substantial role in lobbying efforts aimed at advancing the goals of the hotel sector (Lane & Woodworth, 2016).

AHLA and hotel executives initially downplayed the competitive threat that Airbnb posed due to perceived differences in clientele (DePillis, 2016; Trejos, 2018; Von Briel & Dolnicar, 2021). The hotel industry underestimated Airbnb as a competitor, assuming they targeted different markets and operated on distinct business models (Mody & Gomez, 2018), initially seeing Airbnb as targeting a niche market of individuals prioritizing unique experiences over standard amenities, contrasting with hotel guests who valued facilities like gyms and pools, along with proximity to attractions (Belarmino et al., 2017; Von Briel & Dolnicar, 2021). However, over time, Airbnb's success trajectory defied these initial assessments, ultimately surpassing the scale of traditional hotel industry players.

5. Discussion and Conclusion

The decade following Airbnb's launch witnessed a significant transformation within the Peer-to-Peer (P2P) accommodation sector (Von Briel & Dolnicar, 2021). This period saw a rapid convergence of traditional hospitality and P2P models, with established hotel chains entering into direct competition with P2P platforms and platform facilitators expanding their services to resemble travel agencies and even hotels (Von Briel & Dolnicar, 2021).

With the changing dynamics of the hotel industry and the rise of Airbnb, the distinction between service providers and offerings in the tourism sector has become less clear, giving rise to a new market (Von Briel & Dolnicar, 2021). Airbnb has reoriented its business strategy by making investments in real estate and providing hotel-style lodging and amenities (Von Briel & Dolnicar, 2021). Hotels have also reoriented their strategies to compete for their portion of the market in response to the altered market conditions and have developed accommodation options that are influenced by the P2P space trading model (Von Briel & Dolnicar, 2021).

The emergence of the COVID-19 pandemic, which disrupted the entire tourism sector and required a renewed focus on business model adaptability for numerous accommodation providers, further complicated these developments (Von Briel & Dolnicar, 2021). In this dynamic environment, the OODA loop framework (Richards, 2004; Richards, 2020; Hammond, 2004; Osinga, 2007) offers valuable guidance for all stakeholders vying for market share in the 21st century.

5.3. Limitations of this study and suggestions for future studies

While QCA is a well-established research tradition (Rihoux, 2006), its application in comparative analysis can be susceptible to criticism (Gerring, 2007). This vulnerability often arises when case study comparisons are conducted in an ex-post manner, meaning they were not designed from the outset for comparative purposes. Consequently, the case study materials employed may lack the necessary rigor for robust comparative analysis, raising questions about the overall scientific merit of the comparisons (Gerring, 2007). More specifically, this type of research is vulnerable to the narrative fallacy, which is the tendency to create a story with cause-and-effect explanations out of random details and events (Taleb, 2007). Furthermore, researchers in this field must develop adept sensemaking abilities to differentiate between substantive information (signal) and the extraneous messaging disseminated by public relations and marketing departments (noise) (Schmachtenberger, 2020). Lastly, Boyd warns not to make the OODA Loop into an edifice that serves to concretize his idea into a fixed process or framework. Boyd didn't want his thinking to be viewed as dogma, but rather as a process. Hammonds (2004), p. 174 writes, "The test of success and the real advantage in the method comes not in reading about it but rather in employing it, like both muscles and neural networks. Boyd's way must be exercised or it will shrivel and atrophy."

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Examining the effects of guest attitude towards self-service technology on satisfaction: A case study of luxury hotels in singapore

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Abstract:
This study examines the influence of guest attitudes toward self-check-in kiosks on guest satisfaction in luxury hotels in Singapore, particularly with perceived usefulness, ease of use, and personalized service. The findings offer valuable insights for luxury hotels to make informed decisions regarding integrating self-check-in kiosks, ultimately enhancing guest experiences and operational efficiency. This study also contributes to optimizing guest satisfaction through self-service technology in the hospitality sector, emphasizing the importance of understanding guest attitudes in technology implementation (e.g., self-check-in kiosks).

Keywords: Guest satisfaction, Technological adoptions, Guest experience, Luxury hotel standards, Personalization

1. Introduction

Hotels are increasingly embracing self-service technology (SST) to replace human labor because it is thought to increase their profitability, operational efficiency, and quality of service. Self-check-in kiosks are available in hotel lobbies where guests can seamlessly check into their rooms without hotel personnel's assistance (DigiconAsia, 2022). Many luxury hotel brands, like

Marriott, have implemented mobile applications to allow guests to conveniently access various hotel services (Bethesda, 2017). Smart technologies such as artificial intelligence (AI) and chatbots are also being introduced in hotels as technology advances. Prior research (Saidani et al., 2023; Verma et al., 2018; Bonn et al., 2016) has indicated that guests' attitudes towards SSTs are significantly affected by various factors, including perceived usefulness, ease of use, and personalized service of the implemented technologies. When technologies are recognized as useful, easy to use, and aid in creating personalized services, guests develop a positive attitude, increasing guest satisfaction (Lee, 2013). Several studies investigated SSTs, such as mobile applications in airports and hotels, including resort hotels (Huang et al., 2019; Moon et al., 2021; Kim, 2016; Giousmpasoglou & Thi, 2020). However, there is a dearth of research examining the effects of perceived usefulness, ease of use, and personalized service on guest attitudes toward self-check-in kiosks, which in turn may impact guest satisfaction. As noted by Michalis (2024), integrating new technological advancements into the operations of luxury hotels has become imperative to effectively respond to the constantly changing demands of their customers and maintain the ability to deliver exceptional personalized service. Therefore, this study aims to investigate the impact of guest attitudes toward self-check-in kiosks on guest satisfaction in luxury hotels in Singapore. Luxury hotels constantly strive to implement new initiatives to improve service and enhance guest satisfaction. Through this study, luxury hotels can better understand their guests' attitudes toward self-check-in kiosks and the viability of these kiosks to increase guest satisfaction. As such, hotels can make an informed decision on whether to invest in such kiosks in their hotel lobby.

2. Literature Review

Numerous theories have been utilized to understand customer acceptance of technology adoption, mainly the theory of technology acceptance model (TAM) and the unified theory of acceptance and use of technology (UTAUT). TAM has provided valuable insights that have benefited organizations and industries regarding users' attitudes toward technology by leveraging two core components to determine actual usage: perceived usefulness and ease of use. Liu and Park (2024) indicated that guests' perceptions of the usefulness of the self-check-in system significantly impact their attitudes toward technology in luxury hotels. According to Kim and Qu (2014), visitors are more inclined to embrace technology when they perceive it as a useful tool that enhances their hotel experience in terms of accessibility and efficiency. When assessing the efficacy and adoption of self-check-in kiosks in luxury hotels, it is crucial to understand guests' attitudes toward ease of use (Moon et al., 2021). The user experience is enhanced by intuitive navigation, clear directions, and user-friendly graphical features, increasing the desire to use self-check-in kiosks. The theory of UTAUT also provides a framework for understanding various factors affecting user acceptance of technology (Venkatesh, 2003). The integration of self-check-in kiosks enhances the check-in experience for guests by allowing them to personalize their stay by choosing their preferred room options (Sykimte, 2023). Orel and Kara (2014) also noted that kiosks allow customers to autonomously handle transactions, access information, and address issues, simplifying the service process. In addition, self-check-in kiosks play a crucial role in gathering critical guest information, enabling hotels to proactively anticipate and meet guest requests, thus exceeding expectations and enhancing the overall guest experience (Chen, 2017; Brown, 2023). Liu et al. (2019) assert that both theories offer a viable and optimal approach for determining the impact of user perceptions on the overall adoption of technology. To enhance the integration of the models within the current study, the variables derived from both theories are amalgamated, encompassing perceived usefulness, perceived ease of use, and personalized service.

Several studies have explored individuals' attitudes toward SSTs (Curran et al., 2003; Meuter et al., 2000). According to Eagly and Chaiken (1993), it is a psychological predisposition that presents itself in varying degrees of favor or disfavor for a certain entity. In other words, attitude refers to an individual's cognitive inclination or tendency exhibited through the positive or negative evaluation of a specific subject or concept. Conversely, guest satisfaction is a customer's evaluation after using a particular good or service (Gunderson et al., 1996). Parasuraman et al. (1985) explained that satisfaction is derived from the ability to meet or exceed the guest's expectations. Individuals who show a positive attitude towards SSTs exert a significant positive impact, whereas those with an adverse attitude significantly negatively influence their satisfaction with SSTs, according to Meuter (2000). Ioannou-Katidou and Manousia (2020) further shed light on how guests' perceptions, particularly regarding the importance of human touch and their familiarity with technology, can affect their satisfaction with self-service kiosks. Similarly, Moon et al. (2021) revealed that passengers' positive attitudes towards self-check-in kiosks influence their satisfaction in the airline industry. It is of utmost importance to understand how guests assess SSTs, as their attitudes are vital in determining their overall satisfaction with technology (Meuter et al., 2000). Therefore, based on the literature discussed, the following hypotheses are proposed:

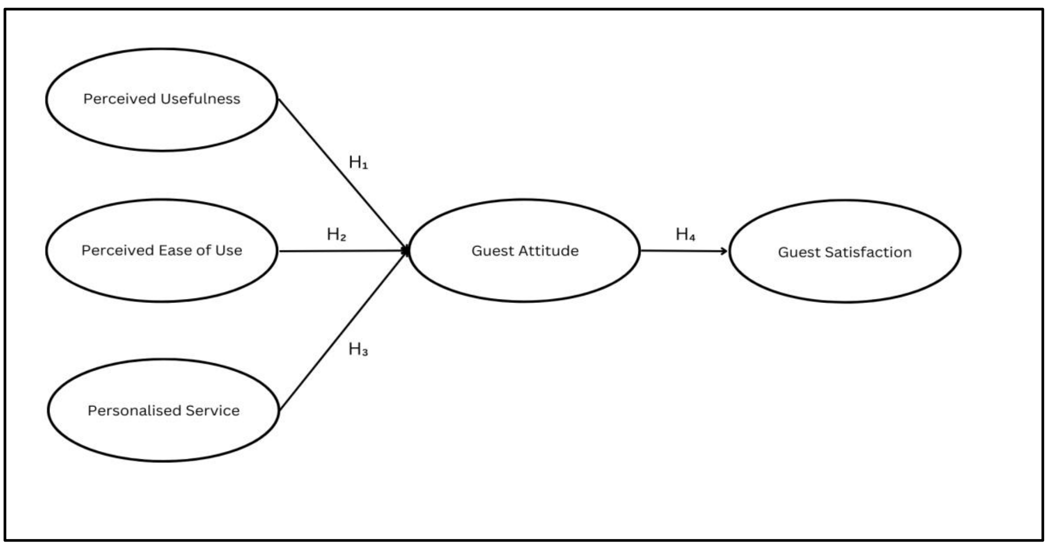

Figure 1. Conceptual Model

H_1: The perceived usefulness of self-check-in kiosks in luxury hotels positively influences guests' attitudes toward self-service technology during their stay.
H_2: The perceived ease of use of self-check-in kiosks in luxury hotels positively influences guests' attitudes toward self-service technology during their stay.
H_3: The personalized service provided by self-check-in kiosks in luxury hotels positively influences guests’ attitudes toward self-service technology during their stay.

H_4: Guests' attitudes toward self-check-in kiosks in luxury hotels significantly influences their satisfaction with such kiosks during their stay.

3. Methodology

The target population for this study comprises individuals who have stayed in luxury hotels in Singapore. To ensure a diverse group of participants, three luxury hotels with self-service kiosks in Singapore are randomly chosen. The survey is run for approximately one month, beginning in the third week of April, at various times of day and on both weekdays and weekends, with a minimum of 200 surveys required for this study. The variables in the conceptual model (see Figure 1) are defined and measured using a comprehensive literature review. Perceived usefulness and ease of use are operationalized by a seven-point Likert scale with three items (Lu et al., 2009). Personalized service is measured by three items (Selnes & Hansen, 2001) using a seven-point Likert scale. In addition, guests' attitudes and satisfaction with SSTs are measured by four items (Beatson et al., 2007; Lu et al., 2009). These items are also operationalized using a seven-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7), as well as from extremely dissatisfied (1) to extremely satisfied (7), respectively. Demographic characteristics, such as gender, age, race, education level, and income, are also collected.

4. Discussion and Conclusion

This study investigates the effects of perceived usefulness, ease of use, and personalized service on guest attitudes toward self-check-in kiosks, influencing guest satisfaction with SSTs. Based on the study's findings, luxury hotels can better understand their guests' attitudes toward self-check-in kiosks and determine the practicality of using them to boost guest satisfaction. An emerging technology sweeping the hospitality industry allows hotels to mine guest information to tailor their service, resulting in increased guest satisfaction and personalization (Car et al., 2019). Luxury hotels have incorporated a variety of innovative smart devices into their rooms to make guests' experiences more enjoyable. According to Samala et al. (2020), this technological advancement has enabled various innovations, including self-service kiosks in luxury hotels. Kim and Qu (2014) found that the perceived usefulness of a hotel self-service kiosk influences guests' likelihood of using it. As people learn more about technology, the value of these services increases (Bilgihan et al., 2016). By incorporating these insights into their SST strategies, luxury hotels can stay ahead of the technological curve, cultivate repeat business, and uphold their reputation for outstanding service.

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From feedback to strategy: Advancing hospitality insights through comprehensive text analysis

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Abstract:

This study evaluates the effectiveness of three metaphor-based sentiment analysis (MSA) methods and compares them with sentiment analysis (SA) methods in the hospitality context. This investigation attempts to determine whether MSA can provide more nuanced interpretations of user-generated contents in the hospitality industry by accounting for semantic context. The findings will enhance our understanding of how advanced SA techniques contribute to discerning more sophisticated customer preferences, thereby informing refined marketing strategies in hospitality.

Keywords: text analytics, sentiment analysis, metaphor sentiment analysis, hospitality

1. Introduction

The hospitality industry has been widely recognized as a saturated and competitive market. Due to these inherent market-specific challenges, the hospitality industry has relatively low growth potentials compared to other fields (Martín-Rios & Ciobanu, 2019). To narrow the productivity gap with other service markets and survive in the competitive environment, hospitality businesses have consistently innovated their practices in guest satisfaction, customer attraction, and operation expansion (Lee et al., 2023).

Big data has been one of the main driving forces behind innovation in the hospitality industry. The analytics derived from big data can offer a comprehensive understanding of customer engagement and brand effects (Lee et al., 2021), thus becoming essential for competitive and innovative performance (Stylos & Zwiegelaar, 2019). Accordingly, there is an increasing demand for the analysis of text-based user-generated contents (UGCs) including customer reviews on social media. Furthermore, the application of text analytics is growing due to advancements in technology that readily and efficiently transforms the conversation of non-text data sources such as YouTube, Vimeo, and podcasts into analyzable text formats (Poria et al., 2016). Text analytics is crucial in providing deep insights into customer perceptions and preference changes regarding brands and products (Mehraliyev et al., 2022). The enhanced understanding of customers allows to develop more tailored and intelligent marketing strategies.

As a result, the importance and relevance of text analytics research (Mehraliyev et al., 2022) is further elevated in the hospitality industry.

In response to this increasing need for effective text analytics methods, many researchers have strived to improve the performance of sentiment analysis (SA) (Singh et al., 2020). SA is a process that identifies and evaluates emotions and opinions within text, classifying sentiments as positive, negative, or neutral. This process enables the analysis of descriptive tones on specific topics, allowing for the extraction of customer evaluations of hospitality products/services (Yue et al., 2019).

While new SA models have been introduced based on these three main SA approaches to improve the accuracy of sentiment classifications, they still face challenges in accurately distinguishing between positive and negative language expressions. These challenges could arise from a lack of consideration for the context of texts as the semantic meaning of words often changes depending on context (Abirami & Gayathri, 2017). In addition, identical sentiment lexicons may not necessarily carry the same intensity of emotion (Abirami & Gayathri, 2017). Furthermore, automated sentiment analysis tends to oversimplify emotions while disregarding nuanced feelings such as hope, anger, or fear (Luri et al., 2023).

To reflect this contextual nature in SA, researchers have developed new techniques that analyze metaphors. Metaphor transforms abstract ideas into tangible concepts by utilizing intuitive knowledge for understanding (Iritspukhova, 2023). As a result, experiences are often vividly described when we use metaphor. Metaphor sentiment analysis (MSA) examines the use of figurative language to comprehend its impact on interpretation and sentiment, thereby enhancing the depth of text analysis. According to the cognitive theory of metaphor, metaphors shape our understanding and perspectives by mapping conceptual domains to enhance communication. This approach recognizes metaphors' profound impact on human thought and perception, going beyond mere linguistic analysis (Hart, 2011). The importance of the metaphor is also resonated with hospitality and tourism sectors. Adu-Ampong (2016) emphasizes the significance of utilizing metaphors to establish destination identity, clarify images, and simplify complex concepts for better public understanding. This is particularly important in industries where metaphors play a crucial role in crafting subtle messages that evoke emotions and motivate consumers to visit destinations Iritspukhova (2023) further recognize the importance of metaphors in social science, as they aid in understanding and expressing complex social phenomena.

Although metaphor has been widely used in the hospitality sector, metaphor analysis may face challenges in clearly distinguishing between positive and negative expressions. Moreover, as Sfard (1994) warns, reliance on metaphor, while insightful, can bring bias and over-generalization to social science methodologies. Therefore, it is essential to comprehensively evaluate the performance of MSA in the hospitality context to verify whether they perform accurate text analysis and provide truly better performance than SA methods.
This study aims to compare the performance of MSA methods to check their validity as a SA tool. Additionally, MSA methods will be compared with SA methods to determine whether MSA can improve upon existing SA methods. This investigation will show whether MSA that

considers semantic context can provide more refined summarizations and accurate interpretations of UGCs in the hospitality industry. The analysis outcomes will contribute to hospitality analytics literature by demonstrating the role of metaphors in improving our understanding of hospitality customers through text analytics.

2. Literature Review

2.1. Text analytics

Text analysis means "any systematic reduction of the flow of texts (or other signs) to the standard set of signs that can be manipulated by statistics and that represent the presence, strength, or frequency of social science". In the social sciences, text analysis is becoming increasingly popular due to the large amount of unstructured data available from social networks, websites, and other sources. As a result, there is a need for effective methods and algorithms to manage various text applications (Bernard & Ryan, 1998; Aggarwal, 2018).

2.2. Sentiment analysis

The primary objective of sentiment analysis is to determine the subjectivity of a text or a portion of it. If the text is subjective, the analysis aims to identify whether it expresses a positive or negative sentiment. Its primary task is to extract features from new articles, like tweets and headlines, to identify their sentiment. Machine learning and lexicon-based methods are the two main approaches to sentiment analysis. Machine learning is based on learning from existing data, whereas lexicon-based methods use a pre-defined dictionary or lexicon for sentiment analysis (Taboada, 2016)

2.3. Metaphor sentiment analysis

Metaphor analysis entails identifying metaphors in a text and comprehending the meaning and sentiment they convey (Dennett et al., 2014). Metaphors are linguistic tools that express one concept in terms of the characteristics of another (Adu-Ampong, 2016). The analysis of metaphors primarily focuses on identifying which concepts are linked together and how these connections convey meaning and sentiment. This process allows us to comprehend the author's intentions or attitudes in the text and understand the function of metaphors in sentiment analysis. Metaphor analysis is employed in several fields, such as literature, linguistics, and sentiment analysis (Rentoumi et al., 2012).

3. Methodology

3.1. Measurement

Tripadvisor Las Vegas hotel reviews are used to evaluate the accuracy, precision, recall and F1 score of both sentiment analysis (SA) and metaphor sentiment analysis (MSA) methods.

3.2. Data collection

The study will collect hotel reviews from TripAdvisor, specifically focusing on Las Vegas hotels, between 2023 and 2024 to conduct this study. Las Vegas was selected due to its popularity as a tourist destination and the variety of hotel options available, as well as the cultural and event diversity of the city, which will provide a comprehensive data set of customer opinions and emotions.

3.3. Analytical methods

The analysis of hotel reviews will be conducted using Python and the SA approach, which encompasses Lexicon-based and Deep Learning methods, as well as the MSA approach, which includes disclosure dynamics, cognitive linguistics, and MEMSA techniques. The results of the analysis will be evaluated using a Confusion Matrix, which will provide a detailed breakdown of performance metrics such as Accuracy, Precision, Recall, and F1 Score. This matrix can be used to gauge the effectiveness of the SA and MSA methods in the interpretation of sentiments in the context of the hospitality industry.

