

APacCHRIE 2024 Youth Conference (24-26 May 2024)

# **APacCHRIE 2024 Conference**

## **(May 24-26, 2024)**

**PROCEEDINGS – YOUTH CONFERENCE  
PRESENTATION**

# Presentation

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**Safeguarding Mt. Hamiguitan'S intangible cultural heritage: A pathway to sustainable conservation practices in alignment with un sustainable development goal 11**

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**Abstract:**

Mount Hamiguitan, situated in Davao Oriental, is a UNESCO World Heritage Site and is recognized as an ASEAN Heritage Park. This study will focus on identifying the different Intangible Cultural Heritage (ICH) of the nearby local communities in the site and formulate sustainable ways to safeguard them. Moreover, this study will further explore how tourism will help with the cultural and environmental preservation of Mount Hamiguitan. Focus Group Discussions and Semi-structured Interviews with the locals and the authorities in the area will be conducted for the data collection.

**Keywords:** Culture, Heritage, Conservation, Sustainable

**1. Introduction**

Cultural heritage has evolved beyond being a mere destination; it has morphed into an immersive experience intertwining adventure, history, and the unique traditions of local communities. This shift mirrors the escalating popularity of cultural heritage tourism, where more tourists actively seek adventure, culture, history, archaeology, and meaningful



interactions with local communities (Matteucci et al., 2022). This type of tourism involves traveling to engage with places and activities that genuinely portray stories and people from historical and contemporary perspectives. Its significance lies in preserving identity and fostering an understanding of a community's history, spanning diverse categories such as arts, culinary traditions, literature, music, and living cultures. It is broadly classified into tangible cultural heritage, involving physical artifacts and structures, and intangible cultural heritage (ICH), which includes traditions, knowledge, and practices transmitted across generations (Espeso-Molinero, 2022). Intangible cultural heritage, in particular, are the living expressions and practices that communities or groups inherit from their ancestors and pass on to future generations, embodying a culture's identity and significantly contributing to the preservation of cultural diversity.

In line with this growing interest in cultural heritage, Ayo (2020) conducted a study entitled "Cultural Mapping of Tiwi, Albay, Philippines: Exploring Culture and Heritage through a Cultural Lens." The study discusses the cultural heritage of Tiwi, Albay, focusing on tangible and intangible elements related to Mt. Mayon. It identifies cultural assets, such as Mayon-inspired ceramics, highlighting the significance of these elements in local history and recommends expanding the mapping scope to include more cultural elements beyond the volcano and to emphasize the importance of preserving and understanding cultural heritage for future generations. The findings emphasize the deep connection between the people of Tiwi, Albay and their cultural heritage linked to Mt. Mayon.

Additionally, the study conducted by Ayo (2020) focuses on preserving the diverse ICH within Mount Hamiguitan, aligning with UN Sustainable Development Goal (SDG) 11, which aims to "make cities and human settlements inclusive, safe, resilient, and sustainable." It concentrates on SDG 11.4, which emphasizes the importance of increasing efforts to safeguard and maintain the world's cultural and natural heritage. Developing strategies for preserving traditions and practices at Mount Hamiguitan can help protect intangible cultural assets for the long term, ultimately accomplishing the bigger goal laid out in SDG 11.4. Respectively, targeting the ICH within the three domains of Mount Hamiguitan—San Isidro, Governor Generoso, and the City of Mati—the research recognizes the mountain's UNESCO World Heritage and ASEAN Heritage Park status. The mountain ridge serves as a protective habitat for various plant and animal species. Furthermore, its ICH reflects how societies survived time by preserving traditions, adapting to changing environmental conditions, and reflecting human experiences.

Emphasizing on Mount Hamiguitan, this study seeks to assess various ICH components associated with the location and emphasize the critical connection between sustainable tourism and conservation. It seeks to raise awareness of this connection and promote measures that help tourism and environmental conservation. Furthermore, the study aims to actively promote Mount Hamiguitan's sustainability, conservation, and preservation, emphasizing its innate importance. To realize these objectives, the research recommends sustainable tourism strategies and activities which not only aspire to contribute to the region's economic development but also emphasize the importance of environmental preservation, safeguarding the long-term stability of this key region.

The research on Mount Hamiguitan's ICH is a comprehensive effort to address complex challenges, with implications extending to various stakeholders. By advocating for the adoption of sustainable tourism practices, the research will bring positive outcomes for local communities by preserving their cultural practices and traditions, ensuring that they remain intact for future generations. Policymakers can utilize these findings to formulate more

effective and culturally sensitive strategies that promote conservation and sustainable development, considering the needs and values of the communities. Tourists, especially those seeking authentic experiences, can benefit from more meaningful and immersive encounters with Mount Hamiguitan's ICH through proposed sustainable tourism strategies. Additionally, the research provides a roadmap for environmentalists and conservationists to balance tourism and conservation efforts, ensuring the long-term stability of the area's natural and cultural resources.

## 2. Literature Review

According to Arao (2020), culture is the unique cultural resource of a community's customs, encompassing how communities interact, communicate, and express themselves. In particular, communities can grow because of the customs, arts, knowledge, abilities, beliefs, and rituals they have acquired from their predecessors and will pass on to future generations (Margate, 2015). Furthermore, it is a complex web of activities that exceeds the boundaries between the known and unknown, affecting a person or a group of people and giving them a sense of continuity and identity, enabling them to make sense of their surroundings and give their lives context (Franca, 2021; Meknonnen et al., 2022). Likewise, heritage encompasses tangible – immovable and moveable – and intangible cultural items representing a group's norms, values, and practices, helping to define a community's identity (Ayo, 2020; Franca, 2021). It also includes the legacy of how we live now and what we carry to the next generations (Meknonnen et al., 2022). The interconnectedness of culture, heritage, and the importance of cultural resources in the form of practices, beliefs, and rituals are reiterated throughout the literature (Arao, 2020; Margate, 2015; Franca, 2021).

The inherent link between culture and heritage is evident when a community's customs, values, and expressions are passed down and preserved. For instance, the emphasis placed on the oral literary genres of the Higaonon people as one of their strategies for maintaining their cultural heritage in the framework of "Higaonon Oral Literature: A Cultural Heritage" highlights the connection between culture and heritage (Franca, 2021). Since heritage reflects a group's conventions, values, rituals, and practices—all of which are elements of culture—it demonstrates the importance of heritage to culture (Ayo, 2020).

The concept of Intangible Cultural Heritage (ICH) describes the non-material facets of a culture passed down through active practice and immersion, including customs, representations, knowledge, expressions, and abilities. Some customs, such as folklore from the area, music, theater, dance, oral traditions, social customs, celebrations, and rituals, cannot be touched or interacted with physically but embody a community's identity (Margate, 2015; Ayo, 2020). Because these elements are crucial to a community's identity and continuity, they are passed down from previous generations, maintained in the present, and preserved for future generations (Mekonnen et al., 2022).

A community's concrete and intangible cultural treasures are essential. Nonetheless, there has been a noticeable shift in research focus from tangible to intangible cultural heritage in recent years. This change is explained by a growing understanding of the crucial need to preserve the culture's intangible elements (Ayo, 2020; Margate, 2015; Franca, 2021). This shift is further highlighted in the Higaonon oral literature document, which acknowledges the role of ICH in maintaining the cultural identity of indigenous groups.

Communities now recognize that ICH significantly impacts and contributes to their growth and is portrayed as a driver of sustainable development, providing a sense of pride,

uniqueness, and continuity to communities (Besmonte, 2022; Ayo, 2020; Margate, 2015; Franca, 2021) and that the transmission of ICH through education is seen as a means of ensuring its continuous evolution and safeguarding for the next generation.

### 3. Methodology

#### 3.1 Data Measurement

The researchers will conduct semi-structured individual or one-on-one interviews to collect qualitative data in the Intangible Cultural Heritage (ICH) sites of Mount Hamiguitan, specifically with the selected participants in the Municipalities of Governor Generoso, San Isidro, and Mati City. This process will involve a qualitative data collection approach that will allow for a thorough exploration of the cultural practices, traditions, and beliefs preserved within these communities. In addition, George (2023) defines a semi-structured interview as a method where questions are posed within a predetermined thematic framework, providing flexibility in phrasing and order. Widely used in qualitative research, this approach permits the exploration of participant responses within thematic boundaries. Unlike unstructured interviews, there is a predetermined question idea; unlike structured ones, phrasing and order are flexible. That being said, this will enable the researchers to easily compare respondents while allowing for a nuanced understanding of patterns. By engaging in one-on-one interviews with the residents, the researchers can gather rich and nuanced information about the ICH present in the region. Moreover, these interviews may focus on personal experiences, oral histories, and perspectives of individuals deeply connected to the cultural heritage of Mount Hamiguitan. Therefore, the researchers will have effectively addressed all the questions posed in the problem statement, turning it into a subject of interpretation and analysis to derive the necessary results for concluding the study.

#### 3.2 Data Collection Procedure

The researchers will collect data through one-on-one interviews with the municipal and city mayors, tourism officers, and the locals within the municipalities of San Isidro and Governor Generoso and the City of Mati in the province of Davao Oriental. They will base their interview guide questions on the statement of the problem they created. Moreover, the interview questions will undergo validity testing before they are used in the field. During the interview, the researchers will write the participants' answers in real-time to document their responses. After the interviews, the researchers will sort out, arrange, and analyze the recorded answers of the participants.