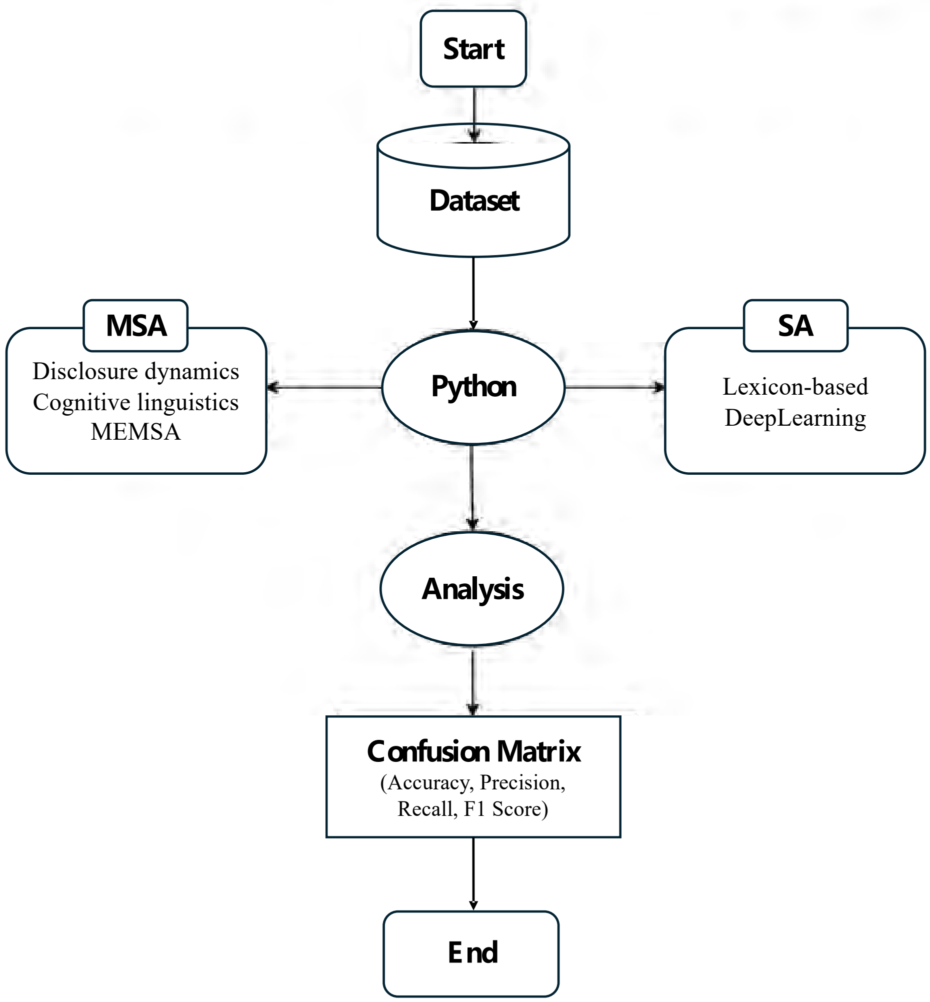

Figure 1. Implementation flowchart

5. Expected Implications

This study expects that incorporating metaphor analysis into traditional text analytics using metaphor analysis methods can greatly improve the abilities of existing sentiment analysis (SA) techniques. This opens up a new way for hospitality researchers to more deeply explore the nuances of emotion and the use of figurative language in user-generated content (UGC), highlighting the critical role that metaphors play in understanding customer emotions. The use of MSA in analyzing UGC has significant implications for the hospitality industry. It allows hospitality professionals to analyze customer feedback with greater finesse, enabling communication strategies that more effectively reflect customer emotions and expectations. Additionally, this detailed analysis can provide key insights into areas in need of operational improvements and innovative service offerings. Hospitality providers can create services that anticipate and respond to market trends by more closely aligning with customer preferences in fluid dynamics. This approach, driven by a deep and nuanced understanding of customer feedback and market trends, fosters a symbiotic relationship between hospitality services and their customers.

The limitation of sentiment analysis (SA) and metaphor sentiment analysis (MSA) to the hospitality context may not provide a complete understanding of their effectiveness in diverse industries where linguistic nuances and customer expectations differ. Furthermore, it is important to consider that relying exclusively on data from specific platforms, such as TripAdvisor, or from a single location, such as Las Vegas hotels, may not provide a holistic view, as different sources and locations generate different user-generated content (UGC), which affects the effectiveness of sentiment analysis. Inherent biases within SA and MSA methodologies could lead to skewed results. For example, MSA's strength in identifying nuanced emotions through metaphors might miss direct expressions of sentiment more accurately captured by traditional SA. Therefore, a balanced approach to sentiment analysis is important.

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Exploration of community's emergency and immediate response in Maui wildfire

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Abstract:

Natural disasters catalyze the proliferation of social media usage as a medium for expression and information dissemination. This study probes into the emergent community responses to the Maui Wildfire of 2023, focusing on analyzing textual data derived from 386 social media posts, notably Facebook. This research identifies a spectrum of themes, ranging from immediate disaster response activities to expressions of sympathy, and the coordination of efforts to locate missing persons and pets.

Keywords: Tourism Crisis Management, Crisis Communication, Disaster Response, Social Sensing, Community Resilience, Maui Wildfire

1. Introduction

Effective disaster management is critical to community resilience in unforeseen catastrophes. This paper examines the roles of emergency and immediate response phases in disaster management, which are crucial for mitigating the adverse effects of disasters. The real-time analysis of these phases presents significant challenges, yet is essential for facilitating timely and effective community protection and service restoration. Integrating active monitoring and dynamic communication systems supports decision-making and resource allocation, thus bolstering community recovery and resilience. This study focuses on social sensing mechanisms that leverage online data collection, such as social media and news outlets, to gauge and interpret community responses during the 2023 Maui Wildfires—a catastrophic event that significantly impacted the local community and the tourism sector in Hawaii, USA.

2. Literature Review

2.1. Tourism Crisis Management and Social Media Utilization

Tourism crisis management strategies are pivotal in safeguarding tourists and the tourism industry against emergencies. The literature extensively explores the role of social media in disseminating real-time information during disasters, facilitating critical situational awareness for emergency management (Panagiotopoulos et al., 2016). Social media platforms have proven instrumental in providing essential information to decision-makers, including government officials, during crises (Aladwani & Dwivedi, 2018; Martínez-Rojas et al., 2018).

2.2. Social Sensing in Disaster Management

Social sensing has evolved as a vital tool in disaster management across the globe, employing various methodological approaches. Research has demonstrated its utility in direct communication during disasters, offering platforms for urgent communications, volunteer coordination, and emotional expression (Hosoe et al., 2018). Topic modeling and sentiment analysis of disaster-related discourse further illustrate the application of social sensing in understanding disaster dynamics (Dahal et al., 2019).

2.3. Topic Modeling Techniques

Topic modeling is a computational method used in natural language processing to identify thematic structures in large text collections. Techniques such as Latent Dirichlet Allocation (LDA) analyze patterns of word occurrences and co-occurrences to uncover underlying topics in textual data (Blei et al., 2003). The utility of these techniques is evident in studies like Maharani’s (2020) analysis of social media data concerning Jakarta's floods, which demonstrated the capabilities and challenges of advanced natural language processing tools like BERT for disaster-related communication.

3. Methodology

3.1. Case Study: The 2023 Maui Wildfire

This case study examines the devastating Maui Wildfire 2023, identified as the deadliest U.S. wildfire in over a century. The rapid escalation of the fire demanded immediate and effective response mechanisms, particularly in Lahaina, a key location for its historical significance and tourism appeal.

3.2. Data Collection and Pre-processing

We utilized a dataset comprising 386 Facebook posts collected from a major Hawaii-based group during the crisis period. The pre-processing of this data involved standard text mining procedures aimed at enhancing the dataset's analytical readiness. These procedures included the removal of non-textual elements, normalization of text, and elimination of irrelevant data components such as URLs and emojis.

3.3. BERTopic Modeling

The study employed BERTopic, an advanced topic modeling technique that uses machine learning algorithms to identify and categorize themes within textual data. This process involved several steps, including sentence vector extraction through Sentence-BERT, dimensionality reduction, and clustering of sentence vectors to delineate discrete topics.

4. Results

In this section, we delineate the thematic content discerned from Facebook discourse pertaining to the Maui Wildfires of 2023. Visualized in Figure 1 is the inter-topic distance map, wherein each numbered circle denotes a distinct thematic area; the circle's magnitude indicates the prevalence of the associated topic within the dataset. Through the application of BERTopic modeling to 364 Facebook posts, six discrete topics were isolated. Nine salient terms, along with their respective probabilities within the context of the topic, were extracted and are depicted in Table 1. The derived topics span from emergency response mechanisms and transportation logistics to expressions of altruism, empathetic engagement, and efforts to locate displaced individuals and animals. These findings illuminate the array of immediate concerns and priorities emergent within the community in the face of the crisis.

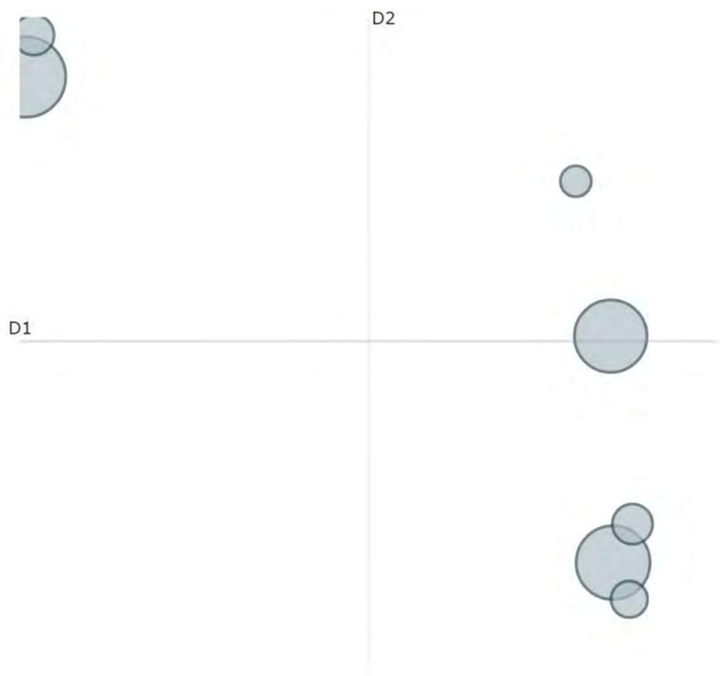

Figure 3 Topic model visualization by inter-topic distance map

Table 1 Topics and associated word probabilities within each topic

No	Topic	Word probability (within each topic)
Topic 1	Donations	donations (0.09535), maui (0.07205), drop (0.04741), donation (0.04459), anyone (0.04078), money (0.03708), know (0.03708), directly (0.03216), goods (0.029952)
Topic 2	Emergency response	fema (0.05510), disaster (0.05249), maui (0.04680), live (0.03474), may (0.03371), assistance (0.03027), damage (0.02935), response (0.02825), well (0.02759), hawaii (0.02648)
Topic 3	Safety confirmation	please (0.09255), lahaina (0.06880), safe (0.06649), thank (0.06395), found (0.05728), update (0.05472), know (0.05472), looking (0.05232), family (0.05111), let (0.04716)
Topic 4	Sympathy and reaction	prayers (0.14262), maui (0.13815), pray (0.12163), heartbreaking (0.09122), mauistrong (0.06081), credit (0.06081), tragic (0.05790), beautiful (0.05790), goes (0.05790), safe (0.05601)
Topic 5	Transportation access	flights (0.08492), oahu (0.05084), housing (0.04989), needs (0.04922), maui (0.04795), family (0.04716), willing (0.04588), reach (0.04369), transportation

		(0.04157), travel (0.04157)
Topic 6	Searching missing people	list (0.11527), family (0.09002), thread (0.07142), google (0.06784), maui (0.06784), people (0.06690), names (0.06456), trying (0.06079), group (0.06079), missing (0.05596)
Topic 7	Searching missing pets	maui (0.15592), humane (0.13703), animals (0.13703), pets (0.13249), dog (0.13249), pet (0.12866), missing (0.09821), society (0.09506), look (0.07686), help (0.07627)

5. Discussion and Conclusion

This manuscript examines the community's emergency and immediate responses to the Maui Wildfire of 2023, utilizing content analysis of textual data sourced from social media platforms, particularly Facebook. The analysis revealed a spectrum of thematic topics, from practical disaster response measures to the community's empathetic engagements and endeavors to ascertain the whereabouts of missing residents and animals.

5.1. Limitations of this study and suggestions for future studies

The research is subject to certain limitations that pave the way for further scholarly inquiry. Notably, the study was conducted with a deliberately constrained sample size to evaluate the efficiency of smaller-scale social media datasets. Future research could build upon these findings by incorporating broader datasets and undertaking a comparative analysis of emergent themes with other mediums, such as traditional news outlets and additional online platforms.

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Attributes versus benefits: The congruence effect of message appeal type and consumption goal on tourists' evaluation of eco-friendly hotels

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Abstract:

This study investigates the congruence effect between message appeal type (attribute-based vs. benefit-based) and consumption goal (hedonic vs. utilitarian) on tourists' evaluations of eco-friendly hotels. It proposes that benefit-based (attribute-based) appeals will more effectively influence eco-friendly hotel evaluations when tourists have hedonic (utilitarian) consumption goals. Both behavioural experiment and eye-tracking methods are employed to examine the underlying mechanism. The findings are expected to advance the understanding of message framing in sustainable tourism marketing and provide practical insights for targeting environmentally conscious travellers more effectively.

Keywords: Eco-friendly Hotels, Message Appeals, Consumption Goals, Schema Congruity, Eye-tracking

1. Introduction

The global tourism industry has been increasingly focusing on sustainable practices, with eco-friendly hotels gaining popularity among environmentally conscious travellers. However, despite the growing interest in sustainable tourism, the effectiveness of marketing communications in promoting these offerings remains a challenge (Rahman & Reynolds, 2019). To encourage more travellers to choose eco-friendly hotels, it is crucial to understand how to effectively communicate the value of these sustainable practices in a way that resonates with tourists' specific consumption goals and motivations (Villarino & Font, 2015). Previous research has examined the role of message framing in various contexts (e.g., Gong & Cummins, 2020), highlighting the importance of aligning marketing communications with consumers' needs and preferences. However, there is a lack of research investigating how message appeals interact with tourists' consumption goals in the context of eco-friendly hotel marketing.

Consumption goals, categorized as hedonic or utilitarian (Batra & Ahtola, 1991), play a significant role in shaping consumer preferences and decision-making. Hedonic goals are associated with affective and experiential aspects of consumption, such as pleasure and relaxation (e.g., a couple seeking a rejuvenating retreat). In contrast, utilitarian goals are related to functional and practical considerations, such as convenience and efficiency (e.g., a business traveller looking for a convenient hotel). Message appeals, on the other hand, can be classified as attribute-based or benefit-based (Teichert et al., 2018). Attribute-based appeals highlight the tangible features of a product (e.g., "100% renewable energy powered"), while benefit-based appeals emphasize the experiential or emotional outcomes (e.g., "Unwind in a low-carbon environment designed for wellness ").This study aims to address this gap by exploring the congruence effect between message appeal type (attribute-based vs. benefit-based) and consumption goal (hedonic vs. utilitarian) on tourists' evaluation of eco-friendly hotels.

2. Literature Review

2.1. Message Appeal Type

Message appeal refers to the basic characterization of a message's content style (Teichert et al., 2018). Rooted in communication literature, message appeals can be categorized as either informational or transformational (Puto & Wells, 1984). Informational appeals target consumers' logic by highlighting functional benefits, while transformational appeals evoke emotions and promise future experiences (Puto & Wells, 1984). Building on this categorization, researchers have distinguished between rational and emotional appeals (Gong & Cummins, 2020). Rational appeals present product attributes and consumer benefits, emphasizing quality, value, or performance (Kotler & Keller, 2008). Emotional appeals, on the other hand, elicit positive or negative emotions to arouse purchase willingness by making consumers feel good about the product (Kotler & Keller, 2008).

Drawing from these distinctions, the current study conceptualizes message appeal type as either attribute-based or benefit-based. Attribute-based appeals focus on the intrinsic properties and characteristics of a product, which are measurable, concrete, and observable (Lancaster, 1971). Benefit-based appeals, in contrast, emphasize the values, services, or utilities derived from product consumption or possession (Lancaster, 1971; Wu et al., 1988).

2.2. Consumption Goals

Consumption goals can be broadly classified as hedonic or utilitarian (Batra & Ahtola, 1991). Hedonic goals are associated with affective and experiential aspects of consumption, such as pleasure, enjoyment, and emotional experiences. Utilitarian goals, conversely, are related to functional and instrumental aspects, such as efficiency, convenience, and practicality (Botti & McGill, 2011).

2.3. Schema Congruity Theory

Schema congruity theory posits that individuals process and evaluate information based on the congruity between incoming information and their existing cognitive schemas (Mandler, 1982). When incoming information aligns with an individual's schema, it is processed more fluently and evaluated more favorably (Choi et al., 2017).

2.4. Conceptual Framework

Building on schema congruity theory, this study proposes that the congruence between message appeal type and consumption goal will influence tourists' evaluation of eco-friendly hotels (see Figure 1).

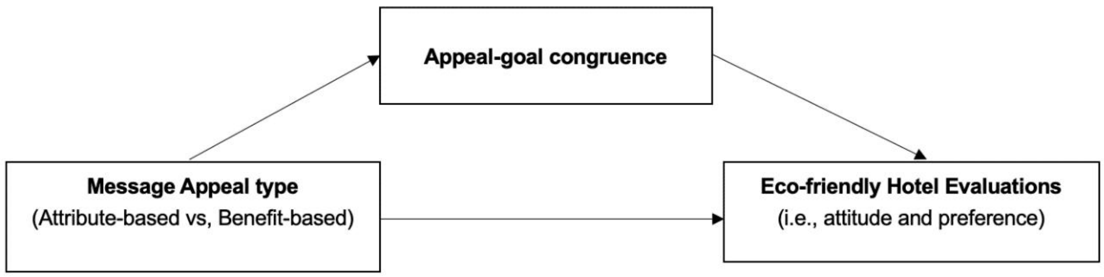

Fig.1. Conceptual Framework

3. Methodology

3.1. Measurement

A between-subjects experimental design will be employed, manipulating message appeal type (attribute-based vs. benefit-based) and consumption goal (hedonic vs. utilitarian). The dependent variable, tourists' evaluation of eco-friendly hotels, will be measured using multi-item scales adapted from previous studies (e.g., Han et al., 2019; Rahman & Reynolds, 2019).

3.2. Data Collection

To comprehensively examine the congruence effect, this research employs a multi-method approach consisting of two studies. Study 1 involves an online survey with a behavioral experiment, where participants are randomly assigned to different experimental conditions manipulating message appeal type and consumption goal. The survey measures tourists' attitudes and preferences towards eco-friendly hotels using established scales. Study 2 utilizes eye-tracking technology to capture participants' visual attention and gaze patterns while viewing eco-hotel promotional materials with varying message appeals. This neurocognitive data provides insights into the underlying cognitive processes and complements the behavioral findings (Wedel & Pieters, 2008).

4. Results

The behavioral experiment with survey data are expected to reveal a significant interaction effect between message appeal type and consumption goal on tourists' attitudes and preferences towards eco-friendly hotels. The eye-tracking data are anticipated to provide convergent evidence, with participants exhibiting greater visual attention (longer fixation durations, more fixation counts) on attribute-based (benefit-based) appeals when primed with utilitarian (hedonic) consumption goals.

5. Discussion and Conclusion

5.1. Discussion and implications

The expected findings of this study will contribute to the literature on green hotel marketing, message framing, and consumer behavior, offering valuable insights for sustainable tourism promotion strategies. The results are anticipated to demonstrate that the congruence between message appeal type and consumption goal significantly influences tourists' attitudes and preferences towards eco-friendly hotels.

Specifically, when tourists have utilitarian consumption goals, such as seeking environmentally responsible accommodation for business travel, attribute-based appeals highlighting tangible eco-friendly features (e.g., energy-efficient facilities) are expected to align with their cognitive schemas, resulting in more positive evaluations. Conversely, when tourists have hedonic consumption goals, such as desiring a relaxing eco-vacation, benefit-based appeals emphasizing experiential benefits (e.g., sleeping soundly on healthy, organic bedding) are expected to be more congruent, leading to more favorable evaluations.

5.2. Conclusion

These findings underscore the importance of understanding and catering to tourists' specific motivations when promoting eco-friendly hotels. By tailoring their marketing communications to match the consumption goals of different target segments, hotel managers can effectively enhance the persuasiveness of their messages and encourage more travelers to choose sustainable accommodation options. Moreover, the eye-tracking data are expected to provide convergent evidence for the proposed congruence effect, demonstrating that tourists allocate more visual attention to message appeals that align with their consumption goals. This insight can guide hotel marketers in designing visually appealing and cognitively engaging promotional materials that effectively capture and retain tourists' attention.

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Balancing visitor experience and sustainability at a historic mansion: A case study of castle hill, Ipswich, MA, USA

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Abstract:

This study focuses on sustainable tourism efforts at Castle Hill, Ipswich, MA. The historic mansion attracts visitors to admire its 19th-century architecture and gardens. Adopting stakeholder theory, the study examines preservation methods that balance preservation and public access. Interviews with stakeholders identify areas for improvement to enhance visitor experience. This study sheds light on the implementation of conservation principles in heritage tourism while addressing the issues to improve. Practical implications, limitations, suggestions for future studies are also discussed.