Figure 1. Flow of Data Collection

#### 3.3 Data Analysis

The researchers will interpret data collected from the one-on-one interviews using a thematic analysis, aiming to delve deeper into the participants' perspectives and enhance their understanding of the subject matter. Thematic analysis, as described by Kiger and Varpio (2020), will outline the data gathered, including its interpretation, during the stages of

deciding on codes and creating themes. This approach will not only aid in organizing the data but also facilitate the extraction of meaningful insights from the participants' responses. Furthermore, thematic analysis can offer versatility, allowing researchers to utilize it across different theoretical frameworks, research methodologies, and sample sizes. This adaptability will enable the researchers to explore various research questions while ensuring their analysis remains relevant and informative. Through thematic analysis, the researchers will gain a comprehensive understanding of the subject matter, systematically uncovering and analyzing recurring themes and patterns within the data.

### 3.4 Research Instrument

The instrument to collect the data will be with interview methods, more specifically, through semi-structured interviews. It will be utilized to collect comprehensive and in-depth data and information that would benefit the study. The content of the interview is centered around identifying the different ICH such as the: indigenous knowledge systems, rituals and ceremonies, traditional arts and crafts, and culinary traditions which can be found within the three domains of Mt. Hamiguitan and the challenges that come with the community's conservation efforts. The researchers will refer to an interview guide when conducting in-person interviews with respondents. DeCarlo (2018) defines an interview guide as a list of subjects or inquiries the interviewer intends to cover during the interview. The goal of the interview guide is to keep the interview focused on the desired course of action while providing a more systematic and thorough exploration of numerous responses (Jamshed, 2014).

The interview guide that will be used by the researchers, who will conduct a semi-structured interview, is divided into five sections: (1) General Questions, (2) Various non-material or intangible cultural heritage (ICH) within the three domains of Mount Hamiguitan Range Wildlife Sanctuary, (3) Challenges encountered by the area, (4) Public and Private Sector Response, and (5) SDG 11 Safeguarding Measure Suggestions. The interview guide's questions are translated into English and Filipino, making it much easier for the study respondents to comprehend every question. If more information is needed to complement the data acquired, follow-up questions will be raised.

## 4. Results

### 4.1. Profile of the respondents

This section provides a comprehensive overview of the individuals who participated in the interview.

<b>MUNICIPALITY OF SAN ISIDRO</b>	
<b>KI#</b>	<b>POSITION/AFFILIATION</b>
<b>KI1</b>	Local Faith Healer in the Community
<b>KI2</b>	Local Scientist
<b>KI3</b>	Tour Guide
<b>KI4</b>	Brgy. Kagawad
<b>KI5</b>	Member, Fisher Folks Association

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<b>KI6</b>	Municipal Tourism Officer
<b>KI7</b>	Former Municipal Tourism Officer, now a staff of the Tourism Office
<b>KI8</b>	OIC Superintendent, DENR
<b>KI9</b>	Forest Technician
<b>KI9</b>	Audito/Fisher Folks Association
<b>KI10</b>	Brgy. Kagawad

**MUNICIPALITY OF GOVERNOR GENEROSO**

<b>KI#</b>	<b>POSITION/AFFILIATION</b>
<b>KI1</b>	Local
<b>KI2</b>	Cultural & Arts Officer/Tourism Officer
<b>KI3</b>	Local
<b>KI4</b>	Local
<b>KI5</b>	Local
<b>KI6</b>	Executive Assistant Of the Mayor
<b>KI7</b>	Bgy. Osmania Technical Staff

**CITY OF MATI**

<b>KI#</b>	<b>POSITION/AFFILIATION</b>
<b>KI1</b>	Mati City Mayor
<b>KI2</b>	IP Consultant
<b>KI3</b>	City Administrator
<b>KI4</b>	Asst. City Planning and Development Coordinator
<b>KI5</b>	Local
<b>KI6</b>	Department Head City - ENRO
<b>KI7</b>	Senior Administrative Asst. II City Tourism Office

<b>KI8</b>	Tourism Office Staff
<b>KI9</b>	IP Consultant

#### 4.2 Findings

The study aims to assess Mount Hamiguitan Range Wildlife Sanctuary's intangible cultural heritage, highlighting the need for sustainable conservation in tourism and proposing methods for long-term economic, cultural, and ecological sustainability. More specifically, it will seek to answer the following questions:

##### 4.2.1. What is the profile of Mount Hamiguitan Range Wildlife Sanctuary in terms of:

###### 4.2.1.1 History

The Mount Hamiguitan Range Wildlife Sanctuary (MHRWS), situated in the southeastern part of the Eastern Mindanao Biodiversity Corridor, spans across two municipalities, San Isidro and Governor Generoso, and the City of Mati in the Province of Davao Oriental. Covering a total area of 16,923 hectares with an additional buffer zone of 9,729 hectares, it serves as a vital habitat for various plant and animal species, including globally threatened and endemic flora and fauna. Local communities actively participate in management efforts, which include continuous monitoring and the enforcement of protective regulations against threats such as illegal mining, tourism, and the impacts of climate change.

On June 23, 2021, the Mount Hamiguitan Range Wildlife Sanctuary (MHRWS) was designated as the 6th UNESCO World Heritage Site in the Philippines, marking a significant milestone as the first in Davao. Recognized for its exceptional biodiversity, boasting the highest concentration of flora and fauna per unit area and hosting rare and endangered endemic species, it also attained the distinction of being named the 9th ASEAN Heritage Park in the Philippines back in 2016.