Keywords: Castle Hill, historic mansion, visitor experience, sustainability, Trustees

1. Introduction

It is important to preserve historical and cultural heritage in its original form and to pass it on to future generations (Liburd, & Edwards, 2018). Castle Hill is preserved and managed by a unique entity, a nonprofit conservative organization funded by members called Trustees (Thetrustrees.org, 2024). This form of community involvement in heritage preservation must be an ideal way to promote sustainable development.

Understanding the complexities of managing heritage sites within a conservation framework is valuable from an academic perspective. From a practical standpoint, this case highlights the need to address the challenges facing a historic mansion, including issues related to maintenance, financial resources, and sustainability. It's crucial for the long-term sustainability of Castle Hill as a national historic landmark while meeting visitor needs and expectations.

The objectives of the case study are to:
1. Identify challenges with amenities and facilities that detract from the visitor experience at Castle Hill,
2. Explore strategies to address challenges while maintaining the site's cultural and natural heritage.

By addressing these research objectives, the study aims to provide actionable insights and recommendations for the management of the property and the Trustees to improve visitor experience and sustainability at Castle Hill, while preserving its cultural assets.

2. Literature Review

2.1. Stakeholder theory and Community-based tourism

Stakeholder theory is a valuable framework for analyzing the importance and benefits of community-based tourism in cultural heritage sites like Castle Hill in Ipswich, MA. This theory suggests that organizations should consider the interests and needs of all stakeholders affected by their activities, not just shareholders. Visitor experience initiatives can foster community involvement and pride in historic sites (Buckley, 2015). By providing opportunities for local residents to participate in events, volunteer programs, and cultural activities, these sites become integral parts of the community fabric (Richards & Munsters, 2010). To preserve cultural heritage, community-based tourism encourages local residents to take ownership of their cultural heritage, leading to its preservation and promotion (Liburd, & Edwards, 2018). By implementing measures to minimize environmental impact, such as waste reduction and habitat preservation, communities can ensure the long-term ecological sustainability of cultural heritage sites like Castle Hill.

2.2. The Trustees of Reservations (The Trustees)

The Trustees is the largest nonprofit land conservation organization in the United States, with over 125 years of history (Trustees, 2023). They manage over 120 special places totalling nearly 29,000 acres across Massachusetts. Their properties include woodlands, parks, historic houses, gardens, inns, and campgrounds, attracting over 2 million visitors annually. Castle Hill on the Crane Estate in Ipswich, MA, is a significant historic site acquired by The Trustees in 1939.

2.3. Enhancing Visitor Experience and Sustainability at Castle Hill

Historic mansions like Castle Hill, Ipswich, MA, serve as tangible connections to the past, offering insights into architectural, social, and cultural histories (Leask & Fyall, 2016). Balancing visitor satisfaction with sustainability measures ensures the enduring appeal of these attractions. Sustainable management practices safeguard resources, minimize negative impacts, and maintain authenticity (Higgins-Desbiolles, 2018). Effective interpretation adds context, meaning, and relevance to historic sites, enriching visitors' comprehension (Timothy, 2019). By prioritizing sustainability, historic mansions contribute to tourism development, preserve cultural heritage, and uphold their legacy for future generations (Jorgenson et al., 2019).

2.4. Study site

Castle Hill on the Crane Estate, in Ipswich, MA, showcases European-style architecture and scenic landscapes reminiscent of 1800s estates. Originally owned by Richard T. Crane, Jr., the estate boasts a 59-room mansion designed by architect David Adler, complemented by meticulously landscaped gardens, Crane Beach, and the Crane Wildlife Refuge. Spanning 2,100 acres, the estate welcomes visitors year-round for guided mansion tours, facility access, and shopping. Despite COVID closures, visitation has surged, generating revenue vital for financial sustainability through tours, events, retail, and memberships.

3. Methodology

Meetings with the property's engagement manager, general manager, membership manager, and volunteers. Meetings with managers of the property on Zoom occurred in Many 2023, followed by in-person interviews with visitors, local residents, and volunteers in the first week of June 2023. Interviews with visitors were completed after repeated responses were recorded. Two site observations were conducted in September 2023.

4. Results

Local residents expressed their concerns about the potential negative impacts of tourism on their community, such as increased traffic in the area, scarcity of parking space, noise pollution, and loss of peaceful cultural identity. Visitors are concerned about accessibility, amenities, and the overall visitor experience at Castle Hill. Lack of staff and volunteers during the peak season is challenging as training sessions last several days to ensure staff proficiency and consistency in delivering a high-quality visitor experience. Property management is concerned about balancing the preservation of Castle Hill's cultural and natural resources with the need to accommodate visitor access and recreational activities. The management is committed to improving the quality of its services, programs, and events, and invited visitor feedback in several ways.

5. Discussion and Conclusion

5.1. Discussion and implications

At Castle Hill, challenges like traffic congestion, inadequate facilities, and limited amenities hindered visitor experiences. The single-lane entrance caused delays, and shared roadways led to congestion. A lack of central orientation made guiding visitors difficult, while restroom availability was inconsistent. The site's luxury image clashed with the presence of portable toilets. Though a new welcome-center improved orientation, it raised operating costs. Limited food options and amenities were perceived as insufficient. Cross-training among staff increased flexibility, but understanding visitor preferences and willingness to pay remained incomplete, emphasizing the need for tailored approaches to enhance the experience.

An impact analysis is vital to assess tourism effects and develop strategies for minimizing negatives and maximizing benefits. Involving Trustees members and local residents in decision-making can foster support for sustainable tourism. Enhancements to visitor experience require identification and implementation of measures. Annual planning structures guide spending priorities, with studies like *Activate! Excite! Promote! Creating New Engagement Experiences* (Krimmel, 2015) informing engagement strategies. Overall, addressing these challenges through comprehensive planning and stakeholder involvement can significantly improve the visitor experience and ensure sustainable tourism development at Castle Hill.

5.2 Conclusion

The Trustees, as a conservation organization, carefully manage public access while preserving Castle Hill's cultural and natural resources. They plan events meticulously to prevent damage. Some areas are temporarily closed due to safety concerns and funding limitations. Despite constraints, major restoration projects are pursued, with interpretive signage engaging visitors in conservation efforts. Eco-friendly practices in the gardens minimize ecological impact, and operational sustainability measures reduce waste and costs. Halting bottled water sales in favor of boxed water reflects their commitment to sustainability. These initiatives demonstrate The Trustees' dedication to balancing resource conservation, public enjoyment, and operational efficiency at Castle Hill. Positive experiences foster visitor satisfaction, return visits, and positive recommendations, crucial for sustaining tourism at historic sites (Sigala, 2020).

5.3. Limitations of this study and suggestions for future studies

Because this study focuses on one historic mansion in one region, the results of the study do not represent a general interpretation. The results should be interpreted with caution. More case studies in different types of properties are expected. The method can be diversified by adopting a survey questionnaire with visitors on a large scale confirm the data analysis.

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Campers' food sanitation practices with camping food flow

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Abstract:

This study investigated the degree to which campers practice food sanitation. This is the first academic research which identified campers' practices toward food handling. This study is significant that it identified the step of camping food flow and the level of food sanitation practices of each step. The study intended to contribute to the qualitative growth of the camping industry.

Keywords: Camping, Camping Food, Sanitation, Practice, Behavior

1. Introduction

Recently, the popularity of camping is rapidly increasing due to COVID-19 and changes in domestic leisure culture. According to a survey of campers, campers visit campsites expecting a high level of sanitation and mainly enjoy food culture such as barbecue and cooking at the campsite. However, research on the sanitation of camping food is still insufficient, and related regulations and systems are unclear, making it difficult to meet campers' expectations for increased sanitation levels. The purpose of this study was to assess the sanitation management status of camping food among campers. For this purpose, this study identified campers' behaviors toward food sanitation practices.

2. Literature Review

There are not many domestic and foreign studies related to camping (Brooker & Joppe, 2013), but in keeping with the recent quantitative increase in the domestic camping population, academia is also researching ways to improve the camping industry's services (Jong-woo Min & Yun-ho Ji, 2022) and camping site selection attributes (Hyun-Jeong Kim & Hak-Jun Kim, 2022), research related to camping, including camping site safety management, is being conducted.

Existing research papers related to camping mainly focus on the management of jointly operated facilities by camping operators, and hygiene management from the perspective of campers, who are consumers, remains in a blind spot. Min Jong-woo and Ji Yun-ho (2022) argued that the essence and top priority of camping site services in the post-Corona era is safety management, and that improvements in quarantine management for hygiene, spatial services, and face-to-face/non-face-to-face services are required; however, hygiene and safety In this field, there are no studies or reports on the hygiene management of campers, who are actually the users of the service.

3. Methodology

The questionnaire included multiple-choice questions (24 items) and a 5-point Likert scale (2 items) regarding the camping food flow. The camping food flow was divided into six steps: before departure, during travel to the camping site, upon arrival at the camping site, before cooking, during cooking, and after cooking.

The survey was distributed to the online bulletin board of a camping cafe, which has the largest user base in the country. The population of the study were the adults who experience camping in the last twelve months. The pilot survey was conducted to the thirty campers on October 18, 2023, which resulted in the modification of the wordings and enhanced the accuracy of the questions. The main survey was conducted from October 25 to 26, 2023, while four hundred and seventy campers participated in the survey. Out of the collected data, three hundred and ninety-two responses were utilized for the final analysis after excluding seventy eight unreliable responses, resulting in an effective response rate of 83.4%.

4. Results

This study revealed weaknesses in the sanitation practices along the camping food flow. For instance, during travel, 12% of campers used inappropriate refrigeration containers for storing food, and upon arrival at the camping site, 65% encountered partially or completely thawed frozen foods. Furthermore, 72.2% of campers stored different food groups(meat, seafood, etc.) together, exposing them to the risk of cross-contamination.

While cooking, a significant number of campers did not fully cook meat and seafood, and the ratio of doneness varied depending on the type of meat and seafood. The study revealed that campers did not practice food sanitation management properly, in particular, for the post-cooking step, in that among the respondents, 1.3% used unsafe water sources for cooking, 1.8% did not consume food immediately, and 11% did not use utensils for raw and cooked items separately.

Table 1 Camping Food Flow

Before departure		**During travel to the camping site**		**Upon arrival at the camping site, before cooking**
- Storage location before departure - Storage time before departure - Food purchase date	→	- Storage location during transport - Separate storage by food group - Check storage container temperature - Transportation - Travel time	→	- Storage location before cooking -Frozen food frozen state - How to defrost frozen products
↑				↓
Eating/ After eating		**After cooking**		**During cooking**
- Cleanliness of dining area - Consume raw/ cooked separately.	←	- Whether left before consumption - Storage location before consumption	←	- Cleanliness of cooking space - Wash ingredients before cooking - Wash hands before cooking

- How to dispose of food waste	- Storage time before consumption	- Types of firearms - Recipes from the main menu - Cookness level for each food group - How to determine doneness - Cooking utensils used

5. Discussion and Conclusion

Based on the study results, several improvement suggestions are presented. The camping industry should focus on maintaining overall facilities to enable users to enjoy hygienic camping. Clear guidelines on sanitation management rules should be attached to equipment(for example, refrigerator) related to sanitation. Also, legal marts or convenience stores providing safe water and refrigerated products should be established within camping sites. Additionally, services offering the rental of iceboxes or cooling agents during camping food purchases should be introduced to facilitate hygienic food management even after purchase.

On the governmental level, regulations related to food in camping sites should be established to meet the increasing demand for higher food sanitation standards. Introducing a system to evaluate the sanitation status of camping sites is proposed. Sending safety guidelines upon entering camping site regions and disseminating knowledge about sanitation management methods through popular channels like Go-Camping are recommended.

Disseminating knowledge about food sanitation management during camping to the camping industry is expected to improve sanitation attitudes and ultimately enhance individual sanitation behaviors among campers. This positive cycle is anticipated to contribute not only to campers' personal health but also to the qualitative development of the camping industry.

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User-generated travel short-form video aesthetic design: Exploring the mechanisms of mental Simulation

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Abstract:

Short-form videos are the most popular destination marketing tool nowadays, and the aesthetic design of short videos is yet to be explored in the tourism scenario.The purpose of this study is to investigate the impact of aesthetic design elements of user-generated short travel videos on viewer destination involvement. This study provides new insights into the aesthetic marketing of short videos from a psychological perspective, which can be applied in industry practices.

Keywords: Short-form Video; Video Aesthetic Design; Mental Simulation; Destination Involvement

1. Introduction

Marketing researchers have been investigating strategies for creating more engaging short videos, Vlogs, and live content to optimize destination image communication and marketing (Xu et al., 2021). User-generated travel short-form video (UGTSV) marketing has emerged as a highly effective tool for attracting potential tourists(Bai et al., 2023). While the primary objective of UGTSV is to showcase the destination's 'beauty' through video design, there has been limited focus on the aesthetic aspects of video design in UGTSV (Abbasi et al., 2022; Xie et al., 2023). Aesthetic elements play a crucial role in triggering associations and influencing behaviors. However, the psychological factors underlying these behaviors in the tourism context remain unexplored. Therefore, this study seeks to investigate the relationship between video aesthetic elements and destination involvement within the realm of UGTSV, as well as to uncover the psychological mechanisms at play.

2. Literature Review

2.1. Video Aesthetic design

The presentation of video aesthetics typically encompasses various aesthetic dimensions, including visual effects, auditory effects, and narrative (Xie et al., 2023). When it comes to tourism consumption, tourists often exhibit a significant desire for aesthetics when encountering marketing information. Video aesthetics play a crucial role in promoting intangible products like travel experiences. Travel short videos effectively simulate travel scenarios for viewers through diverse aesthetic elements, offering a preview of the travel experience before it actually takes place.

2.2. Mental simulation

Mental simulation, as proposed by Nobel Prize winner Kahneman et al. (1982), refers to the cognitive processing of episodic events by creating hypothetical scenarios in one's mind. This concept encompasses both process simulation and outcome simulation, with the former emphasizing the steps involved in achieving a desired outcome, while the latter focuses on the final state and desired outcome. By constructing a simple mental image of a future scenario, individuals can gain insights into their expectations and aspirations for future events.

2.3. Travel desire

Travel desire is described as an individual's expression of wanting to take a specific trip or visit a particular destination, free from financial or other constraints (Larsen et al., 2011; Gursoy et al., 2022). Travel desire differs from travel intention in that it is more of a feeling, while travel intention is an idea. Desire can influence a person's actions and decisions, allowing those with a desire to travel to make plans based on this desire. Previous studies have shown that travel desire can strengthen travel intention, with a strong desire potentially intensifying the positive link between intention and actual behavior (Koo et al., 2016).

2.4. Affective forecasting

The concept of affective prediction, as defined by Gilbert & Wilson (2007), refers to the ability to anticipate future emotions based on psychological indicators such as past experiences and previous visits to certain places. This process involves individuals forecasting their emotional reactions to specific situations or stimuli. Previous studies have demonstrated that affective prediction plays a crucial role in how people's expectations of future events impact their emotional responses, decision-making, and behavior (Karl et al., 2023).

2.5. Destination involvement

Destination involvement refers to the level of interest or significance that tourists hold towards a particular destination (Dedeoğlu et al., 2019). When considering short videos or user-generated videos (UGVs), tourists' engagement with a destination can be demonstrated through factors such as travel intentions, volume of information searches, and interest in promotional content (Yadav et al., 2022).

3. Methodology

This study intends to utilize quantitative research methods to develop a research model, with all measurement items sourced from scales used in previous literature. This study will focus on the renowned tourist city of 'Haerbin' in Northeast China, and will select the top three UGTSV with the ‘Haerbin’ tag on the 'Tiktok' short-form video platform. Qualified participants will be recruited through an online questionnaire, and data will be analyzed using a structural equation model (PLS-SEM) .

4. Discussion and Conclusion

This study aims to investigate the relationship between the aesthetic aspects of tourism short videos and destination participation. Specifically, the study seeks to establish a psychological simulation mechanism that stimulates tourism involvement, a topic that has been underexplored in the realm of short videos. While previous research on UGTSV has discussed viewers' behavioral intentions from an aesthetic standpoint (Xu et al., 2021; Xie et al., 2023), there is a lack of in-depth exploration on how aesthetic dimensions influence mental simulation and pre-travel psychological activities leading to subsequent destination involvement. This study offers a new theoretical perspective on understanding SFTV marketing and expands the application of psychological concepts, such as psychological simulation, in the context of tourism. The findings of this study aim to provide practical recommendations for destination marketing organizations and short video content creators to enhance SFTV production strategies and evoke stronger emotions in viewers to encourage greater destination involvement.

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AI influencer for greener tomorrow: Promoting food waste reduction

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Abstract:
Food waste is a systemic problem with negative environmental, economic, and social impacts. Reducing unnecessary food waste at the household level is critical in addressing the food waste problem, as households represent the largest source of food waste. This requires marketing communication strategies that support long-term efforts to reduce food waste by informing and motivating individuals to engage in environmental activities. By integrating AI technology into sustainable marketing, this study explores viable communication strategies to promote food waste reduction.

Keywords: Sustainability, Food waste, AI influencer

1. Introduction

According to the Food and Agriculture Organization of the United Nations (FAO), more than one-third of the global food production is wasted or lost globally. As a result, global food production will need to increase by 60% by 2050 to meet the demands of a growing world population. Food waste not only contributes significantly to greenhouse gas emissions during the production and disposal processes, but also consumes significant environmental, economic, and social resources. (FAO, 2024).

These alarming effects have created a need for all actors to work together to reduce food waste and promote a healthy environment. For example, the United Nations has identified sustainability as a critical global concern and has developed the Sustainable Development Goals to promote the creation of environmentally sound and sustainable societies worldwide (United

Nations, 2023). The U.S. Congress has also introduced the Zero Food Waste Act to address the issue of food loss and waste by incentivizing sustainable practices to reduce food waste in the United States.
Food waste presents a pervasive challenge that affects every stage of the consumption cycle. Addressing this issue requires comprehensive action across multiple sectors. While various communication strategies have been used in marketing campaigns, virtual influencers (VIs) are becoming an increasingly popular resource in today's marketing campaigns (Gerrath et al., 2024). A virtual influencer is a fictional, computer-generated virtual personality created based on artificial intelligence (AI) algorithms to have a natural and personalized conversation with different individuals. The purpose of this paper is to explore effective communication strategies that can be used to reduce food waste by individuals. We integrate AI technology into sustainable marketing and explore actionable communication strategies to promote food waste reduction.

2. Literature Review

Food waste is a systemic problem that occurs at all stages of the supply chain and consumption process (Kim et al., 2019) and is one of the sustainability challenges that requires comprehensive efforts across multiple sectors. For example, even when food manufacturers use technological innovations to reduce food waste such as developing new alternative food products or introducing new packaging technologies that extend shelf life, the success of these efforts depends on the acceptance of the end user, the consumer, who makes decisions about food choices and what food is consumed instead of discarded (Rohm et al., 2017).

While food loss is a significant problem in the early stages of the supply chain in developing countries, much of the food waste comes from developed countries (Janssens et al., 2019). Households are the largest source of food waste, with consumers in Europe and the United States discarding more than one-third of total food production, and many consumers are unaware of the amount of food waste generated in their homes (Calvo-Porral et al., 2016). Therefore, reducing unnecessary food waste at the household level is an important step in addressing the food waste problem, and demonstrates that consumers play a significant role in the food waste problem. (Witzel, 2015).

There are ongoing efforts across multiple sectors to address the issue of food waste, including improving communication between retailers and agricultural producers, increasing public awareness of the environmental costs of food waste, and educating consumers about sustainable food choices and consumption habits (Reynolds et al., 2019; Witzel et al., 2015). Calvo-Porral et al. (2016) state that while it may be difficult to change consumers' food consumption and waste behaviors, communication campaigns can help increase awareness and sensitivity to the negative environmental, economic, and social impacts of food waste. Providing such information and seeking behavior change is the primary goal of social marketing communication (Pearson & Perera. 2018). Therefore, an effective marketing communication strategy aims to support long-term efforts to reduce food waste by informing and motivating individuals to engage in environmental activities, such as making sustainable food choices and reducing waste.

3. Methodology

This study utilizes an AI Influencer, powered by the latest AI language model, ChatGPT. ChatGPT revolutionizes the way a chatbot works. In the past, a chatbot was seen as a "scripted" answering machine, limited in its ability to understand and respond to people's queries with their complex motivations. Today, ChatGPT can be used as a "brain" that can transform the incompetent answering machine into a super-intelligent AI agent that talks like a human but far exceeds human knowledge levels. While ChatGPT is widely used in various business sectors, little is known about how AI technology can help advance sustainability efforts. We seek effective strategies for designing and developing a ChatGPT-powered chatbot that can maximize the effectiveness of promoting food waste reduction campaigns.