The protection and management of the Mount Hamiguitan Range Wildlife Sanctuary fall under the jurisdiction of the Mount Hamiguitan Protected Area Management Board (PAMB), which implements strategies outlined in the sanctuary's Management Plan. Routine monitoring and patrols, carried out by the Protected Area Superintendents Office (PASO) and "Bantay Gubat" personnel, are instrumental in ensuring effective management. Local municipalities coordinate their tourism and development plans with the sanctuary's Management Plan, emphasizing conservation efforts and minimizing negative impacts.

Various protected area regulations, integrated into the Philippines' National Integrated Protected Areas System (NIPAS), safeguard the sanctuary. National and provincial laws and policies provide comprehensive protection and management guidance, defining boundaries and prohibiting activities such as logging, mining, and energy exploration within the sanctuary. These measures are essential for preserving and conserving the Mount Hamiguitan Range Wildlife Sanctuary for future generations.

###### 4.2.2 Cultural Geography

###### 4.2.2.1 Communities

###### 4.2.2.2.1 San Isidro

San Isidro, a municipality located in the southernmost part of the Philippine archipelago in Davao Oriental, was officially established in 1966. Covering an area of 220.44 square

kilometers or 85.11 square miles, it constitutes 3.88% of Davao Oriental's total land area. According to the data of Philippine Statistics Authority, it has a total population of 33,664 in 2020. San Isidro operates as a fifth-class locality with a total of sixteen barangays. The area is characterized by extensive mountain ranges, rivers, mangrove forests, and lakes, making it a promising destination for tourism, offering opportunities for outdoor activities and exploration.

*4.2.2.2.2 Governor Generoso,*

Governor Generoso is a municipality situated along the coastline of Davao Oriental. With a land area of 365.75 square kilometers, or 141.22 square miles, this 2nd class municipality makes up 6.44% of Davao Oriental's total area. According to the data of Philippine Statistics Authority, it has a total population of 59,891 in 2020. Languages spoken here include Manobo, Dabawenyo, Mandaya, and Bisaya. They participate in religious celebrations like the San Nicolas De Tolentino and San Isidro Labrador festivities. In terms of culinary practices, this community frequently engages in bamboo cooking. They also participate in festivals wherein they proudly showcase the different sports, arts, and crafts they proudly present.



*4.2.2.2.3 Mati*

Mati City, located on the tip of the Mindanao Region, is the capital of the province of Davao Oriental and is a fifth class city. It is one of the three domains located in Mount Hamiguitan. According to the data of Philippine Statistics Authority, it had a total population of 147,547 in 2020. Its land area covers 588.63 square kilometers and has 26 barangays. It is home to three renowned bays which are the Pujada, Mayo, and Balete bays, in which the city got its title as the “City of Beautiful Bays”. It is the economic hub of Davao Oriental and has different agricultural produce such as coconuts and livestock.








*4.3. What are the various non-material or intangible cultural heritage (ICH) within the three domains of Mount Hamiguitan Range Wildlife Sanctuary, specifically the municipalities of San Isidro, Governor Generoso, and city of Mati*

*4.3.1 Indigenous Knowledge Systems*

*4.3.1.1 Ethnobotanical Knowledge;*








<b>NAME OF PLANT</b>	<b>USE</b>	<b>SAMPLE PHOTO</b>
Tawa-tawa	To cure dengue	
Malunggay	To cure physical wounds by drinking or rubbing on the wounded area	

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Bayabas	To cure physical wounds by drinking or rubbing on the wounded area	
Tuba-tuba	Used to cure body pains	
Mayana	For boils/ <i>"pigsá"</i>	
Buyon	For <i>"kabag"</i>	—
Lagundi	For cough	
Fruit of Mamakaw Tree	Use for body soap	
Biba	For toothache <i>"Nakadikdik"</i>	
Beetlenut	Chewed to strengthen teeth	



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Bayabas Leaves	For the body's itchiness	
Buyo Leaves	For the swollen parts in the body	
Vines/"kalabo"	*boiled	
Guyabano and Mango Leaves	*boiled and drank	 
Kapayas	Used to boost kidney function and to help cure UTI	
Kisol	For stomach ache	
Kaniyag	For stomach ache	—

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Kamugna	For stomach ache	
Gabon	Used to cure “ <i>pasma</i> ” which is a folk illness in rural parts of the Philippines	
Manzanitas	For diarrhea	