While we predict that a ChatGPT-powered AI influencer will provide personalization and conversational engagement, it is important to test these predicted benefits in real-world settings and remain open to rethinking the design and approach if the expected benefits do not materialize. The only way to ensure that the AI Influencer is used to its full potential for persuasion and behavior change is through careful research and testing. In this research, we design, develop, and test the ChatGPT-powered AI influencer for food waste reduction, including gathering and analyzing training data for AI influencers, developing ChatGPT-powered AI Influencers, and conducting field experiments in real-world settings.

4. Results

Results from field experiments will be presented.

5. Discussion and Conclusion

Discussion and conclusion will be drawn from the results obtained along with theoretical and managerial implications and future research directions.

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Relationships between customer courtesy, employees' organization-based self-esteem and prosocial service behavior in the South Korean hospitality service sector

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Abstract:

The current study explores the influence of customer courtesy (CC) on hospitality employees' prosocial service behavior (PSB). This study also investigates the mediation effect of organization-based self-esteem (OBSE) and PSB. Four hundred one valid data for empirical analysis was collected from customer-contact employees in the South Korean hospitality industry. The findings reveal that CC positively affects PSB through OBSE, with a more substantial effect on more focused employees.

Keywords: Customer courtesy, Organization-based self-esteem, Prosocial service behavior, Hospitality industry

1. Introduction

The evolution towards a service-oriented global economy has placed a premium on service quality as a cornerstone of organizational success. Recognizing this shift, Lytle and Timmerman (2006) highlight service quality as both a strategic necessity and opportunity for firms, a sentiment echoed by Hochschild (1983) through the emphasis on enhancing service interactions between employees and customers. Supporting this, research by Cheng and Chen (2017) illustrates that customer-contact employees going beyond their job responsibilities play a pivotal role in improving service quality and customer satisfaction in the hospitality sector. This underscores the importance of prosocial service behaviors (PSB) in achieving service excellence. Yet, there's a recognized gap in research identifying what motivates these behaviors, despite a growing interest in how customer attitudes and behaviors as co-creators affect employees' prosocial actions and the elements that influence this dynamic (Cheng & Chen, 2017; Kang et al., 2020; Yoon et al., 2022). Addressing this gap, the current study explores the impact of CC on frontline employees' PSB in the hospitality industry, exploring the mediator of OBSE.

2. Literature Review

2.1 Customer courtesy and prosocial service behavior
CC refers to the positive interactions customers have with service employees (Yoon et al., 2022). PSB refers to employees' voluntary actions that enhance the customer and coworker experience and go beyond the basic expectations of their roles (Bettencourt & Brown, 1997). Frontline employees in the hospitality industry are deeply influenced by customer interactions, with Wang et al. (2022) describing customers as "partial employees" due to their crucial role in the service process, a view that underscores the mutual benefits of positive customer behaviors like courtesy (van Dolen et al., 2004). Cropanzano and Mitchell's (2005) reciprocity theory and Lawler's (2001) affect theory suggest that positive interactions not only motivate employees to enhance their service efforts but also create a sense of obligation to reciprocate courtesy. Thus, we formulate the following hypothesis:

H1: CC is positively related to PSB.

2.2 Mediating role of organization-based self-esteem
OBSE is defined as an individual's belief in their capability, significance, and worthiness as a member of an organization (Pierce et al., 1989). The interplay between CC and OBSE hinges on the understanding that customers, as critical stakeholders, shape employees' self-perception and motivation through positive interactions, serving as direct feedback for their efforts (Park & Kim, 2020). In addition, literature has consistently shown a positive relationship between OBSE and various positive work outcomes, including enhanced service performance and citizenship behaviors toward coworkers and the organization (Kim & Beehr, 2018). Specifically, Park and Kim (2020) found a direct link between high OBSE levels and superior service delivery within the hospitality industry, which indicates that employees with high OBSE are more likely to engage in PSBs. Therefore, we posit the following hypothesis:

H2: OBSE mediates the relationship between CC and PSB.

3. Methodology

3.1. Data collection
This study targeted full-time customer-contact employees within the South Korean hospitality sector, specifically from nine upscale hotels that agreed to participate after outreach to their management. A pretested, paper-based survey was distributed to 600 employees through human resource managers. Out of 423 responses, 401 were retained for further statistical analyses. The respondents included 58% male and 42% female, with an average age of 33.2 years.

3.2. Measures
A seven-point Likert-type scale was used for CC and PSB, while a five-point Likert scale for OBSE. CC was measured by adopting five items from Yoon et al. (2022). OBSE was assessed

through ten items from Pierce et al. (1989). PSB was evaluated using five items from Bettencourt and Brown (1997).

4. Results

4.1. Measurement model

A PLS-SEM was used to analyze the data following the two-step approach. The reliability of all scales was established by Cronbach's alpha ($0.816 \leq \alpha \leq 0.933$) and composite reliability ($0.872 \leq CR \leq 0.944$) tests. The outer loadings were ranged from 0.642 to 0.905. As shown in Table 1, convergent and discriminant validity were accepted ($0.578 \leq AVE \leq 0.744$; $r2 < AVE$).

Table 1. Construct validity of the measures

	CC	OBSE	PSB
Customer courtesy	**0.578**	0.404	0.437
Organization-based self-esteem	0.636	**0.629**	0.403
Prosocial service behavior	0.661	0.635	**0.744**

Notes. Values in bold indicate AVEs. The lower triangular matrix shows the correlation coefficient, and the upper triangular matrix shows the squared values.

4.2. Structural model

To analyze the structural model, a bootstrapping approach with a resample of 5000 was employed. As displayed in Figure 1, H1 ($\beta = 0.432$; $p < 0.001$) and H2 ($\beta = 0.227$; $0.168 \leq CI \leq 0.230$) were all supported.

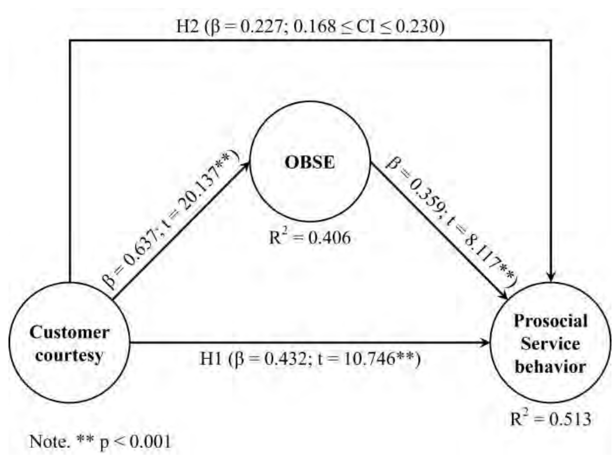

Figure 1. Results of hypotheses test

5. Conclusion

5.1. Discussion and implications

The findings of this study align with Yoon et al. **(2022)**, showing that CC fosters PSB by reinforcing positive customer-employee interactions, essential for co-creating satisfactory service experiences. Given the impact of customer attitudes on service outcomes, this relationship is vital, with OBSE as a crucial mediator in enhancing employees' intrinsic motivation and behavior. Theoretically, this study enriches the hospitality literature by empirically exploring CC as a construct and its effect on PSB, addressing a gap in understanding the positive dynamics between customers and employees. It shifts the focus from customer incivility and its detrimental effects to how courtesy can act as a source of support, suggesting a significant influence of customers on employee perceptions and behaviors, a relatively underexplored area that promises future inquiry.

Practically, the findings offer insights for enhancing service delivery in the hospitality sector. Managers should emphasize the reciprocal nature of customer-employee interactions, promoting a culture that values and reinforces OBSE to boost engagement in PSB. Recognizing and nurturing employees' self-perception as valuable organizational members through positive customer interactions and supportive supervisory practices can inspire employees to exceed their job expectations. Additionally, incentivizing courteous customer behavior could enhance the service experience, suggesting hotels use various communication channels to educate customers on the benefits of their positive interactions with staff.

5.2. Limitations of this study and suggestions for future studies

Limitations of this study include its cross-sectional design and the exclusive focus on the South Korean hospitality industry, which may limit the generalizability of the findings. Future research should explore longitudinal designs and expand to other contexts and industries to fully understand the dynamics of CC, OBSE, and PSB. Investigating additional mediators and moderators could also provide a more comprehensive picture of how and when CC influences employee behaviors, offering more profound insights into enhancing employee motivation and performance through positive customer interactions.

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Conceptualizing destination resilience as destination marketing strategy during crisis

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Abstract:

Tourism destination is sensitive to disturbance. Natural disaster can pose a significant disturbance to tourism destination such as damaging tourism facility and putting the destination reputation at risk. To prevent further challenge, destination marketing strategy during crisis should be in place. This study aims to investigate the occurrence of power within the tourism discourse produced during crisis as a means of destination marketing strategy. The theoretical model will investigate how those identified tourism discourse factors influence destination resilience.

Keywords: Destination Marketing, Natural Disaster, Tourism Discourse, Destination Resilience

1. Introduction

Despite from being a profitable industry, tourism is a fragile industry which is easily disturbed by internal and external factors ranging from political conflicts, epidemic disease, and natural disasters (Zibani, 2014 and Gretzel, et al., 2018). An unforeseen and unexpected shock that has a huge impact on the tourism industry, for instance, is a natural disaster.

Natural disaster is any calamitous occurrence generated by the effect of natural phenomenon. Considering the damage on the destination facility and accessibility, natural disaster could pose a great disturbance for tourism industry. The recent Maui-Hawai'i wildfires showed an example on how natural disaster can affect tourism industry. The University of Hawai'i estimates that Maui lost more than $13 million a day in visitor spending after the wildfires (University of Hawai'i, 2023).

When all focus goes to the natural disaster mitigation effort, tourism destination marketing efforts are often forgotten and destination reputation is at stake. Many scholars have spent immense amount of effort focusing on mitigating destination vulnerabilities and improving resilience to ensure the longevity of the destination during crisis. To assist DMOs in adapting to the growing prominence of destination marketing resulting from natural disasters, this research gap warrants further exploration.

During crisis, DMOs must utilize efficient internal and external resources to create destination marketing best practices (Pike, Page, 2014). To convey destination marketing effectively, various elements of tourism discourse should be deployed. Tourism discourse in destination marketing can be in any form of communication such as texts, pictures, and videos to gain connection and promote the destination. Tourism discourse can gain power from people in power such as people in authority who use the discourse to address dominance and inequalities through discursive practice and social struggles (van Dijk, 1993). Therefore, there should be an established cooperation between DMO's and related-powerful stakeholders to utilize tourism discourse for effective and powerful marketing tools to keep the tourism business in the destination alive during crisis.

It is essential to identify the factors that are deemed important as a destination marketing strategy during crisis. This study employs a mixed methods approach, using tourism discourse to find the occurrence of power in the discourse using CDA approach. The identified themes will have key characteristics of patterns to become the antecedent factors to investigate the perceived destination resilience in tourism destination. The theoretical model will investigate how those identified tourism discourse factors influence destination resilience as an outcome behavior. The theoretical model developed through tourism discourse will be a significant reference to enrich the study of destination marketing in CDA approach and as a real-life model of the variety of marketing strategy in similar situation for future use.

2. Literature Review

2.1 Critical Discourse Analysis (CDA) in Tourism Discourse

CDA focuses on 'relations between discourse, power, dominance and social inequality' (van Dijk, 1993). CDA addresses broader social issues and attends to external factors, including ideology, power, inequality, etc. and draws on social and philosophical theory to analyze and interpret written and spoken texts. Tourism discourse includes any form of communication for certain goals in the field of tourism such as language/text, pictures, and videos. Tourism researchers have realized the effectiveness of such an approach in exploring multifaceted tourism phenomena and thus, conducted studies in various tourism areas, namely, travel motivation, destination image, tourism marketing, sustainable tourism, and social relationship in tourism, were determined to dominate the current CDA studies in tourism (Qian, et al. 2018).

2.2 The Influence of Natural Disaster on Destination Marketing Strategy

Destination marketing has a purpose to attract guests to visit the destination. Pike, et al (2014) proposed destination marketing framework where DMO takes a paramount role in developing destination marketing strategy and creating a sustained destination competitiveness. Natural disaster in a tourism destination can cause the negative destination image, leading to marketing efforts at risk. In 2017, the eruption of Mount Agung, the biggest volcano in Bali, caused travel warnings to and from Bali. The eruption had impacted many sectors, including tourism sector that had experienced a significant downturn. To reduce the impact, various efforts and cooperation from related stakeholders and DMOs were deployed to provide best solution and mitigate the disaster (Sutrisnawati, 2018). As outlined in the above case, the inevitable crisis that emerged after the disaster is influencing the marketing strategy that needs to be in place to regain the positive perception back to the destination.

2.3 Destination Resilience to Overcome Natural Disaster

Tourism destination resilience is process and outcome that enables tourism destination to withstand adversity and bounce forward from crisis and disasters (Harper, 2022). It provides an alternative to sustainable development by enabling tourism destination to recover from the crisis (Weppen et al., 2012). As the tourism destination navigates the challenges caused by natural disaster, it is important to utilize significant strategy to bring the destination back in the market. The destination ability to endure the crisis in a long run can only be achieved through resilience. With the right strategy, DMOs and related stakeholders can ultimately create resilience toward the disaster-affected destination. DMOs and related stakeholders can harness the power that implies within the tourism discourse through the people in power to create an impactful marketing strategy. As the discourse can be in any form of communication, leveraging related technology to distribute the discourse offers a promising solution to enhance resilience in the disaster-affected destination (Energy, 2023).

3. Methodology

The study will utilize mixed methods approach to investigate the propositions. This methodology comprises a qualitative study of Tourism Discourse (Study 1) and a quantitative investigation into hypothesized relationships (Study 2). Study 1 investigates the occurrence of power from the tourism discourse produced during crisis for marketing purposes. For Study 2, a theoretical model will be developed to test the study's hypotheses using the themes identified from Study 1 as antecedent variables and Destination Resilience as an outcome variable.

3.1 Study 1 Tourism Discourse Analysis

The data will comprise from two promotional videos of Bali tourism during Mount Agung Eruption in 2017 collected from the official YouTube account of Indonesia's Secretary of Cabinet and Indonesia's President, Mr. Joko Widodo. The secondary data of news article relating to both videos may also be deployed to challenge the credibility of the data. The data analysis of the first step will be using Fairclough's Three-Dimensional Model of power and discourse, where the data will be analyzed in three stages, namely Text/Visual Analysis, Discursive Practice Analysis, and Social Practice Analysis which will reveal the interpretation of the discourse and the occurrence of power in/behind discourse.

3.2 Study 2 Theoretical Model

The second step of the study will take the findings of the first step to be the antecedent factors to investigate the perceived destination resilience in the tourism destination using quantitative method by conducting survey to the local tourism businesses in Bali who have underwent and or currently going through crisis. The survey will utilize convenience sampling method to reach the targeted respondents in the prospective manner of time. Destination resilience items are adopted from Guo, Zhang, Zhang, and Zheng (2018).

4. Discussion and Conclusion

The theoretical implication of this study will be an enrichment to the study of destination marketing and its relation to the perceived destination resilience. The interpretation and the occurrence of power from the collected data will suggest pattern and trend that can be adopted as a reliable marketing strategy during crisis. In this study, the result of the discourse analysis is also used to investigate the perceived destination resilience to cater destination vulnerability during crisis through destination resilience to ensure the robust destination in facing adversity brought by natural disaster crisis.

Figure 1. Proposed Theoretical Model

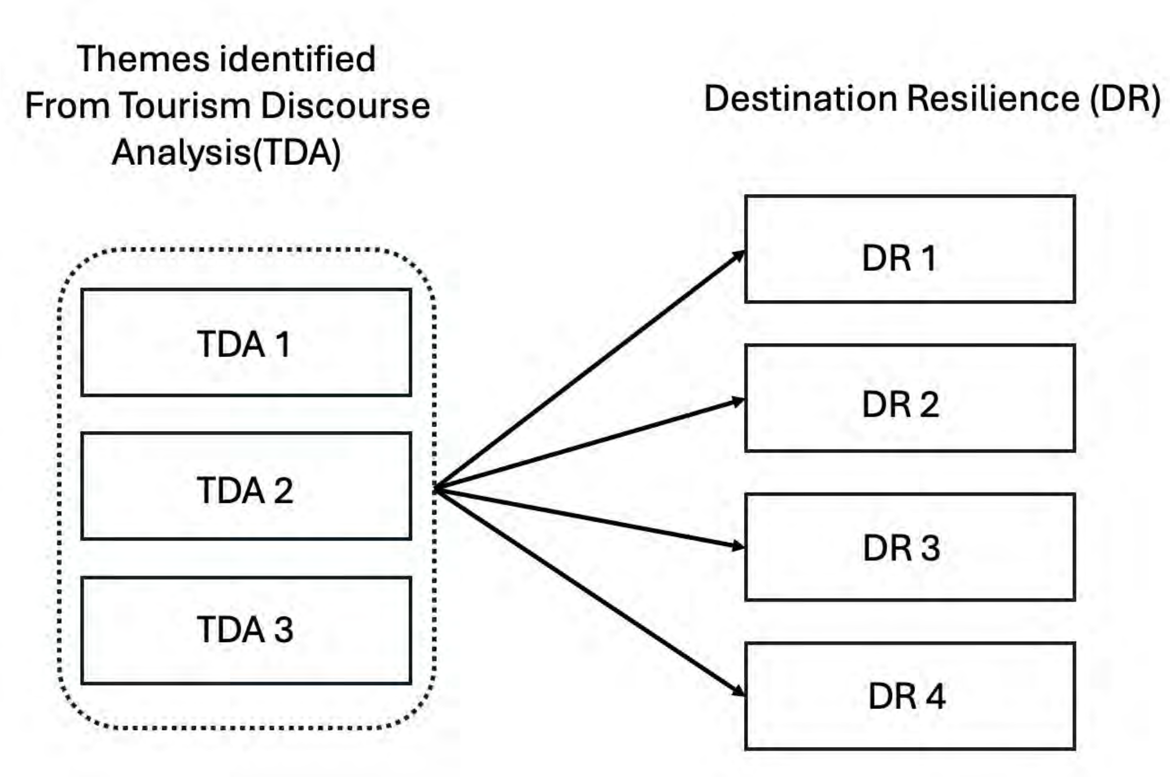

Table 1. Destination Resilience Items

Destination Resilience Item
The Ability to Perceive Risk and Change (DR1)
There are many alternatives.
I can find good alternatives.
I can address changes in the tourism industry.
The Ability to Reorganize, Learn and Plan (DR2)
There is a financial security plan.
When faced with change, I make it work for me.
I can adapt to change.
The Ability to Cope with Risk and Change (DR3)
I am competitive enough to survive.
I think things will turn out well for me.
I will servive in the case of a diaster.
The Degree of Interest in Change (DR4)
I often learn new operating skills.
I am using better ways to improve my tourism business.
I like trying new things.

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Investigating the ipact of Thailand's legal marijuana on Singaporean travelers' visit intention

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Keywords: Protection Motivation Theory, Marijuana Legalization, Perceived Risks, Singaporean tourist, Thailand tourism, Bangkok Nightlife

1. Introduction

As one of the world's most sought-after tourist destinations, Bangkok, has consistently secured its position as one of the most popular cities to visit (Hunter, 2019). Bangkok's acclaim extends to its renowned nightlife scene, encompassing activities such as drinking, eating, and other forms of entertainment at night-time leisure venues. These venues include bars, nightclubs, urban arts, and cultural night markets (Eldridge & Smith, 2019). According to a survey conducted by the ASEAN Studies Centre (2021), 43% of Singaporeans voted Thailand as one of the top countries to visit. Bangkok ranked third among ten cities, reaffirming its status as one of the top destinations that Singaporeans wish to visit in 2023 (Sukri, 2023).

In June 2022, Thailand decriminalized the recreational use of marijuana. This policy shift has propelled the emergence of the marijuana industry, resulting in the establishment of an estimated 5,000 new shops nationwide, with approximately 1,000 of these shops located in Bangkok alone. In addition to dispensaries, there has been a surge in the emergence of restaurants and spas featuring marijuana-infused dishes or oils (Neo & Lachica, 2023). A research project found the impact of marijuana legalization in Thailand caused a surge in the number of marijuana-related festivals and dispensaries. Consequently, marijuana has become one of the major attractions for some tourists (Chen & Olarn, 2024). The popularity has also raised concerns about the increasing supply of marijuana or marijuana-laced consumables available to the public and the risk of accidental consumption.

In 2023, Singapore arrested 589 marijuana abusers, which makes up 19 percent of the total drug abusers arrested, reflecting Singapore's strict drug laws, with harsh punishments to tackle drug-related offenses (Wong, 2023). With Thailand's popularity among Singapore MZ travelers, the increased accessibility to marijuana products raises concerns about accidental consumption, particularly through edible products packaged to resemble conventional consumables (Giombi et al., 2017). Such occurrences have been reported by Singaporean travelers, highlighting the severity of the issue for those traveling into Bangkok. While accidental marijuana consumption is not usually recognized as an offense in Singapore, further investigations will be conducted if a person is suspected of having intentionally consumed illegal drugs and substances such as marijuana (Sun, 2022), resulting in Singaporean travelers being further deterred from visiting Bangkok out of apprehension regarding potential risks associated with marijuana use.