*4.3.1.2 Indigenous Resource Management Practices;*

*4.3.1.2.1 Beliefs*

<b>NAME/TITLE OF ICH</b>	<b>MEANING</b>
Palili	Bad luck
You cannot leave while eating unless you turn your plate	To avoid danger
Saying “ <i>tabi-tabi po</i> ” as a respect to the unseen spirits who live in trees, mountains, bushes etc.	Excuse us / Please let us pass through
The first haircut of a child should be kept between pages of a book.	Some locals in Governor Generoso believe that a child will grow up smart if his/her first haircut is kept in a book.
A child should be given the glutes of a pig as his/her first meal	This practice is done in order for the child to speak clearly
The smoke of fruit peels is believed to drive bad spirits away	A practice done to drive bad spirits
Some locals in Governor Generoso believe in a faith healer that has a black tongue which can cure different illness	Some locals in Governor Generoso still believe in superstitious ways of healing

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Wear black when going out at night, when you are carrying a child in your womb	When bearing a child, you should not expose yourself to the night, thus it is recommended to wear black so as to avoid being penetrated by an evil spirit
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*4.3.1.2.2 Festivals*

<b>NAME/TITLE OF ICH</b>	<b>DESCRIPTION</b>
Panawal Tawal (Thanksgiving Prayer)	A celebration to give thanks for a good harvest
Almaciga Festival	Celebration of Governor Generoso's town founding anniversary
Feast Day of San Nicolas de Tolentino	A day honoring the sainthood of Saint Nicholas of Tolentino
Feast Day of San Isidro Labrador Festival	A day honoring the sainthood of Saint Isidro Labrador
Rituals in Barangay Oregon	Rituals done by tribe members which reside in Barangay Oregon of Governor Generoso
Reunion of All Tribes in Governor Generoso	A gathering of all tribes within the domains of Governor Generoso
Lumad Day	A day that honors all the indigenous tribes of Mindanao
Sambuokan Festival	Celebration of Ethnic Traditions of the different Indigenous people
Pujada Bay Festival	An occasion to celebrate the abundance of the distinctive waterfront assets in the city.
Cityhood Day in Mati	A day that celebrates the anniversary of Mati on becoming a city

*4.3.1.3. How are the challenges faced by the area that impede the conservation efforts related to Mount Hamiguitan Range Wildlife Sanctuary's intangible cultural heritage?*

<b>CHALLENGES</b>
<ul style="list-style-type: none"> <li>● Natural Disasters such as rain, floods and earthquakes</li> <li>● Modernization and the advancement of technology corrupts the culture</li> <li>● Loss of Interest of the new generation</li> <li>○ Indigenous people feel inferior compared to other people.</li> <li>○ Indigenous people often feel left out, which is a driving factor towards their loss of</li> </ul>

interest towards their own culture and identity.

- Lack of knowledge and awareness
- Lack of information/Documentation
- Lack of advocates in Governor Generoso who would really advocate, who would really make the indigenous people's practices and cultures preserved.
- Influences from the internet and technology which hinders the Indigenous People to practice their traditions and it affects the ingenuity of their culture.
- No transfer of practices from the elders to the next generation
- Concern on the exploitation of resources

*4.3.1.4. How do the locals and the public and/or private sectors of Mount Hamiguitan Range Wildlife Sanctuary respond to the challenges faced by the three domain's intangible cultural heritage?*

## **RESPONSES**

- Offer education towards the locals to promote and preserve their culture and identity
- Participation of the community is a must
- Plan to reintroduce ICH through School Living Tradition
- Cultural Inventory
- Old to young transfer of knowledge
- Proper funding by the LGU's towards the local communities
- Profiling the IPs to know how many they are, where they are, and what they need
- Giving the IPs legal rights for their own territories (ancestral domains)
- Creating livelihood programs for IPs so as to empower them
- Organize them into a cooperative
- Give them a traditional home to avoid the feeling of displacement

## **5. Discussion and Conclusion**

### *5.1. Discussion and implications*

**The Local Government Units' responses on the challenges being faced by the local communities in preserving their intangible cultural heritage.**

With the different challenges that the local communities face in safeguarding their rich and vibrant culture, the local government units of the City of Mati and the Municipalities of Governor Generoso and San Isidro have been very supportive and determined to give sustainable solutions to help the locals especially those who are part of the indigenous tribes to prolong and promote their practices, cultures, and traditions. This reflects that indeed an active collaboration between the government and the communities is important in order to address the concerns when it comes to preserving both their Intangible and Tangible Cultural Heritage. All of the LGUs within the three domains of Mount Hamiguitan have shown different plans, policies and projects which are very much centered on the indigenous communities. A good project spearheaded by the LGU of Governor Generoso is their “School of Living Traditions” wherein they will let the elders of different tribes act as teachers to the youth and teach them as a way of transmitting their knowledge about their culture. Dialogues between tribal leaders and government officials are likewise being done so that there will not be any conflict between the policies made by the LGU. Government agencies such as the Department of Environment and Natural Resources have been very involved as well, especially when it comes to protecting Mount Hamiguitan so that hikers/tourists/hunters/miners will not destroy its natural beauty.

### **The participation of local communities in relation to the preservation of the community’s intangible cultural heritage**

The active participation of local communities around the domain of Mount Hamiguitan plays a pivotal role in safeguarding and revitalizing their intangible cultural heritage. Initiatives such as offering education to promote cultural identity, reintroducing ICH through School Living Tradition programs, and facilitating the transfer of knowledge from elders to youth are fundamental steps. These efforts not only ensure the continuity of cultural practices but also foster a sense of belonging and pride within the community. Along with that, proper funding from Local Government Units is essential to support these preservation efforts effectively. Sufficient resources enable the implementation of cultural inventories, profiling of Indigenous Peoples (IPs), and the creation of livelihood programs tailored to empower IPs economically while preserving their heritage. Having said that, the implication of these combined efforts is a comprehensive approach that empowers local communities to be involved in preserving their intangible cultural heritage. By fostering community participation, providing necessary support, and recognizing cultural rights, societies can celebrate diversity, promote intergenerational knowledge transfer, and sustain their richness in culture for generations to come.

#### *5.2. Conclusion*

In conclusion, the preservation of Mount Hamiguitan's intangible cultural heritage stands as a paramount endeavor crucial for fostering sustainable conservation practices in alignment with UN Sustainable Development Goal 11, which aims to create sustainable cities and communities. The designation of Mount Hamiguitan as a UNESCO World Heritage Site and an ASEAN Heritage Park underscores its ecological significance and cultural value, highlighting the imperative to safeguard both its natural and cultural treasures. Although this research identifies the remaining practiced ICH in the communities, further studies could have a more expanded scope of respondents. The identified ICH could have been expanded from the buffer zones within the area, those locals and communities could have provided much more in-depth information and knowledge about their traditional cultures and heritage.

Through active engagement with local communities, particularly Indigenous groups, the integration of ICH preservation into conservation efforts emerges as a promising pathway

towards sustainable management practices. The traditional ecological knowledge, cultural practices, and spiritual connections of Indigenous Peoples to the land are invaluable resources for biodiversity conservation and ecosystem management. Recognizing and respecting these cultural dimensions not only enhances conservation strategies but also strengthens community resilience and empowerment.

As the Mount Hamiguitan Range Wildlife Sanctuary (MHRWS) secures its status as a UNESCO World Heritage Site and an ASEAN Heritage Park, its intangible cultural heritage emerges as a vital component deserving preservation. Local communities, deeply embedded in the sanctuary's management, contribute invaluable traditional ecological knowledge and cultural practices, which are integral to its conservation efforts. Engaging with Indigenous perspectives and practices not only enriches conservation strategies but also strengthens community participation and ownership, aligning with the principles of sustainable development.

The Mount Hamiguitan Protected Area Management Board (PAMB), overseeing sanctuary management, plays a pivotal role in integrating intangible cultural heritage preservation into conservation plans. By recognizing and respecting the cultural significance of the sanctuary to Indigenous communities, the PAMB encourages collaborative management approaches that honor both biodiversity conservation and cultural heritage preservation. Moreover, by incorporating Indigenous perspectives into decision making processes and management plans, the PAMB fosters a sense of ownership and stewardship among local communities, ensuring their active participation in conservation initiatives.

### *5.3. Limitations of this study and suggestions for future studies*

Moving forward, future research and practice should prioritize further exploration of the interconnections between intangible cultural heritage preservation, sustainable conservation practices, and local livelihoods. Understanding the socioeconomic impacts of conservation initiatives on Indigenous communities can inform more equitable and inclusive conservation strategies, addressing UN Sustainable Development Goal 11's objectives of creating sustainable cities and communities.

Additionally, efforts should focus on developing sustainable tourism practices that celebrate and respect Mount Hamiguitan's intangible cultural heritage. By promoting community-based tourism initiatives that highlight Indigenous traditions, languages, and crafts, stakeholders can foster cultural exchange, economic development, and conservation simultaneously.

Lastly, it's essential to address the potential challenges and limitations inherent in integrating intangible cultural heritage preservation into conservation frameworks. These may include issues related to cultural sensitivity, power dynamics, and conflicting interests among stakeholders. By adopting a participatory and collaborative approach that prioritizes dialogue, mutual respect, and shared decision-making, stakeholders can work towards overcoming these challenges and fostering sustainable conservation practices that honor Mount Hamiguitan's rich cultural legacy for generations to come.

However, it's essential to acknowledge the limitations of this study, including potential gaps in understanding the full scope of intangible cultural heritage within the sanctuary and its integration into conservation frameworks. Future research should strive to address these limitations, ensuring a holistic approach to preserving Mount Hamiguitan's rich cultural legacy for generations to come, in alignment with UN Sustainable Development Goal 11.

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## **A business model for hotels in response to the policy of prohibiting the provision of disposable products in the accommodation industry**

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### **Abstract:**

As of March 29, 2024, hotels and accommodations in Korea may no longer provide disposable amenities for free, as mandated by the “Act on the Promotion of Resource Saving and Recycling.” Despite this, some guests still prefer the convenience of disposable items for memorability. We conducted a Political, Economic, Social, and Technological (PEST) and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to assess the current landscape and investigated guest perceptions of the regulatory changes. Consequently, we propose a business model offering ‘Welcome soap gifts made from recyclable plastic.’ This aligns with eco-friendly principles while enhancing guest satisfaction through memorable gifts.