In light of the limited body of research on drug consumption, this study aims to bridge this knowledge gap by drawing insights from research on risk-averse behaviors related to tobacco and alcohol use and applying them to the context of drug consumption. Thus, the purpose of this research study is to understand Singaporean Generation MZ's perception of Thailand as a tourist destination after its legalization of marijuana and its influence on their intention to visit.

2. Literature Review

2.1. Destination image

A tourist's perception of a destination serves as a mental shortcut, effectively associating it with a spectrum of destination-related information crucial for decision-making. Studies have identified affective and cognitive imaging as distinct factors in the examination and assessment of destination image. Findings revealed that Bangkok's nightlife destination image indirectly influences behavioral intentions, such as safety and security, which subsequently shapes the intention to visit (Chinnapakjarusiri et al., 2024).

2.2. Protection Motivation Theory

The Protection Motivation Theory (PMT) serves as a framework to examine the influence of cognitive responses on reactions to fear appeals. According to the PMT, an individual's protective behavior is dependent on two primary factors: their evaluation of the perceived threat (threat appraisal) and their assessment of perceived coping mechanisms or strategies (coping appraisal) (Boss et al., 2015)

Within the context of Bangkok's nightlife, the application of PMT offers insights into tourists' behavior, with threat and coping appraisals assuming a pivotal role in the decision-making process regarding travel to Bangkok for nightlife activities. The assessment of perceived risks and individual's confidence in their ability to manage highlights the relationship between perceived threats, coping mechanisms, and the allure of Bangkok's nightlife scene. This examination allows for a better understanding of the implications of legalized marijuana on the overall nightlife experience in Bangkok.

2.2. Perceived Risks

Perceived risk denotes an individual's subjective assessment of the potential for uncertain and adverse consequences arising from the purchase of a product or service. Physical risk encompasses the possibility of harm toward others arising from physical behavior, including instances of physical and sexual violence (Caamaño-Isorna et al., 2021). The socio-psychological need is when travelers demonstrate a preference for destinations whose psychological characteristics align with their own, promoting a sense of familiarity and personal fulfillment (Yang et al., 2021). Research conducted on Chinese tourists visiting Amsterdam for marijuana usage revealed that social dynamics could influence individuals to engage in activities outside their personal preferences, possibly to avoid being perceived as less sociable or integrated within the group (Wen et al., 2020). Legal risk refers to the likelihood of facing legal consequences stemming from the violation of laws, regulations, and contractual obligations (Chen, 2016). Singaporean MZ travelers contemplating visits to Bangkok for its vibrant nightlife may need to reassess their plans, considering the established relationship of alcohol consumption influence on decision-making processes, potentially leading to the accidental ingestion of marijuana.

2.2. Intention to Visit

Previous research suggests that visit intention is closely related to destination image, destination attributes, and motivation to visit. The formulation of an individual's perception of a country's destination image is molded by the attributes associated with the destination. Research indicates that marijuana has altered the destination image for visitors. Colorado, being the first state in the United States to legalize marijuana in 2014, has expanded marijuana tourism significantly, leading to a shift in its overall destination image (Kang et al., 2016). With Thailand being the first and only Asian country to have legalized marijuana, it is crucial to understand how the legislation affecting the nightlife environment has influenced the relationship between Bangkok's destination image and their intention to visit for nightlife activities.

3. hodology

All the constructs were measured using measurement items adopted from previously validated studies. The items were then adapted to fit the context of the study. All items were measured using a seven-point Likert-type scale (1 = strongly disagree and 7 = strongly agree). The survey also included the cover letter and demographic questions. A pre-test is planned after the team finalizes the survey research samples are Singaporean Gen MZ. A non-probability convenient sampling method will be used for the study. The finalized survey will transferred into an online form for distribution over social networks. The raw data will be screened and analyzed using SmartPLS 4 software with the PLS-SEM algorithm. The team is working on finalizing the survey and will start data collection before May 2024. Thus, the team aims to present the preliminary results at the conference at the end of May.

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Why do travelers not sign up for travel subscriptions? An innovation resistance theory perspective

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Abstract:

As an emerging membership, travel subscription encounters resistance. An exploratory sequential mixed methods is used to investigate specific barriers concerning customer resistance to travel subscriptions. Social media content analysis revealed six types of barriers. The study contributes to innovation resistance theory by identifying the travel booking information barrier.

Keywords: Travel subscription; innovation resistance; information barrier

1. Introduction

Travel subscriptions follow the "pay for perks" model, where subscribers pay a recurring upfront fee to access discounts and perks. As a new loyalty program, travel subscriptions represent a service innovation challenging consumers' traditional perceptions of travel loyalty programs, which reward travelers after consumption. These subscriptions vary in mechanisms aimed at achieving different business goals (see Table 1): Frontier Airlines introduced the standby pass to boost sales by offering empty seats 24 hours before departure, while the ACCOR hotel group introduced the room guarantee perk to increase direct bookings from business travelers. A successful loyalty program must simultaneously meet customer and corporate goals (Kumar et al., 2004), underscoring the importance of strategically designing the optimal mechanism aligned with business strategies and customer base. However, travel subscription encounters customer resistance, with criticisms primarily centered around subscription traps in the travel industry (Palmer, 2024). Hence, understanding customer resistance to travel subscriptions is crucial for initiating the innovative program.

Table 1
Examples of various travel subscription mechanisms

Mechanism	Availability	Product price	Information disclosure	Blackout dates	Subscription price	Subscription Firm
Standby flight pass	Standby for last-minute empty seats	$ 0.01/flight	24-hour booking window	Yes	Month: $149 Season: $399 Annual:$599	Frontier
Guaranteed flight pass	Roundtrips periodically redeem	$0	Always disclosed	No	$49/month: 1 round flight every 2 months; $99/month: 1 roundtrip flight every month; $189/month: 2 round trip flights every month	Alaska airline
Guaranteed room pass	Room guaranteed upon request	15%-20% off for all rooms	Always disclosed	Yes	€199/year ($220/year)	Accor
Blind box room	Room guaranteed	Depends on booking	Partially disclosed	No	Depends on booking	hotwire

Literature on travel subscriptions lacks in three perspectives: first, studies are confined to a single mechanism (e.g., Ren & Ma, 2023; Wang et al., 2023); second, subscription studies focuses on the adoption perspective (Bray et al., 2021); third, while recognizing uncertainty and risk as barriers to subscription (Ren & Ma, 2023; Wang et al., 2023), previous work overlooks consumer concerns about subscriptions, such as upfront fees and cancellation policies (Wu et al., 2023). To address these gaps, this study employs an exploratory mixed-method approach to investigate specific barriers to travel subscriptions, drawing on Innovation Resistance Theory (IRT) (Ram & Sheth, 1989).

2. Literature Review

2.1. Travel Subscription

Subscriptions signify a recurring agreement between consumers and providers (Baxter, 2015). Managing travel subscriptions is complex due to diverse variations in information disclosure, product availability, and effective dates. These variations encompass mechanisms such as product guaranteed services and standby pass (see Table 1). However, current research focuses on one mechanism (e.g., Ren & Ma, 2023; Wang et al., 2023), which is inadequate to guide for program designing. Therefore, studying the mechanism is crucial for initiating this novel business model in travel products.

Research on travel subscriptions focuses on consumer adoption (e.g., Ren & Ma, 2023; Wang et al., 2023). But understanding barriers is essential for overcoming innovation resistance. While studies on subscriptions acknowledge that risks and uncertainty are inhibitors (e.g., Bischof et al., 2020; Biraglia et al., 2022), risk-related factors fail to fully explain consumer resistance towards subscriptions. Previous research suggests studying travel subscriptions through the resistance paradigm facilitates a comprehensive understanding of consumer resistance to prevailing market forces (Heidenreich & Handrich, 2014).

2.2. Innovation Resistance Theory (IRT)

IRT explains consumers' resistance behavior toward innovations through five barriers: usage, value, risk, tradition and image barriers (Ram & Sheth, 1989). IRT is useful in understanding traveler resistance toward innovations such as online travel agencies (Ralwar et al., 2020), service robot (Wang et al., 2023) and Airbnb (Huang et al., 2022). Given these aspects, IRT is suitable to explain individual resistance towards travel subscriptions.

However, conflicting views exist regarding information barriers (see Huang et al., 2022; Talke & Heidenreich, 2014; Joseph, 2010). Clear definition of information barriers in the travel context is necessary due to the importance of product information in trip planning (Li et al., 2022).

3. Methodology

The study used the exploratory mixed-method approach, starting with qualitative inquiry to explore travelers' concerns about subscribing to travel subscriptions, then using surveys to examine the identified relationships.

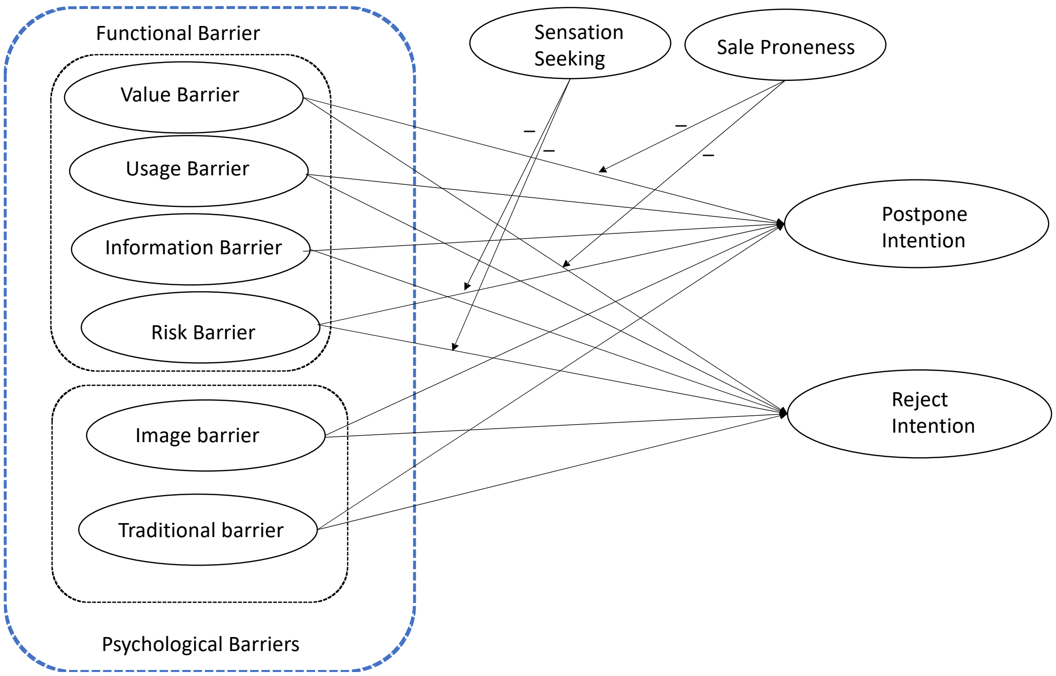
3.1. Qualitative study

A qualitative inquiry is essential as this is the first empirical study on traveler resistance to travel subscriptions. Social media content analysis is useful for understanding travelers' perceptions and experiences (Femenia-Serra et al., 2022). 530 posts were collected from a Facebook group that discusses Frontier Airline's flight pass (see Appendix A for pass details). The analysis began with deductive coding, followed by inductive conceptualization and categorization of barriers, guided by IRT. Furthermore, topic modeling demonstrated reliability, with an 82% concordance rate with human coding, which surpasses the 80% standard for reliability among human researchers (Miles & Huberman, 1994).

3.2 Quantitative study

A quantitative study is necessary following the qualitative inquiry to: (1) develop the measurement of "travel booking information barrier" as a new factor within travel subscriptions, given the diverse interpretations of information barriers in IRT literature, and (2) examine the relationship between these barriers and consumer resistance. Thus, a survey will be conducted to examine the model depicted in Figure 1.

Figure 1
Hypothesis model



4. Results

Six types of barriers and related subcategories are described in Appendix B. Compared to previously identified barriers (value barrier, usage barrier, risk barrier, traditional barrier and image barrier), the travel booking information barrier is identified as a new category within the context of travel subscriptions.

4.1 Value Barrier
Individuals evaluate the performance-to-price value relative to alternatives (Laukkanen et al., 2007). Value issues such as *monetary disadvantages* and *limited benefits coverage* emerged. Monetary disadvantages arise when a deal is compared to subscriptions of other airlines or traditional direct booking. Users are skeptical about the benefits compared to customers who do not pay anything. Limited benefit coverage, like blackout dates during peak seasons, also irritates users (Talwar et al., 2020).

4.2 Usage barrier

The usage barrier arises when innovation is incompatible with current practices (Ram & Sheth, 1989). The *realization barrier* is the main interpretation. Usage barriers manifest when innovations are deemed inconvenient (Kleijnen et al., 2009). Subscribers may take inconvenient routes like multiple flights, long layovers, and overnight flights. To maximize the benefits of the pass, travelers face supplementary expenses, such as frequent airport commuting expenses and fees for checked bags. The *complexity* barrier is another dimension related to the usage barrier. Simple authorization mechanisms are key for innovations (Kuisma et al., 2007). First-time subscribers expressed concerns about the complicated process of securing a seat. The standby pass also adheres operational complexity, especially in verifying subscribers' eligibility. *Compatibility* barrier emerges when an innovation is deemed incompatible with existing products (Laukkanen et al., 2008). Inflexibility potentially renders travel subscriptions incompatible with fixed destinations and dates.

4.3 Travel booking information barrier

The short (24-hour) booking window prior to departure emphasizes the importance of acknowledging travel booking information closure as a barrier. Given the value tourists place on detailed trip information for decision-making (Gursoy & McCleary, 2004), subscribers are inclined to seek third-party platforms for route information to alleviate anxiety and uncertainty. Limited route information hampers efficient *trip planning*. Last-minute confirmations leave customers uncertain about whether to plan trips in advance or await flight confirmation.

4.4 Risk barrier

Risk barriers of travel subscriptions mainly revolve around *cost concerns* and *reliability issues*. *Cost concerns* emerge as the foremost challenge. The upfront fee challenges customers to rationally calculate how many trips are needed to recoup the investment. *Reliability issues* are a common complaint. A main concern is the potential for changes in availability after signing up, driven by service provider discretion.

4.5 Traditional barrier

Tradition barrier arises from consumers' belief systems and typically manifests as adherence to *habits* and *status quo satisfaction* (Laukkanen, 2016). Habits can cause resistance, stemming from consumers' tendency to stick to familiar behaviors (Rammile & Nel, 2012). Rejectors argue they are accustomed to purchasing patterns. Satisfaction with the status quo can skew individuals' perceptions of innovation (Heidenreich et al., 2016). Travelers remain loyal to existing rewarding loyalty programs.

4.6 Image barrier

The image barrier arises as innovations inherit identity from their origins, leading to stereotyped thinking that may hinder adoption (Ram & Sheth, 1989). *Stereotypes* reinforce the image barrier. First, any negative experiences with a brand can dissuade individuals from considering a subscription, regardless of subscription itself. Additionally, the complexity of an innovation deters potential users who perceive it as challenging to use (Leong et al., 2020).

5. Discussion and Conclusion

5.1. Discussion and implications

The qualitative results confirmed the existence of five types of barriers of IRT and identified a new barrier related to travel booking information in the context of travel subscription.

First, the study extended literature on travel subscriptions by summarizing generic characteristics of subscription mechanisms. Second, it addressed gaps in subscription studies from a resistance perspective and responds to Bray et al. (2021)'s call for research on subscription distractors. Third, the study contributes to IRT by identifying the travel booking information barrier, underscoring the critical role of travel product information planning (Ren & Ma, 2023; Hyde, 2008). Practically, the study argues for considering customer concerns while designing subscription policies to initiate the new membership.

5.2. Limitations of this study and suggestions for future studies

All identified barriers belong to innovation-specific barriers. Future research could investigate additional barriers stemming from external environments and the individual characteristics inherent in the decision-making process, as suggested by Huang et al. (2022). Besides, the qualitative data was exclusively derived from Facebook posts related to a single travel subscription product. To enhance the robustness of findings, subsequent studies should broaden data collection, expanding non-social media users and exploring diverse travel subscription products.

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Appendix A

Introduction of GoWild flight pass from Frontier Airline

Unlimited Standby PASS

BENEFITS:

- **Unlimited Access to All Routes**: You can fly on this airline as much as you want depending on which pass is purchased (restrictions apply).
- Access to domestic and international flights.

THINGS YOU SHOULD KNOW:

- **Availability Disclaimer:** Seats might not always be available; last seat availability is not guaranteed (treated like a standby passenger).
- **Booking Window**: You can only see and confirm your seat only one day before domestic flights and 10 days before international flights.
- **Blackout Periods**: There are certain times when this service might not be available such as on weekends on holidays.
- **Segment Charge:** Seats and bag charges apply when you book.

ANNUAL PASS	Summer PASS May 1, 2024 - Sept 30, 2024
$599/yr	$399/yr

Appendix B

Findings of barriers toward travel subscription

Category	Sub-category	Dimension	Quotes
Value barrier	Monetary disadvantage	Poor monetary value (compared with alternatives)	*"At San Juan. Boarding for punta Cana.* ***Not gowild fare but discount den. Still cheap*** *but I want a Gowild fare someday."*
		Poor monetary value (compared with traditions)	*"Bought my first ticket at the airport today for a non Gowild ticket and saved on those CIC! $33 per person round trip CLE to MCO which was* ***only $3 more than the wild and earning those miles!"***
	Limited benefits coverage	Skepticism	*"Just tried to book Cancun from Denver for August 6 and the base fare is free to entire public. Instead, it's all taxes and fees, meaning* ***my price as a Go Wild Pass member is the same as Discount Den and Non-Discount Den members.*** *Anybody else experience this?"*
		Limited product coverage	*"****Bottom line is its dependent upon your home airport.*** *I'm in PHL so it's a no brainer for me. If you are in CHS it's not such a great idea."*
Usage barrier	Realization barriers	Inconvenience	*"We figured* ***overnight flight and 18hr layover might be too much*** *however you gotta be flexible and be willing to get hotel room for long layovers."*
		Cost	*"****Uber to the airport or airport parking are always above the GWP flight costs.*** *Am I the only one with this problem?"*
	Complexity	Confusing policy	*"So I bought the winter pass and* ***I guess I totally misunderstood the 24 hour window thing.*** *So you can ONLY book within 24 hours? For example, if its Monday and I want to go on Thursday I have to book on Wednesday???"*
		Inefficient eligibility verification	*"I just booked a round-trip flight ATL-SAL for July 27-30.* ***I started trying to book after midnight.*** *The first flight was available but not the return flight.* ***I kept checking*** *and it became available about 10am.The moral of the story is- if you first don't succeed,* ***keep checking****!"*
	Compatibility	Inflexibility hesitations	***"If you need to get on that flight that bad****, just pay cash for your ticket. Otherwise, try different dates or cities and you might get a WP seat available."*
Travel booking information barriers	Information non-disclosure	Short booking window	*"Here is my personal feedback on the 1491club site. It seems convenient and easy to use. It is worth the price and I will be enrolling."* *"You can only book one day in advance, so looking for flights in September is not gonna work."* *"LOVE THIS! Great development and so excited to see where this goes. Price is CHEAP for eliminating my worries."*
		Trip planning problem	*"As a frequent flyer I hate all the hassle of booking."* *"You have to know how to use it and you do. It's great.* ***Nice to book and just run to the airport."***
Risk barrier	Economic risk	Cost concerns	*"I have found that the pass is* ***not worth the initial cost*** *based on my itinerary."*
	Functional risk	Reliability issues	*"****Even though it may be on the route when the new schedule comes out****, there is no guarantee how long it will remain."* *"They're gonna create a pass for every occasion- every season. Just to* ***rip the people off that already bought it*** *and make more money."*

Traditional barrier	Satisfaction with status quo	Keeping with what they have (Loyalty)	*"**There's enough royalty programs** that allow you to pay nothing and you can redeem."*
	Habit	Traditional membership	*"I probably wouldn't do that just because **I have so many ways of getting points already.**"*
Image barrier	Stereotypes	Brand preference	*"Also I've been flying for travel for 30 years and **have never once had any airline change a route like that on me**. It's not normal and I believe they are specifically doing it to pass holders. **won't be renewing** this pass"*
		Complexity of innovation	*"Before gifting a pass make sure the pass fits their lifestyle and have **understood the FAQ**"*

Analyzing accommodation selections of South Korean domestic travelers: A latent class multinomial logit approach

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Abstract:

The purpose of this study is to examine consumer purchasing patterns in the South Korean domestic market in regards to the relationship between customers' demographic background, travel patterns and accommodation choices. The study sheds light on which customers might be successfully targeted by different types of accommodations targeting Korean customers.