**Keywords:** Technology, Tourism, Image, Intention, Welcome gift, Eco-friendly

### **1. Introduction**

There is a growing global movement to reduce plastic single-use items (UNWTO, 2024). As a result, interest in establishing SDG(Sustainable Development Goal) and ESG(Environment, Social, Governance) has increased worldwide. Consequently, countries worldwide are declaring carbon neutrality and introducing various regulatory measures. Since March 29, 2024, hotels and lodgings in Korea no longer have allowed to offer disposable products to guests free of charge due to prohibiting complimentary provision of single-use items in accommodation facilities. As a result, many hotels are implementing eco-friendly efforts. Luxury hotels in Korea are transitioning to large-capacity dispenser products for bathroom amenities, charging for items like toothbrushes, toothpaste, and razors (Prime Economy, 2024).

Hotel operators and consumers have shown various reactions in response to these changes. Some view the policies as a positive response to the increasingly serious environmental issues. Conversely, there are negative reactions concerning the hygiene of refillable

containers, decreased luxury perception, and doubts about the effectiveness of the policy. (Park & Kim, 2023).

Recent issues in the hotel industry are perceived as potential risks that could directly impact hotel management. Therefore, hotels must identify and mitigate these risks while finding new business opportunities that do not violate government regulations. Thus, our study aims to identify these issues and propose business solutions to address them.

## 2. Literature Review

### 2.1. *Plastic waste upcycling techniques*

Liu (2023) and his research team introduced a recycling technique that utilized polyethylene and polypropylene to generate high-value compounds. This method involves decomposing polyethylene through ‘temperature gradient’ thermal cracking to convert it into short-chain waxes, which are then halogenated to convert them into fatty acids (Plastic Korea, 2023). Plastic can be upcycled using new techniques to create new products, including soap production. This innovative approach helps reduce plastic waste, contributes to developing sustainable alternatives, and promotes environmentally friendly practices in product manufacturing.

### 2.2. *The Importance of Disposable Amenities and Souvenirs*

Traditional hotel amenities often serve as memorable souvenirs for guests, who take them home as reminders of their hotel stays and travels. Additionally, Souvenirs serve as tangible reminders of previous travel experiences after their travel. These products have the potential to shape their perception of tourist destinations and amplify their significance as they are shared with others. Moreover, souvenirs can positively impact tourist destinations' cognitive and emotional perceptions (Paraskevaidis & Andriotis, 2015). Plus, previous research indicated that amenities significantly affect the luxury image of the hotel brand, and high-quality amenities enhance the perception of sophistication linked with the hotel brand. (Kim, Baloglu, & Henthorne, 2021).

## 3. Methodology

In order to understand the perception of potential hotel guests and their perception, this project proceeds three stages: 1) understanding the current situation (PEST analysis, SWOT analysis), 2) identifying guest perception regarding amenities and the changed regulations in the hotel industry through a survey, and 3) suggesting upcycling products and new alternative amenities.

### 3.1. *Survey measurement instrument*

The study developed a self-administered questionnaire and designed by Google Forms. It included four items to measure Awareness of Disposable Amenities, six items to measure Awareness of Welcome Gifts, four items to gauge Awareness of Policy, and three items to assess Awareness of Eco-friendly Initiatives. Respondents were asked to rate all questions on a five-point Likert scale, ranging from 5 (strongly agree) to 1 (strongly disagree).

### 3.2. *Sample and data collection*

The main target population is people in their 20s. Data were collected by sharing the survey link on Instagram, allowing responses from a diverse range of people in this age group. A total of 204 responses were collected, and after deducting the missing answers and invalid responses, 201 were valid responses.

To indicate the demographic profile of the respondents, the questions of gender, birth year, educational level, occupation, and average household monthly income were asked. According to Table 1, most were female (130, or 64.7%), while 71 respondents (35.3%) were male. More than 80% of the respondents were born between 1995 and 2005 and are currently 19 to 29 years old. More than 85% of the respondents were currently enrolled in or graduated from university.

#### 4. Results

##### 4.1. Pest Analysis of the Hotel Industry in South Korea

<p><b>Political Factors</b></p>	<ul style="list-style-type: none"> <li>• Enforcement of the ‘Amendment to the Act on the Promotion of Resource Saving and Recycling’</li> <li>• Expansion of investments in eco-friendly businesses</li> <li>• Glasgow Declaration announced by the United Nations World Tourism Organization (UNWTO)</li> <li>• Establish SDGs</li> </ul>
<p><b>Economic Factors</b></p>	<ul style="list-style-type: none"> <li>• Forecasted economic growth of 2.2% in South Korea for 2024</li> <li>• Investments in eco-friendly ventures by the ‘Ministry of Environment’ in 2024</li> <li>• MZ generation emerging as a key consumer base in the hotel and tourism industry</li> <li>• Increase in hotel revenue post-pandemic</li> </ul>
<p><b>Social Factors</b></p>	<ul style="list-style-type: none"> <li>• Sustainable consumption trends</li> <li>• Increased importance of eco-friendly management</li> <li>• Emergence of necessity to reduce disposable item usage</li> <li>• Increased efforts towards eco-friendly practices</li> </ul>
<p><b>Technological Factors</b></p>	<ul style="list-style-type: none"> <li>• Technological advancements in the hotel Industry’s fourth industrial revolution</li> <li>• Expansion of the role of Online Travel Agencies (OTA)</li> <li>• Analysis of tourism consumption patterns through Big Data technology</li> </ul>