Keywords: Accommodation, Choice Modeling, Customer Segmentation, Korea

1. Introduction

External factors and demographic characteristics play a large role in affecting accommodation choices of consumers (Ahn et al., 2018; Ahn et al., 2020; Lee et al., 2015; Wang & Davidson, 2010). Extant research has shown that customer segments, different geographic locations, and time, such as seasonality and trend, have direct but differing impacts on accommodation choices (Balal, Singal, & Templin, 2018; Dogru et al., 2020; Dogru, Mody, & Suess, 2019; Gyódi, 2019; Heo, Blal, & Choi, 2019). However, there is a lack of information on how different domestic tourist segments in South Korea behave regarding their definitions and preferences towards different types of accommodations. Therefore, this study aims to explain observed accommodation preferences by customer demographic and behavioral information, as well as, define the influential customer segments in the Korean market.

2. Literature Review

2.1. Modeling Accommodation Choices

Existing research extensively examines variations in customer accommodation preferences influenced by factors such as customer segments, geographies, cultures, and temporal trends (Balal, Singal, & Templin, 2018; Dogru et al., 2020; Dogru, Mody, & Suess, 2019; Gyódi, 2019; Heo, Blal, & Choi, 2019; Sutherland, et al., 2020; Yang et al., 2017). Understanding local customer segment dynamics is crucial for effective service provision. Thus, this study aims to identify the specific customer segments attracted to different accommodation types.

3. Methodology

3.1. Measurement

Data spanning 2019-2022 on South Korean domestic travelers was gathered, capturing demographic details (e.g., age, sex, income) and travel behaviors (e.g., duration, accommodation type, companions). Collected via in-person surveys at key travel points using Consumer Insight, 2,400 surveys were acquired, evenly distributed over time. Following cleaning to address missing or incomplete data, 1,054 valid responses were analyzed.

3.2. Multinomial choice models

This study employs a two-step approach. Initially, a Multinomial Logit (MNL) model (McFadden, 1974) uncovers the intricate relationships between demographic variables, behavior, and accommodation choice, offering insights into the preferences of South Korean domestic tourists. Subsequently, a Latent Class Multinomial Logit (LC-MNL) model (Bujosa et al., 2010; Keane and Wasi, 2013), estimated via Maximum Likelihood Estimation (MLE) (Sarrias and Daziano, 2017), is utilized to identify distinct customer segments with varying accommodation preferences based on demographic and travel behavior data.

4. Results

4.1. Empirical results

Accommodation choice frequencies indicate a preference among Korean domestic travelers for 4-5 star hotels (30.7%) and guesthouses (30.3%), followed by motels (23.0%) and 1-3 star hotels (16.0%). Due to space constraints, tables are omitted, and a narrative of the results is provided. Analysis of the Multinomial Logit (MNL) model reveals insights into the influence of travel party size, income, age, and sex on accommodation preferences. Larger travel parties show a significant preference for 4-5 star hotels and guesthouses, while smaller parties are less likely to choose 1-3 star hotels. Length of stay also affects preferences, with shorter stays showing less preference for 4-5 star hotels. Income-wise, higher incomes correlate with a decreased likelihood of staying in 1-3 star hotels. Additionally, females are less likely than males to choose 1-3 star hotels, while no other significant differences by sex are observed.

The selection of the appropriate Latent Class Multinomial Logit (LC-MNL) model begins with determining the optimal number of latent classes. Based on Bayesian Information Criterion (BIC) values, the model with 2 latent classes yielded the lowest BIC values. Hence, the LC-MNL with two latent classes (Q=2) is employed to analyze the accommodation preferences of the two customer segments identified. The first segment, characterized by higher income, exhibits a significant preference for 4-5 star hotels when traveling in larger groups, while being less inclined to opt for 1-3 star hotels in smaller groups. In contrast, the second segment, with comparatively lower income, tends to favor guesthouses or Korean-style inns, especially when traveling in groups. Interestingly, this segment also shows a tendency towards 4-5 star hotels or condominiums in larger groups, albeit with a lower likelihood compared to guesthouse bookings. No significant differences are observed based on duration of stay, sex, or age.

5. Discussion and Conclusion

5.1. Discussion and implications

The findings of this study carry both academic and practical implications. Academically, the use of Latent Class Multinomial Logit (LC-MNL) models sheds light on the nuanced preferences of different customer segments in the accommodation sector. Practically, understanding these preferences allows businesses to tailor their offerings to better meet the needs of distinct customer groups, potentially leading to improved customer satisfaction and loyalty.

5.2. Conclusion

The study concludes that analyzing accommodation choice patterns among Korean domestic travelers using Multinomial Logit (MNL) and Latent Class Multinomial Logit (LC-MNL) models provides valuable insights into customer segmentation and preferences. The results highlight the importance of considering diverse customer segments and tailoring offerings accordingly to enhance customer satisfaction and business performance in the accommodation sector.

5.3. Limitations of this study and suggestions for future studies

While our study boasts a sizable sample of over 1000 respondents, its capacity to construct a robust LC-MNL model with numerous latent classes is constrained by data volume. Future research should prioritize augmenting the sample size and streamlining the categories under evaluation to bolster model robustness. Additionally, deeper investigations into underlying motivations and other influential factors like travel motivations or cultural disparities are warranted. Nonetheless, it's crucial to acknowledge limitations such as reliance on self-reported data and potential unobserved heterogeneity, necessitating cautious interpretation of the findings.

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Impacts of social media marketing on consumer decision-making: Considering the role of reference groups and product types

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Abstract:

This study will investigate the impacts of social media marketing on consumer behavior. Specifically, we will examine how product promotion on the YouTube channels affects consumers' perceived coolness of the product and purchase intentions. Also, it will be explored how product types and reference group influence those relationships.

Keywords: Social media marketing, Coolness, Member group, Aspirational group, functional product, symbolic product

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Is E-mail mailing list still an effective marketing tool among Gen MZ?

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Keywords: E-mail marketing, Hotel Marketing, Fear of Missing Out, Perceived Benefits, Singaporean tourist, Generation MZ

1. Introduction

Email marketing is still the most effective marketing method. It is often regarded as an effective means of generating sales leads, surpassing the performance of social media. It is commonly viewed as one of the most potent tools for consumer engagement in a data-centric marketplace (Samantaray & Pradhan, 2020). One example illustrating the effectiveness of email marketing can be seen from Wyndham Hotel Group, where their email campaign produced a 187 percent increase in revenue, and hotel promotions' registrations saw a rise of 43 percent (Aquino, 2012).

The present study focuses on investigating the antecedents influencing the intention of Gen MZ consumers to subscribe to chain hotels' email marketing. Despite the increasing reliance on email marketing by chain hotels, there is a notable gap in the literature regarding the specific factors driving Gen MZ's intentions. The aim of our study is to address the research gap by identifying the relevant constructs that predict Gen MZ's inclination to subscribe to chain hotels' email marketing.

2. Literature Review

2.1. Fear of Missing Out (FOMO)
The Fear of Missing Out (FOMO), often referred to as a personality trait, drives psychological phenomenon behavior characterized by the perception of missing out on social connections and the subsequent compulsive actions to maintain them (Gupta & Sharma, 2021). In other words, people who are experiencing FOMO may feel tempted to make impulsive purchases to soothe their feelings of exclusion. The study posits that FOMO will directly impact the intention to subscribe to hotels' email marketing as well.

2.2. Brand Attachment
Brand attachment refers to the emotional connection that consumers develop with a particular brand that expresses oneself. According to Yang et al. (2018), involvement level can be associated with consumer intention to revisit the hotel brand and may enable the hotel to send more influential and targeted emails. Subscribing allows them to stay informed about exclusive offers, events, and experiences, thereby ensuring they do not miss out on opportunities associated with the brand.

2.3. Perceived Benefits
Perceived Benefit recreates what consumers gain from online shopping, increasing their attitude and intention to purchase online upon discovering the advantages (Tanadi et al., 2015). Researchers have further examined benefits in two dimensions. They are monetary benefits and non-monetary benefits. The study hypothesized that the perceived benefits of email marketing would likely be a significant contribution towards enhancing consumers' attitudes and behaviors toward the brand and increasing purchasing needs.

2.4. Perceived Risks
Perceived risks refer to how individuals subjectively assess potential negative outcomes or uncertainties associated with a decision (Winsen et al., 2016). Although multiple dimensions of perceived risks have been proposed, this research focuses on and examines risk from two dimensions: performance risk and privacy risk. In the context of the study, an individual's perception of risks may influence their willingness to disclose personal information and their intention to make a purchase with the brand.

2.5. Needs
In the context of the consumption of products and services, a need refers to a basic requirement or essential desire that individuals seek to fulfill to sustain their well-being or improve their quality of life (Rivers, 2007). This led to the hypothesis that when an individual has the intention to purchase from the hotel and seeks further connection with it, they tend to subscribe to the hotel's mailing list. All constructs and the relationships among them are illustrated in Figure 1 below.

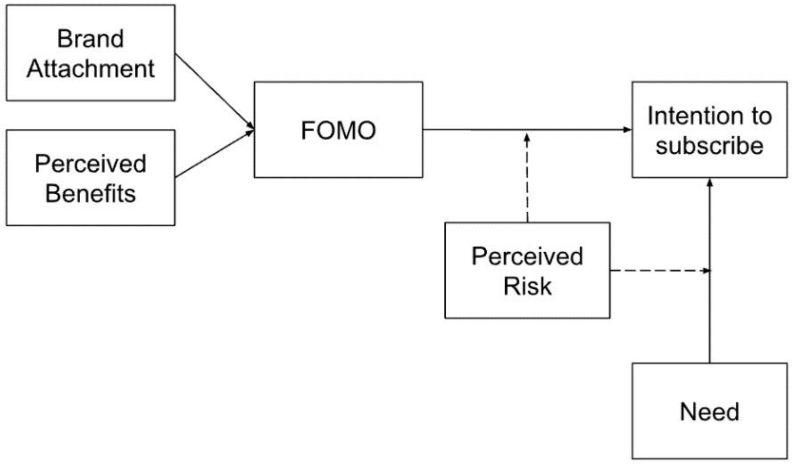

Figure 1. Research Conceptual Model

3. Methodology

The data collection phase will involve administering surveys to a sample of Singaporean Gen MZ individuals to measure their attitudes, perceptions, and intentions regarding subscribing to chain hotels' email marketing. A structured online survey will be prepared for the present study to collect data and distributed to a random sample of Gen MZ individuals who have had the opportunity to lodge in a chain hotel within the past two years. The measurement items will be adopted from empirical studies and adapted to fit the context of the study. PLS-SEM will be used to analyze the data. The study targets April and May 2024 for data collection and will present the results at the conference at the end of May 2024.

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Pathways to excellence: Exploring the challenges of E-health public-private partnerships for quality healthcare provision to elderly tourists - the case of Chiang Rai, Thailand

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Abstract:

The increasing affluence and improved health of older tourists drive greater travel frequency and spending. This necessitates destinations to adapt to their needs. However, current research has overlooked E-Health Public-Private Partnerships (PPPs) in tourism, creating a gap in our understanding of how to effectively address the health needs of this demographic. This study examines E-Health PPPs in Chiang Rai, Thailand, using a mixed-methods approach that includes literature review, document analysis, case studies, and stakeholder interviews. This aims to develop sustainable E-Health systems that enhance the healthcare experience for elderly tourists, ultimately benefiting both the tourists and the tourism destinations.

Keywords: E-Health PPP, Elderly Tourists, Partnership

1. Introduction

The world's population is experiencing a significant demographic shift, with a notable increase in the number of elderly individuals. As of 2019, there were approximately 963 million people aged 65 and over globally, a figure projected to more than double by 2050, reaching an estimated 2.1 billion (World Health Organisation, 2022). This demographic trend coincides with a rise in disposable income among older individuals, enabling them to travel more frequently and spend more on their trips. Additionally, improved health among older adults encourages them to seek out various travel experiences offered by the tourism industry, which caters to their specific needs and preferences (Leeson, 2018).

Tourism destinations are increasingly focusing on the elderly market, implementing initiatives to cater to their needs, particularly during off-peak seasons. Special provisions tailored to the specific requirements of elderly tourists are crucial, and destination planning aims to ensure safer and more accessible healthcare service delivery for them (Finlay et al., 2015). Medical support infrastructures, including hospitals, staff, and advanced technology, ensure the safety and address health emergencies of elderly tourists during travel.

Furthermore, E-Health systems enhance healthcare service delivery for elderly tourists and providers by enabling telemedicine and virtual consultations. These systems improve communication, medication management, and personalised care, leading to more efficient and patient-centered healthcare (Wong and Sa'aid Hazley, 2021). Effective collaboration among stakeholders, including patients, healthcare providers, organisations, government agencies, technology companies, and researchers, is essential for addressing the medical needs of elderly tourists. It leads to increased convenience and empowerment for patients, efficient patient care management for providers, streamlined operations for healthcare organisations, and regulatory support from government agencies (Moro et al., 2020). Technology companies contribute expertise in developing tailored E-Health solutions, while researchers advance E-Health systems through data analysis and evidence-based practices. Public-Private Partnerships (PPPs) drive innovation, efficiency, and sustainable development across industries by combining resources and expertise from both public and private sectors. In tourism, PPPs have been extensively studied, offering insights into governance, economic impacts, stakeholder collaboration, and sustainability (Cahyanto, et al., 2021). This study aims to investigate the application of PPPs to E-Health in tourism, with a particular focus on addressing the health requirements of elderly tourists in tourist destinations. It aims to identify key stakeholders essential for designing effective E-Health systems, evaluate their roles in ensuring the success of PPPs in E-Health, and analyse critical factors influencing the implementation of such partnerships. By proposing strategies to overcome challenges, the study ultimately seeks to enhance healthcare provisions for elderly tourists, contribute to the development of elderly-friendly destinations, improve global competitiveness, and cater to the needs of an aging population.

2. Literature Review

2.1 Public-Private Partnerships (PPPs)

Public-Private Partnerships (PPPs) are adaptable arrangements allowing countries to tailor the approach to their needs. Despite variations, PPPs globally share common principles and serve as a strategic tool for infrastructure development. Careful due diligence ensures transparency and accountability in PPP contracts. Despite challenges in regulating public projects and engaging private entities, successful partnerships rely on a shared vision, effective risk management, transparent procurement, clear legal frameworks, robust project management, and stakeholder engagement, ensuring PPP initiatives' success(Wasserbaur et al.,2022).

2.2 E-Health Systems

E-Health systems benefit elderly tourists and healthcare providers through telemedicine and virtual consultations, enhancing communication, medication management, and personalised care. Collaboration among patients, healthcare providers, organisations, government agencies, technology companies, and researchers is crucial for addressing medical needs effectively, leading to greater convenience, empowerment for patients, streamlined operations, regulatory support, technological expertise, and data-driven insights. (Moro et al., 2020).

2.3 Elderly Tourism

Elderly tourists often underestimate the risks of sudden sickness or accidents during trips, emphasising the importance of travel insurance and pre-travel consultations. Common health issues faced by elderly travellers include acute diarrhea, respiratory infections, and injuries, particularly during adventure travel or high-altitude trips (Luks and Hackett, 2022). Preventive measures such as pre-travel advice, telemedicine, and travel insurance help manage medical emergencies abroad. However, many travelers overlook the need for insurance, assuming their domestic health coverage applies internationally. Older travellers are at higher risk of falls, respiratory infections, and other travel-related ailments, necessitating careful planning and preventive measures. Furthermore, chronic illnesses and medication management pose logistical challenges for elderly travellers, highlighting the importance of tailored advice and support for this demographic.

2.4 E-Health PPPs for Elderly Tourists and Theoretical framework

When analysing PPPs for E-Health implementations, various theoretical lenses can be applied. Network theory examines relationships within the E-Health ecosystem, while stakeholder theory considers organisational decisions' broader implications. (Liu et al., 2022) Institutional theory provides insights into societal dynamics within PPPs, and collaboration theory addresses stakeholder collaboration. Transaction Costs Economics Theory (TCE) focuses on transactional challenges. However, Resource Dependence Theory (RDT) and Inter-Organisational Relations (IOR) theory are particularly useful for analysing E-Health PPPs for elderly tourists. RDT highlights resource dependencies and power dynamics, while IOR theory focuses on collaborative operations and decision-making, making them relevant frameworks for examining PPP dynamics.

3. Methodology

To address the problem statement, the research design involves the following elements:

1. **Needs Assessment:**
    - Conduct a literature review to understand the health monitoring and support needs of elderly tourists.
    - Interview healthcare experts to gain deeper insights into these specific needs.
2. **E-Health System Development:**
    - Compare findings with existing E-Health solutions to develop recommendations for an integrated system tailored to enhance elderly tourist experiences.
3. **Stakeholder Engagement:**
    - Identify key stakeholders involved in designing and implementing an E-Health system for elderly tourists. This includes mapping existing E-Health PPP ecosystems and conducting interviews with relevant partners across various sectors.
    - Use insights from these interviews to inform strategies for optimal partnerships and stakeholder engagement during implementation.
4. **Success Factors and Challenges:**
    - Conduct a literature review to identify critical success factors for E-Health PPPs, supplemented by a comparative analysis of global case studies and expert interviews.
    - To address challenges in implementing E-Health PPPs for elderly tourists in Chiang Rai, conduct in-depth stakeholder interviews and perform thematic analysis. This will help identify barriers such as technological limitations or stakeholder conflicts.
    - Explore strategies to address these challenges, drawing from stakeholder analysis, evaluation of success factors, and best practices in global E-Health PPPs. This comprehensive approach will inform mitigation planning and ensure the effective implementation of the Chiang Rai partnership.

4. Results

The results revolve approximately identifying ways in which E-Health systems can effectively address the healthcare requirements of elderly tourists, leading to improved outcomes for both the tourists and the destinations they visit.

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Employees' new outlook of work and family after crisis and the needed support from a SHRM perspective

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Abstract:

A growing body of research aims to understand the impact of the COVID-19 pandemic in workplaces, yet the changes in employees' work-family dynamics post-crisis remain unclear. This study conducts a systematic review to identify the antecedents and outcomes of these dynamics during the pandemic, considering both positive and negative aspects to provide a comprehensive view of the evolving work-family relationships. Furthermore, the study employs a strategic human resource development (SHRD) approach to propose organizational interventions that respond to recent shifts in work-family life amid crises. The implications for future research are also discussed.

Keywords: Work-family, COVID-19, Strategic human resource development, Crisis, Crisis management

Investigating digital well-being of E-sports hotel guests: The broaden-and built theory approach

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Abstract:

E-sports hotels are not simply a combination of high-performance gaming setups and accommodations. Indeed, staying at E-sports hotels represents a leisure activity that resonates with the lifestyle preferences of young consumers. This study employs the broaden-and-build theory to explore how immersive experiences during E-sports hotel stays can trigger positive emotions, thereby fostering enhanced digital well-being through the mechanism of psychological resilience.

Keywords: *E-sport hotel, digital wellbeing, flow experience, positive emotion, psychological resilience.*

1. Introduction

The E-sports industry has experienced rapid global growth, attracting millions of online players. This growth has boosted the development of E-sports events, contributing to local tourism markets and giving rise to specialized hospitality establishments, such as E-sports hotels. In China alone, the number of E-sports hotels reached 24,000 by the end of 2023, which accounts for a 28.5% increase from 2022, with an average repeat stay rate of 1.51 times (China Tourism News, 2024).

Compared to conventional hotels, E-sports hotels have a dual function, offering an immersive gaming environment and comfortable accommodations. This study defines the E-sports hotel as a hotel designed to meet the needs of gamers, providing both high-performance gaming setups and standard hotel amenities. The targeted consumers of E-sports hotels are young gamers. To them, staying at E-sports hotels serves as a valuable leisure pursuit to alleviate stress, recover, and prepare for the resumption of daily activities.

It is believed that E-sports hotels can provide their guests with a state of flow, which is characterized by heightened immersion in the gaming environment. Consequently, guests may experience positive emotions such as happiness, joy, and fulfillment. However, it is unclear whether these momentary emotional states have an enduring impact on individuals' overall life satisfaction, particularly within the digital realm. The broaden-and-build theory explains how positive emotions contribute to personal development and overall well-being (Fredrickson, 2001). By incorporating this theory, the current study aims to comprehensively examine the role of positive emotions among E-sports hotel guests and how they further enhance individuals' perceptions of well-being.

This study aims to answer two important research questions. First, how do E-sports hotels facilitate guests' emotional recovery? Second, to what extent can E-sports hotels benefit their guests? Specifically, this study will 1) examine the impact of flow experience on positive emotions and digital well-being and 2) employ the broaden-and-build theory to explore how positive emotions can contribute to digital well-being by fostering psychological resilience.

2. Literature Review

2.1. Flow experience and digital well-being

Flow experience is originally defined as “the holistic sensation that people feel when they act with total involvement” (Csikszentmihalyi, 1975, p. 4). Later, researchers extend the conceptualization of flow experience by emphasizing the immersive engagement achieved through a balance of personal skills and required effort (Mosing et al., 2012). Along with standard hotel services, E-sports hotels can provide an immersive gaming environment away from disturbances and foster a mental focus on gameplay.

Digital well-being is defined as "a subjective individual experience of optimal balance between the benefits and drawbacks obtained through interactions with digital technologies" (Vanden Abeele, 2021, p. 938). This construct stands in contrast to digital addiction, which reflects individuals' ability to manage their digital activities in a good manner. Ultimately, it could enhance their overall well-being (e.g., life satisfaction).

The relationship between flow experience and subjective well-being has been well-established in the existing literature (Kim & Hall, 2019). Flow experience is viewed as a pathway for individuals to achieve a fulfilling life (Csikszentmihalyi, 1990). Hotel guests experiencing heightened flow states are more likely to derive healthy and fulfilling digital experiences. Facilitated by high-performance gaming equipment, they can be more engaged in games and obtain positive outcomes such as satisfaction, accomplishment, and overall well-being.

H1: Flow experience positively affects digital well-being.

2.2. Flow experience and positive emotion

Positive emotion, as a part of consumption emotion, refers to "a short-lived favorable affective state that accompanies physiological and cognitive responses to external stimuli" (Chen et al., 2024, p. 5). E-sports hotel guests' immersion in an engaging gaming experience is anticipated to strengthen their positive emotions. Throughout their stays, guests can fully devote themselves to gameplay, assisted by advanced gaming equipment that enhances their performance. Consequently, their flow experience in gaming fosters feelings of competence, confidence, joy, and happiness. As such, guests' positive emotions arise from both the immersive gaming environment and their satisfaction with gaming performance.

H2: Flow experience positively affects positive emotion.

2.3. Psychological resilience as a mediator

The broaden-and-build theory suggests that positive emotions can broaden an individual's thought-action repositories, leading to various personal resource gains and subsequent beneficial outcomes (Fredrickson, 2001). When consumers experience positive emotions, they are motivated to consider a wider range of responses to a given scenario, thereby increasing their decision-making flexibility. Additionally, positive emotions are beneficial to the development of personal resources. For instance, E-sports hotel guests engage in online and offline gaming activities with friends. Their positive emotions enhance their appreciation of collaborative efforts and encourage cooperative behaviors.

To better understand how positive emotions influence overall well-being, the broaden-and-build theory suggests that psychological resilience serves as a mediating mechanism (Fredrickson, 2001). Psychological resilience refers to an individual's capacity to rebound from changes or adversity (Prayag et al., 2020). Prior to the stay, young customers may have experienced negative emotions stemming from daily study or work demands. E-sports hotels could be a tool for temporary escape and recovery. Obtaining positive emotions mitigates the effects of physical and psychological stressors, facilitating a quick return to a normal psychological state (Garcia-Dia et al., 2013). Consequently, their digital well-being is enhanced through increased enjoyment of optimal gaming experiences and reduced stress or monotony in daily life.

H3: Positive emotion positively affects digital well-being.

H4: Positive emotion positively affects psychological resilience.

H5: Psychological resilience positively affects digital well-being.

H6: Psychological resilience mediates the relationship between positive emotion and digital well-being.

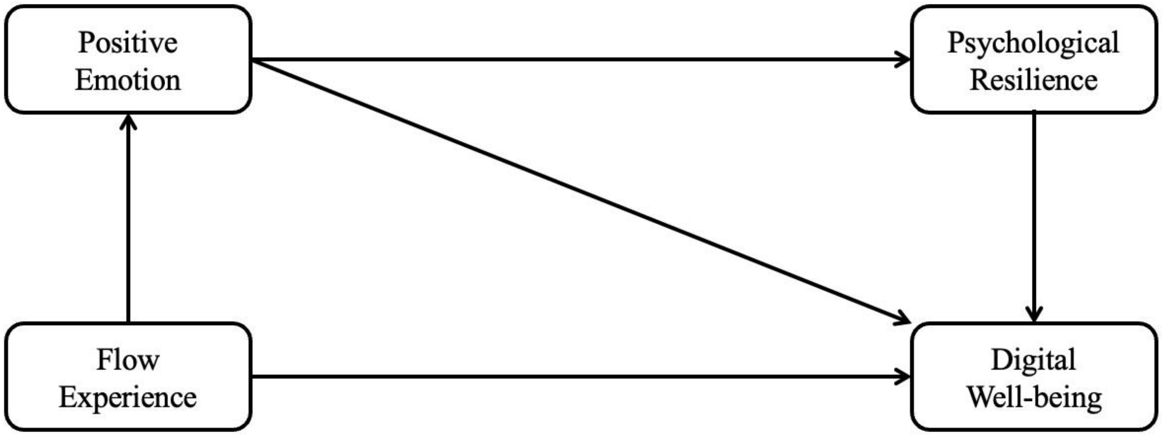

Figure 1. Proposed model.

3. Proposed Methodology

This study will collect data in the context of E-sports hotels in China. The qualified respondents of this study are customers ages 18 or older who have stayed at an E-sports hotel in the past six months. A convenience sampling method will be used, targeting 400 samples. A self-administered online survey using SoJump will be developed to collect data. All measurement items will be adopted and modified based on previous empirical research. Confirmative factor analysis (CFA) will be used to verify the consistency of all measured variables, followed by structural equation modelling (SEM) to test the proposed model.

4. Expected Results and Discussion

The expected outcomes of this study are that all hypotheses are supported in the proposed model. This study is believed to be one of the pioneering investigations in E-sports hotels, which contributes to the hospitality literature in different ways. Specifically, this study fills the gap in examining the importance of flow experience delivered by E-sports hotels. Furthermore, the study extends the broaden-and-build theory in two aspects. Firstly, it demonstrates digital well-being as a distinctive personal resource in the hospitality field. Secondly, it clarifies the flow experience as a pre-condition of positive emotion within the context of E-sports hotels.

Practically, the study results will provide meaningful managerial implications for E-sports hotels. Currently, there is an insufficiency in market advertising for E-sports hotels. Based on the study results, E-sports hotels are suggested to position themselves as a healthy lifestyle rather than solely emphasizing their high-end gaming equipment. Highlighting gaming setups alone might fail to differentiate E-sports hotels from other gaming-related establishments. Instead, advertising their role in stress relief and leisure pursuits can effectively position E-sports hotels as one of the healthy lifestyle choices among young consumers.

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Gastronomy from the serangan area: Contribution to the culinary identity of denpasar city

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Abstract:

This research aims to explore the culinary excellence of the Serangan Area and its contribution to the culinary identity of Denpasar City. Focusing on the culinary potential of Serangan Island in Bali, this research involves an in-depth analysis of Serangan's signature dishes and their relationship with Denpasar's culinary heritage. Through a literature review approach, this research identifies the characteristics of Serangan's gastronomy, its contribution to Denpasar's culinary identity, and the implications of developing a gastronomy center model as a strategy to support the region's economic growth. The results of this research are expected to provide new insights into understanding the significant role of Serangan's gastronomy in strengthening Denpasar's culinary identity and enhancing Bali's overall culinary tourism attractiveness.

Keywords: Gastronomy, Serangan Area, Culinary Potential, Denpasar City

1. Introduction

Gastronomy has become a significant focal point among communities, not only as an aspect of daily life but also as a critical element of attraction in the tourism context. This phenomenon is evidenced by people's increasing interest in exploring a destination's culinary richness while traveling. Dixit and Prayag (2022) stated that gastronomy is one factor that offers new experiences to tourists, which can be gained while traveling and during various festivals and events.

Currently, the Serangan Area has become one of the culinary destinations for seafood delicacies. Nugraha and Agustina (2021) mentioned that the Serangan Area has culinary potential managed by local communities who process seaweed into snacks that tourists can use as souvenirs. Nugraha and Agustina (2021) further noted that many emerging restaurants along the beach in the Serangan Area offer typical grilled seafood. Although the Kedonganan Area remains the main destination for tourists seeking authentic seafood cuisine, the Serangan Area has untapped potential to attract the attention of both domestic and international tourists.

While developing the Serangan Area as a culinary center, several challenges remain. The Serangan Village Tourism Development Master Plan for the year 2022 explains some of the obstacles and challenges faced by the Serangan Area related to sanitation standards and cleanliness of restaurants that still require more attention. The statement in the Serangan Village Tourism Development Master Plan for the year 2022 is validated by the initial observations conducted by researchers that seafood restaurants in the Serangan Area still have low cleanliness standards. Another problem faced by the local community in developing the Serangan Area as a culinary center is the inability of local residents to map the culinary potential they possess; thus, the local culinary potential has not been highlighted. Based on field observations, restaurants serving seafood in the Serangan Area still imitate the Kedonganan Culinary Area. The potential of marine products such as grouper fish, seaweed, and freshwater aquaculture products should also be highlighted so that the Serangan Area can become a unique and distinctive culinary center. This is corroborated by Oka, Winia, and Pugra (2015), who found that the local community's fish catch in the Serangan Area is not well managed; thus, it cannot be fully utilized and does not have a significant impact on the economy and welfare of the community.

Finally, this research will lead to the development of a management model for the Serangan Area as a gastronomy center that plays a role in supporting *Kawasan Ekonomi Khusus (KEK) Kura-Kura* or known by the Turtle Special Economic Zone. This model summarizes findings from the analysis of management systems and culinary potential and formulate strategic steps that can be taken to enhance the attractiveness and sustainability of the Serangan Area as a culinary destination influential in the context of the *Kawasan Ekonomi Khusus (KEK) Kura-Kura*. Thus, this research not only has the urgency to understand and address the challenges faced by the Serangan Area currently but also provides an important foundation for the development of the culinary tourism potential held by this area.

1.2 Problem Formulation

Based on the phenomena above, the issues can be formulated into two problem formulations as follows:

a. What is the culinary potential of the Serangan Area?
b. How has the development model of the Serangan Area as a gastronomy center been formulated?

2. Literature Review

2.1 Previous Research

Indra et al. (2022) researched the development of gastronomic tourism potential in Pontianak, West Kalimantan. The study highlighted Pontianak's diverse tourism offerings, including culinary tourism. This qualitative research emphasized the city's culinary richness and proposed strategies to leverage local food history and culture for gastronomic tourism development. While similar to the upcoming research in mapping culinary potentials, Indra et al.'s study focused solely on traditional foods. In contrast, the upcoming research will encompass broader elements like geography, culture, and tourism. This divergence promises novelty in the upcoming research.

Wondirad, Kebete, and Li (2021) conducted a study titled "Culinary Tourism: Economic and Socio-cultural Impacts in Amhara National Regional State, Ethiopia." Using Porter's value chain theory, they explored how culinary tourism contributes to regional development and cultural revitalization. With an exploratory design, their qualitative research involved 71 intentionally selected informants. Findings showed that well-planned culinary tourism boosts economic development and cultural revitalization by fostering cross-sectoral linkages and empowering local communities. Challenges include maintaining consistent partnerships between local suppliers and hospitality providers.
Nurmilah et al. (2022) researched developing culinary tourism strategies in Sukabumi, employing a SWOT analysis. The study aimed to identify culinary tourism development strategies by analyzing business characteristics and culinary issues. It found similarities among entrepreneurs, leading to similar development strategies based on strengths, weaknesses, opportunities, and threats. The study proposed short-term, medium-term, and long-term strategies, including promotion, human resource development, and government policies. Coordination is crucial for future culinary tourism development to ensure positive regional economic growth. This research is a valuable reference for creating a gastronomy center development model in the Serangan Area.

2.2 Conceptualization
The concepts proposed in this study encompass three main aspects, namely gastronomic tourism, tourism destinations, and sustainable tourism. Gastronomic tourism refers to tourist experiences focused on culinary activities, where visitors can enjoy a variety of local cuisines and delve into the food culture of a destination. Tourism destinations refer to locations or areas that have unique tourist attractions, including natural, cultural, historical attractions and other activities that attract visitor interest. Furthermore, sustainable tourism emphasizes the importance of responsible tourism management towards the environment, local culture, and economy, with the aim of ensuring that tourism development provides long-term benefits without damaging the natural resources and cultural heritage of the destination.

2.2.1 Gastronomic Tourism
Gastronomy is one of the global trends in the tourism sector. This gastronomic tourism trend is characterized by the emergence of various destinations offering different and extraordinary gastronomic experiences. Gastronomy can be defined as the 'knowledge of all the rules that govern the art of good eating' (Ueda & Poulain, 2021). This definition highlights the importance of knowledge about food culture, cooking techniques, and skills in presenting dishes that satisfy both aesthetically and gastronomically. It encompasses an understanding of various factors that influence the dining experience, including history, geography, tradition, and local culture.

The basis of gastronomic tourism is authentic products identified based on the characteristics of the region and can attract tourists to the area (Nesterchuk et al., 2021). This means that gastronomic tourism prioritizes authentic and unique culinary experiences, closely related to the cultural heritage and culinary richness of a region. Food and beverage products that reflect local traditions and use local ingredients are the focus of gastronomic tourism.

Fields (2002), cited by Mora et al. (2021), states that tourists' motivations for engaging in gastronomic tourism can be categorized into four groups. Tourists' motivations for culinary tourism can be explained as follows.

a. Physiological need for food is the main motivation for tourists in culinary tourism. This includes the basic human need for food and adequate nutrition, which encourages tourists to seek satisfying culinary experiences during their travels.
b. The desire to discover destinations and their cultural heritage through gastronomy is an essential factor in tourists' motivations. Tourists are interested in exploring the local food culture of a place because it allows them to better understand the history, traditions, and daily life of the local community through culinary experiences.
c. Interpersonal nature also influences tourists' motivations in culinary tourism. Sharing meals with friends, family, or even strangers at local eateries can be valuable moments and strengthen social bonds between individuals, thus enhancing satisfaction during the trip.
d. The need to gain social status is also a factor that drives tourists to engage in culinary tourism. Visiting famous restaurants or tasting exclusive dishes at a destination can be a way for tourists to demonstrate their social status or success to others, thus providing psychological satisfaction during the trip.

2.2.2 Tourism Destinations

Tourism destinations are pivotal for attracting tourists, encompassing physical areas where tourists spend at least one night (World Tourism Organization, 2007). These destinations include supporting services, attractions, and tourist resources within a day's travel radius. They also incorporate supporting infrastructure and emphasize travel time and accessibility.

According to the World Tourism Organization (2007), tourism destinations consist of six interconnected elements, namely attractions, facilities, Accessibility, Image, Price, and availability of human resources. The constituent elements of tourism destinations according to the World Tourism Organization (2007) are illustrated in the following Figure 2.1.

Figure 2.1 Element of Tourism Destinations
Source: World Tourism Organization (2007)

a. Attractions are key elements of a tourist destination, encompassing objects or activities that attract visitors' interest, such as historical sites, natural beauty, and unique cultural attractions.
b. Facilities refer to the supporting facilities and services available at the tourist destination, such as accommodations, restaurants, healthcare facilities, and transportation, all contributing to the comfort and satisfaction of visitors.

c. Accessibility refers to the ease of reaching the tourist destination, including good transportation infrastructure, accessible roads, and facilities for tourists with special needs, all of which affect the attractiveness and popularity of the destination.
d. Image is the perception or reputation of a destination in the eyes of visitors and the general public. A positive image of the destination can increase visitors' interest and trust, while a negative image can reduce the number of tourists visiting.
e. Price is an important factor in determining the attractiveness and success of a tourist destination. Prices of admission tickets, accommodations, food, and other activities should be in line with the value offered to visitors, thus influencing their decision to visit or not.
f. Human resources include the availability of skilled and quality workforce, including tour guides, hotel staff, and other local residents who play a role in providing services to visitors. The skills and hospitality of staff can influence visitors' experiences and the destination's Image.

3. Methodology

This study adopts a qualitative research approach. Qualitative research plays an important role as a means to explore and understand the meanings attributed to a social or human problem, both by individuals and groups (Creswell, 1991). In this context, the qualitative approach allows researchers to explore various perspectives, values, and experiences involving human interaction and provides a deep understanding of the social and cultural context in which the phenomenon occurs.

The research adopts a qualitative approach to explore pertinent issues, in line with Yin's (2011) five features: understanding the real-world context of people's lives, representing participants' views, considering situational context, contributing to conceptual understanding of human social behavior, and utilizing diverse sources of evidence.

3.1 Measurement

Specifically, this study employs an ethnographic approach because it focuses on the analysis and study of understanding the issues that occur in society. Ethnography can be simply understood as "writing about a group of people." Essentially, this is a term from the field of anthropology involving direct field research, where a researcher is directly involved and resides with the community under study for a sufficient period of time (Mctaggart, 2003).

This research conducted in six stages following the field research implementation procedures proposed by Singleton & Straits (2005), cited from Sangasubana (2011). The following are the six stages to be conducted in this research.

a. Formulating the Research Problem

This stage involves identifying and formulating the research problem or questions to be answered. The researcher determines the scope, objectives, and relevance of the research to the phenomenon under study. Formulating this problem serves as the basis for determining the direction of the research and designing effective research strategies.

Determining the Research Setting
b. After formulating the research problem, the next step is to determine the setting or environment in which the research is conducted. This involves making decisions about the location, place, and situation most suitable for collecting data relevant to the research problem.
c. Gaining Access to the Research Setting and Informants:
Once the research setting is determined, the researcher needs to gain access to the setting and obtain permission or approval from relevant parties, such as institutions or communities under study. Additionally, the researcher also needs to identify and build relationships with informants or research subjects who will provide the required data.
d. Presenting Oneself
This step involves the initial interaction between the researcher and informants in the research setting. The researcher needs to introduce themselves, explain the purpose of the research, and build trust and good relationships with informants. A good self-presentation can help gain better access to relevant information.
e. Collecting Information and Data
After gaining access and presenting oneself, the researcher begins collecting the information and data needed to answer the research questions. This can be done through various methods such as observation, interviews, or document analysis. The data collection process requires caution and precision to ensure that the obtained data are accurate and relevant.
f. Analyzing Data
The final stage is to analyze the collected data to identify patterns, themes, or relationships relevant to the research problem. Data analysis can be done using various statistical or qualitative techniques, depending on the type of data collected and the research questions asked. The results of the data analysis will help formulate the overall conclusions and findings of the research.

3.1.1 Data Analysis Techniques
Data obtained through the data collection process involving interviews, observations, and FGDs will be analyzed using two methods, namely thematic analysis and content analysis.
a. Thematic Analysis is a qualitative analysis method used to identify, analyze, and report patterns or themes that emerge from the data. The process involves steps such as familiarization with the data, theme identification, theme review, definition and naming of themes, and report writing. Thematic analysis can provide a deep understanding of perspectives, experiences, or views emerging from the data. In this research, interview results, observation findings, and FGD outcomes will be categorized according to predetermined themes by the researcher, facilitating the reading and interpretation of data.
b. Content Analysis is an analysis method used to understand the substance or content of a text or data. In content analysis, data is coded and categorized based on specific themes or variables relevant to the research objective. The process involves identifying units of analysis, developing categories, coding data, and analyzing results. Content analysis can provide insights into the frequency or distribution of specific topics in the data, as well as patterns or trends related to the research topic. The content to be analyzed in this research includes legal documents containing information about the Attack Area and media publications about the Attack Area to understand the branding of the Attack Area.

To validate the data, triangulation of information sources and data collection methods is conducted. Triangulation of information sources involves collecting data from various sources or different informants to confirm the same findings or patterns. Meanwhile, triangulation of data collection methods involves using more than one method to collect the same data. By conducting triangulation, confidence in the validity and reliability of research findings can be enhanced.

4. Results

a. Thematic Analysis

After conducting Thematic Analysis on the flagship gastronomy of the Attack Area and its contribution to the culinary identity of Denpasar City, here are some key findings identified:

No.	Findings
1	Characteristics of Serangan Gastronomy
	- Typical dishes from Serangan Island feature unique flavors rich in spices.
	- Traditional cooking methods and local ingredients enrich the culinary experience in the Serangan area.
2	Contribution to Denpasar's Culinary Identity
	-Serangan's gastronomy adds color and diversity to the culinary scene of Denpasar city.
	-Cultural influences and local history are reflected in traditional Serangan dishes.
3	Implications for Gastronomic Hub Development Model
	- Developing a Gastronomic Hub in the Serangan area could become a major attraction for culinary tourism in Bali.
	- Collaboration between local culinary stakeholders and local government is necessary to support the economic growth of the area.

These findings provide a deep understanding of the role of Serangan gastronomy in strengthening the culinary identity of Denpasar City. The implications of this research can serve as a basis for the development of strategies and policies that support the growth of the culinary and tourism sectors in the area.

b. Content Analysis

After conducting Content Analysis on materials related to the flagship gastronomy of the Serangan Area and its contribution to the culinary identity of Denpasar City, the following is an example of analysis results that can be presented:

No.	Findings	Percentage
1	Hidangan sate lilit dish is mentioned in 75% of the analyzed sources.	75%
	Lawar kepiting appears in 60% of the investigated content.	60%
	Nasi jinggo is only mentioned in 30% of the sources examined.	30%
2	80% of culinary reviews give positive ratings for the taste of Serangan dishes.	80%
	The quality of Serangan gastronomy raw materials is rated highly in 70% of the reviews.	70%
3	History and local stories are the main focus in 50% of the content that highlights Serangan gastronomy.	50%

No.	Findings	Percentage
	Traditions of cooking passed down through generations are highlighted in 40% of the analyzed materials.	40%

These findings provided valuable insights into how Serangan gastronomy is presented and received in various culinary literature contexts. Content analysis provided a deep understanding of the frequency, sentiment, and cultural aspects related to the flagship gastronomy of the Serangan Area and its contribution to the culinary identity of Denpasar City.

4.1. Profile of the respondents

In this study, the respondents' profiles were identified based on several demographic factors and their experience in the culinary field. The majority of respondents are female (55%) compared to male (45%), with the most common age range being 26-35 years old (40%). In terms of education, respondents are predominantly Bachelor's degree holders (40%), and the main occupation of respondents is private employees (40%). In terms of culinary experience, most respondents eat at restaurants or food stalls 2-3 times a week (40%), and the most preferred food comes from Indonesian cuisine (50%). More than half of the respondents are involved in culinary activities such as creating their own recipes (60%). This profile of respondents provides an overview of who participated in this study, as well as their preferences and experiences in culinary matters. This data is important for understanding the perspectives and views of respondents on the research topic.

Category	Percentage
Gender	
- Male	45%
- Female	55%
Age Range	
- 18-25 years	30%
- 26-35 years	40%
- 36-45 years	20%
- Above 45 years	10%
Highest Education Attainment	
- High School/equivalent	25%
- Diploma 3	20%
- Bachelor Degree	40%
- Master Degree and above	15%
Occupation	
- Student	30%
- Private Employee	40%
- Entrepreneur	20%
- Others	10%
Meal Frequency	
- Every Day	20%
- 2-3 times a week	40%
- Once a week	30%
- 2-3 times a month	10%
Food Category	
- Indonesian	50%
- Asian	20%
- Western	15%

Category	Percentage
- Others	15%
Culinary Involvement	
- Creating Own Recipes	60%
- Taking Cooking Courses	30%
- Being a Member of the Culinary Club	10%

5. Discussion and Conclusion

5.1. Discussion and Implications

In this study, the demographic profile of the respondents became an important factor in understanding the characteristics of the target audience. The majority of respondents were female (55%) compared to males (45%), indicating gender dominance in research participation. The most common age range was 26-35 years old (40%), which is a socially active age group and may have a greater interest in culinary matters. In terms of education, the majority of respondents were university graduates (40%), indicating a relatively high level of education among research participants. This may reflect a better awareness and understanding of culinary issues and food. The primary occupation of the respondents was private employees (40%), which may indicate that most respondents have financial stability to participate in culinary activities.

The frequency of respondents' meals is an important factor in understanding their eating habits. Most respondents eat at restaurants or food stalls 2-3 times a week (40%), indicating that dining out is an important part of their culinary lifestyle. The most favorite foods come from Indonesian cuisine (50%), reflecting love and pride in local cuisine. In addition, the majority of respondents are active in culinary activities such as creating their own recipes (60%), indicating a high level of creativity and exploration in cooking. This could be an opportunity for the development of culinary products that can meet the needs and desires of consumers who are active and initiative in culinary matters.

Implications and Recommendations

Knowing the demographic profile, experiences, and culinary preferences of respondents is an important first step in designing effective marketing strategies and culinary products that fit the market. With a deep understanding of the target audience, culinary industry players can identify market opportunities that can be explored and develop products that can meet consumer expectations. Recommendations for further development include further studies on psychological and social factors that influence respondents' culinary preferences, as well as delving deeper into trends and innovations in the culinary industry that can attract the interest of identified target markets. With a holistic and sustainable approach, the culinary industry can continue to grow and better meet consumer needs.

5.2. Conclusion

This study aims to explore the culinary highlights of the Serangan Area and its contribution to the culinary identity of Denpasar City. The research methods used include field studies, interviews with stakeholders, direct observations, and content analysis. Based on the analysis conducted, the following are the conclusions of this study:

1. Gastronomy of Serangan Area:
- The Serangan Area boasts a unique culinary richness, consisting of various traditional and modern dishes that reflect the cultural diversity and local traditions.
- Signature dishes such as babi guling (suckling pig roast), lawar (traditional Balinese mixed dish), sate lilit (Balinese-style satay), and jaje uli (traditional Balinese cake) are culinary favorites that attract both tourists and locals.

2. Contribution to the Culinary Identity of Denpasar City:
- The culinary scene in the Serangan Area significantly contributes to the culinary identity of Denpasar City as a culinary hub of Bali, blending traditional and modern flavors.
- The diversity of dishes and cooking techniques in the Serangan Area adds color and uniqueness to the culinary panorama of Denpasar City.

3. Implications and Recommendations:
- Identifying the gastronomy of the Serangan Area can serve as a basis for the development of culinary tourism in Denpasar City, emphasizing diversity, authenticity, and sustainability.
- Efforts are needed to preserve and promote the gastronomy of the Serangan Area to continue being a major attraction for tourists and to support the growth of the local culinary industry.

Thus, the conclusion of this study reaffirms that the culinary highlights of the Serangan Area play an important role in enriching the culinary identity of Denpasar City. It is hoped that these findings will serve as a foundation for policy development, culinary tourism promotion, and the preservation of local culinary heritage in Denpasar City.

5.3. Limitations of this study and suggestions for future studies

5.3.1 Limitations of this study

1. Sample Size: This study may have limitations regarding sample size, which could affect the generalization of findings to a larger population. A larger and more diverse sample size could provide a more comprehensive understanding of the topic.
2. Bias: There is a potential for bias in participant selection or data collection processes, which could influence the results. Implementing strategies to reduce bias, such as random sampling and standardized data collection methods, could enhance the study's validity.
3. Scope: This study focused specifically on gastronomy in the Serangan area in relation to the culinary identity of Denpasar. Future studies could consider exploring additional factors or regions to provide a more holistic view of the culinary landscape in Bali.

5.3.2 Suggestions for future studies

1. Longitudinal Study: Conducting a longitudinal study to track changes and trends in the culinary scene of Denpasar over time, providing insights into the evolution of gastronomic preferences and practices.
2. Comparative Study: Comparing the gastronomy of Serangan with other culinary centers in Bali or different regions in Indonesia to identify unique characteristics, similarities, and differences, contributing to a broader understanding of Indonesian culinary diversity.
3. Cultural Impact Analysis: Examining the cultural significance and social impact of gastronomy on the local community in Serangan, exploring how culinary traditions shape identity, community dynamics, and cultural heritage preservation.

4. Sustainability Focus: Investigating sustainability practices in Gastronomy in Serangan, assessing environmental impacts, local resource initiatives, and community engagement efforts to promote sustainable gastronomic practices.

By addressing these limitations and pursuing suggestions for future studies, researchers can further enrich understanding of the gastronomic landscape in Serangan and its contribution to the culinary identity of Denpasar. Continued research and exploration in this field can enhance appreciation for cultural heritage, promote sustainable gastronomy, and support the development of culinary tourism in Bali.

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Eco-friendly practices and willingness to pay based on a fairness of paying eco-friendly charges for delivery and take-out disposable products

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Abstract
New types of products and services are developing that reflect the changing needs of consumers. After COVID-19, the preference for contactless services using information technology has increased, and this social change has led to an increase in delivery and take-out dining services(Li et al., 2020). Disposable plastic containers are widely used by restaurant operators and consumers for reasons such as maintaining food temperature, ease of transportation, and convenience, and have become a social issue due to environmental problems. In particular, disposable waste cannot be recycled and is discarded into the environment after one use. The waste problem is becoming so serious that it can no longer be ignored as the main cause of environmental pollution(Novoradovskaya et al., 2023).

The implementation of an eco-friendly charges are helping to improve the environment by providing economic incentives to reduce waste usage. Many countries are enforcing various regulations and are investing in reducing waste derived from food packaging containers and reducing the use of disposable products. The EU prohibits the use of plastic straws, wet tissues, and dishes, and the Netherlands announced policy alternatives for eco-friendly food delivery in the use of plastic packaging materials by nurturing waste disposal aiming for a completely circular economy by 2025(Filimonau, 2020). In delivery and take-out, eco-friendly charges are being implemented in various forms, such as a refundable deposit system for reusable cups and charging fees for the use of disposable products. Making efforts to switch from the use of disposable products to the use of reusable products(Keller et al., 2021).

Consumers accept that it is fair if the cause of the transaction price is the cost of essent ial elements that make up products and services, such as labor costs and distribution cost s, but if it is due to the supplier's pursuit of profitability, they perceive it as an unfair b ehavior. Since consumers not only consider environmental issues when judging the value of eco-friendliness, but also consider the functional and situational attributes of the produ ct, the perception of fairness may increase if the environmentally friendly attributes expec ted by consumers are perceived to provide benefits to consumers. Vancouver, Canada, is the first city in Canada to impose a fee (25 cents) for disposable cups starting in 2022 t

o reduce the use of disposable cups. However, the fee for the use of disposable cups was abolished in 2023, just one year after its introduction, not only because it was not successful in reducing the use of disposable cups, but also because it placed a burden on vulnerable groups in the local community and was ineffective(City of Vancouver, 2023). Even consumers who have a positive attitude toward eco-friendliness may show passive behavior if they are not sure whether it is beneficial for environmental protection, so understanding the eco-friendly charges and consumers' awareness of its fairness can be seen as important(Xia et al., 2004). Consumers are the subjects who can both cause and alleviate environmental problems, so in order to overcome environmental problems, eco-friendly practices in consumers' lives are absolutely important. The government required users to pay an eco-friendly charge to reduce waste, but consumers must recognize that the economic burden of these eco-friendly charge is fair in order to engage in eco-friendly behavior(Klaiman et al., 2016).

In respect of eco-friendly behavior, the purpose of this research consumers' eco-friendly practices and willingness to pay eco-friendly charges according to their perception of the fairness of eco-friendly charges. The data was collected by surveying 550 consumer responses. Demographic analysis was performed using SPSS 24.0, and to compare and segment the consumer group, the frequency analysis and descriptive analysis were performed. As a result of a cluster analysis of the fairness perception of the eco-friendly charges, it was divided into 2 groups, [group with low perception of payment fairness] and [group with high perception of payment fairness]. The [group with low perception of payment fairness] was 187 people (34%), and the payment fairness was 2.29±0.64, which was lower than the average of 3.40±0.98 for all respondents. The [group with high perception of payment fairness] was a group with an average of 3.97±0.55, which was higher than the average.

The characteristics of consumers in each group are that the [group with low perception of payment fairness] had the largest proportion of people in their 30s, followed by those in their 20s, but the [group with high perception of payment fairness] had the largest proportion of people in their 20s. The largest proportion was in those in their 50s. In addition, as a result of examining the impact of consumers' eco-friendly practices by group on their willingness to pay eco-friendly charges, we found that for the [group with high perception of payment fairness], eco-friendly practices influenced their willingness to pay eco-friendly charges, but for the [group with low perception of payment fairness], eco-friendly practices did not affect willingness to pay the eco-friendly charges. This means that [group with high perception of payment fairness]is more eco-friendly practices affect their willingness to pay the eco-friendly charges, so consumers should know that paying the eco-friendly charge is necessary for the environment and must be done for a sustainable life. It also suggests that consumers should be able to participate more actively in paying the eco-friendly charge for the use of disposable products by knowing that the payment is fair.

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A study on the relationship between short video contents of influencers and parasocial relationships regarding tourism destinations

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Abstract:

This study explores the impact of short video marketing on travel destination decision-making process. Over the past two years, influencers who post short video contents on social media have become increasingly popular. From the view of tourists', the impact of short video contents on their tourism destination choice is not yet fully understood. This study found the significant results of the short-form travel contents created by influencers based on the theory of parasocial relationships.

Keywords: influencer characteristics, short video contents, parasocial relationships, tourism destinations

1. Introduction

According to the Digital 2023 Global Overview Report, in 2022, the average monthly time spent by each Android user on TikTok was approximately 23.5 hours, slightly surpassing the 23 hours and 9 minutes spent on YouTube (DataReportal, 2023). Scholars have explored the interaction patterns and mechanisms of influence between users and bloggers through the lens of parasocial exchange (Berryman & Kavka, 2017). Hence, it is imperative to consider the effectiveness of short video contents as a marketing tool. The purpose of this research is to examine the mediating role of short tourism video contents and the moderating effects of parasocial relationships regarding the tourists' destination choices.

2. Literature Review

2.1. Influencers' characteristics and short video contents
Influencers are frequently recognized as central figures within network structures, facilitating connections among multiple individuals and playing a pivotal role in disseminating information throughout the network (Barabasi & Albert, 1999). Park and Lin (2020) discovered that the alignment between an influencer and a product enhances the influencer's credibility and cognitive appeal. Additionally, influencers attract followers through the dissemination of contents crafted in their unique style, seamlessly intertwining brand advocacy within personal anecdotes and posts (Lou & Yuan, 2019).

Furthermore, the positive perception of an influencer can also exert a beneficial influence on short video contents (Zhang et al., 2022). The professionally edited and formatted short video contents are perceived as the effective market tool, enhancing awareness of tourism destinations and attracting the large number of tourists (Yang, 2020). Therefore, this research proposes the following hypotheses.

H1: The characteristics of influencers have the impacts on short video contents.
H1a: The influencer's informativeness has the positive impact on short video contents.
H1b: The influencer's affection has the positive impact on short video contents.
H1c: The influencer's attractiveness has the positive impact on short video contents.

2.2. Parasocial relationships and influencers

The media persona is in the leading position in a parasocial relationship, while the viewer is in a relatively passive position (Horton & Richard Wohl, 1956). Much of the literature relies on Horton & Wohl's (1956) original concepts to delineate friendships and understanding as core themes of parasocial relationships (Chung & Cho, 2017). Research by Um (2022) discovered that media users develop intimate connections with media characters, akin to real-life friendships. Previous studies have demonstrated that parasocial relationships are influenced by five factors: Appeal, Satisfaction, Proximity, Similarity, Friendship, and Understanding (Kim & Kang, 2018; Um, 2022). Building upon previous research, this study posits the following hypotheses:

H2: The components of parasocial relationships have a moderating effect between influencers and short video content.
H2a: The component of parasocial relationship, friendship, moderates the relationship between influencers and short video contents.
H2b: The component of parasocial relationship, understanding, moderates the relationship between influencers and short video contents.
H2c:The component of parasocial relationship, proximity, moderates the relationship between influencers and short video contents.
H2d: The component of parasocial relationship, similarity, moderates the relationship between influencers and short video contents.
H2e: The component of parasocial relationship, appeal, moderates the relationship between influencers and short video contents.
H2f: The component of parasocial relationship, satisfaction, moderates the relationship between influencers and short video contents.

2.3. Short video and tourist destinations

Tham, Mair & Croy (2020) argue that the influence of social media on tourists' destination choice is multifaceted. Additionally, research indicates that the informativeness and relevance of short video contents significantly impact purchase intentions (Zhou & Wang, 2020). Yang (2020) suggests that influencers possess expertise in content creation. Professionally edited short video contents meet the market demand, boost tourist destination awareness, and attract more visitors. Research on the impact of short video contents on tourists' destination choices has made significant contributions globally. However, there are still gaps in understanding certain aspects of this influence, offering opportunities for further exploration in this study. Therefore, this research posits the following hypothesis:

H3: Short video contents mediate the relationship between influencer and destination decisions.

3. Methodology

In this study, an online questionnaire was employed for the data collection. The items were assessed using a 7-point Likert scale to gauge each statement. The questionnaire for this research was developed based on the references to the works of Ohania (1990), Kim & Kang (2018), Um (2022), Bansa & Voyer (2000), Park, Lee & Han (2007). Data analysis was conducted using SPSS 25.0.

4. Results

4.1. Profile of the respondents
The study, conducted between October 1 and 7, 2023, focused on people aged 18-59 who had used TikTok within the previous six months in Korea. Of the 300 participants, the data from 276 respondents were analyzed, and 24 non-respondents were excluded from the results.
H1: The impact of influencers on short clips was found to be statistically significant ($p < 0.01$), with a positive effect indicated by a β value greater than 0.
H2: When all six subcomponents of parasocial relationships were considered as moderating variables, the moderating effect was deemed significant at $p < 0.05$, as the confidence interval for the Boost Trap coefficient did not include 0.
H3: With influencers serving as the independent variable, destination decisions as the dependent variable, and short video contents as the mediator, both the direct and indirect effects were determined to be statistically significant.

5. Discussion and Conclusion

All other findings were consistent with previous studies. However, the present study found that only the authenticity of short video contents moderated influencers' impact on destination choices, which contradicts previous research findings. Prior studies examined general short videos, whereas this paper focuses on tourism-specific content. Tourism short video authenticity, defined as how well the destination matches the video, significantly impacts destination decisions, providing a basis for future research in this area.

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Exploring the impact of corporate ESG on process innovation and brand loyalty from the perspective of airline employees

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Abstract:

Environmental, social, and governance (ESG) practices are widespread in contemporary corporate culture. However, existing ESG research has primarily centered on financial performance, neglecting the exploration of its impact on employee perceptions. This study seeks to investigate whether the ESG practices of airlines influence employees' attitudes towards brand loyalty through their process innovation performance. In the study, surveys were distributed to current airline employees, and 346 valid responses were collected. The findings indicate a positive and significant correlation between ESG and both process innovation and brand loyalty. Additionally, process innovation also exhibits a positive and significant association with brand loyalty. The findings of this study carry substantial implications for both theoretical comprehension and practical applications.

Key words: airline industry, ESG, Innovation performance, Brand Loyalty

Examining the sentiment and topics of Singapore's top luxury hotels' online reviews using automated text analytics

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Keywords: Singapore Hotel, Online Reviews, TripAdvisor.com, Sentiment Analysis, Topic Modeling, Latent Dirichlet Allocation

1. Introduction

The hospitality industry thrives on guest satisfaction, and online reviews have become an indispensable tool for travelers seeking authentic experiences and informed decision-making (Xiang & Gretzel, 2010). The sheer volume of online reviews can be overwhelming for traditional analysis methods (Murphy et al., 2007). This presents a challenge for the hospitality industry, as deciphering the content and sentiment within these vast troves of data holds the key to understanding guest experiences and fostering continuous improvement (Hennig-Thurau et al., 2004).

This research aims to investigate guest reviews at luxury hotels in Singapore's central business district (CBD) by applying two natural language processing techniques, topic modeling and sentiment analysis. Three objectives have been designed to help achieve the aim. The first objective is to collect a comprehensive dataset of guest reviews from luxury hotels in Singapore's

CBD from TripAdvisor.com. Two, the data will be analyzed using Latent Dirichlet Allocation (LDA) to identify recurring topics within the reviews. Lastly, the data will be analyzed using sentiment analysis to understand the emotional tone of the reviews.

2. Literature Review

2.1. Topic Modeling

Topic modeling is a subcategory of text data analysis based on what readers read in the text. Topic modeling analysis refers to a set of approaches for detecting what the text is about. LDA can accomplish a great deal of the textual analysis process with minimal human involvement, including identifying dimensions, and is more suited to handle huge, unstructured internet evaluations, producing more accurate interpretations. In a study article by Guo et al. (2017), customers of two- to three-star hotels identify several significant non-price dimensions, such as "bathroom" and "checking in and out."

2.2. Sentiment Analysis

Sentiment analysis, also known as opinion mining, is a subfield of NLP concerned with identifying and understanding the emotional tone behind text data. It employs various techniques to classify text as positive, negative, or neutral. These techniques can leverage machine learning algorithms, sentiment lexicons, or rule-based systems. Sentiment analysis has become a valuable tool for understanding customer opinions in various domains, including the hospitality industry (Ameur et al., 2023). Ma et al. (2018) emphasize the potential for sentiment analysis to identify negative sentiment in reviews. This allows hotels to proactively address customer concerns, leading to higher satisfaction and loyalty.

3. Methodology

The top five hotels in Singapore, mentioned in 2.4.5, featured in TripAdvisor in 2024 were chosen for this study. TripAdvisor was chosen as the data source for three reasons. First, TripAdvisor is a rich data source hosting 600 million travel reviews and opinions written by 455 million visitors per month (Pratiwi, 2020), offering a diverse range of perspectives from travelers worldwide. Analyzing this vast dataset will help us understand how travelers evaluate hotels and provide insights into factors like service quality, cleanliness, and overall satisfaction. By examining the reviews, patterns can be identified and, in return, gain an understanding of what influences traveler's choices. This study will leverage web scraping to gather guest reviews from TripAdvisor for the chosen luxury hotels situated within Singapore's CBD, Web scraping is an automated technique for extracting data from websites.

Top five 5-star hotels in Singapore rated on TripAdvisor:

1. Pan Pacific Orchard
2. Four Seasons Hotel Singapore
3. Singapore Marriott Tang Plaza Hotel
4. Swissôtel The Stamford Singapore

5. PARKROYAL COLLECTION Pickering, Singapore

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