**Figure 1. PEST analysis**

Through the PEST analysis above, it is evident that the current focal point of the hotel industry lies in sustainable development. Consequently, hospitality industry is adopting eco-friendly policies and initiatives to participate in climate action. With the expanding importance of eco-friendly management, consumer consumption trends have become a significant factor. According to data from the Korea International Trade Association, the proportion of consumers, referred to as ‘Greensumers,’ who consider environmental protection when choosing products increased by approximately 20% compared to 2019.

Survey results indicate that the disposable amenities in hotels is perceived as an important service by consumers, with responses such as ‘strongly agree (42.8%)’ and ‘Agree (38.3%),’ highlighting its significance. Additionally, responses to the question ‘Do you think disposable amenities can serve a commemorative purpose?’ with ‘strongly agree (27.9%)’ and ‘agree (26.4%)’ indicate that disposable amenities not only offer convenience but also play a significant role in the commemorative aspect of hotel visits.

Recognizing that hotel amenities are both important and sensitive to consumers, the researcher identified the need to examine consumer reactions to them and respond appropriately, considering their potential impact on hotel image and customer satisfaction. Thus, a detailed analysis of hotel amenities post the “Amendment to the Law on Promotion of Resource Conservation and Recycling” is necessary, leading to the decision to conduct a SWOT analysis of hotel amenities following the policy prohibiting the provision of disposable items

4.2. SWOT analysis

An analysis of hotel amenities after the “Prohibition of Complimentary Disposable Items” policy is conducted to devise necessary business strategies for the hotel industry’s current state.

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• Environmental practices</li> <li>• Cost reduction of hotels</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Loss of commemorative significance of amenities</li> <li>• Persistent waste management issues</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>• Increasing demand for ESG</li> <li>• Consumer interest in environmental conservation practices</li> <li>• Trends in souvenir marketing within hotels</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>• Competition in eco-friendly business strategies</li> <li>• Increasing consumer dissatisfaction (hygiene, room rates)</li> <li>• Continual regulation changes</li> </ul>

Figure 2. Result of SWOT analysis

Based on the SWOT analysis, which focuses on and Opportunities as external factors, a business strategy is formulated to capitalize on the commemorative significance of amenities while addressing the plastic waste issue and leveraging the trend of souvenir marketing within hotels. We expected that welcome gifts could potentially substitute for the commemorative role of amenities. To verify this assumption, a survey was conducted regarding consumer perceptions of welcome gifts.

*The survey results on ‘Consumer Perception of Welcome Gifts’ were as follows:*

In response to the question, “Do you believe the presence of welcome gifts affects satisfaction with hotel stays?”, 34.8% answered ‘Strongly agree,’ and 36.3% answered ‘agree.’ Furthermore, in response to the question, “Do you believe the presence of welcome

gifts has a positive impact on the hotel's image?", 31.8% answered 'Strongly agree,' and 51.2% answered 'agree'. Regarding the question "Do you think welcome gifts can enhance brand loyalty?", 24.9% answered 'Strongly agree,' and 42.3% answered 'agree'. Ultimately, in response to the question, "Do you think welcome gifts can function in a commemorative aspect?", 34.3% answered 'Strongly agree,' and 44.8% answered 'agree.'

We can found that welcome gift can affect visitors' satisfaction and contribute positive image & loyalty formation of hotels. It was evident that welcome gifts can serve as souvenirs for consumers. From the perspective of hotel guests who previously considered disposable amenities souvenirs, the researchers concluded that 'welcome gifts' could replace the 'commemorative' aspect of disposable amenities.

Moreover, according to the "2021 MZ Generation Eco-friendly Practices and Consumption Trends" report, 74.3% of the MZ generation stated that implementing eco-friendly policies and activities is essential for companies to sustain growth and development. Based on this evidence that welcome gifts and the company's eco-friendly activities positively impact the company's image, the researchers propose the 'Eco-friendly Welcome Gift' business.

#### *4.3. Business model*

We propose a business plan to recycle plastic waste generated within hotels to produce soap, which will be provided as part of a welcome kit. This initiative involves collecting plastic waste from multi-use amenity containers and bottle caps and then utilizing thermal decomposition technology to produce recycled plastic soap. Amenity containers will be collected through amenity collection bins placed in hotels.

##### *4.3.1 Target market*

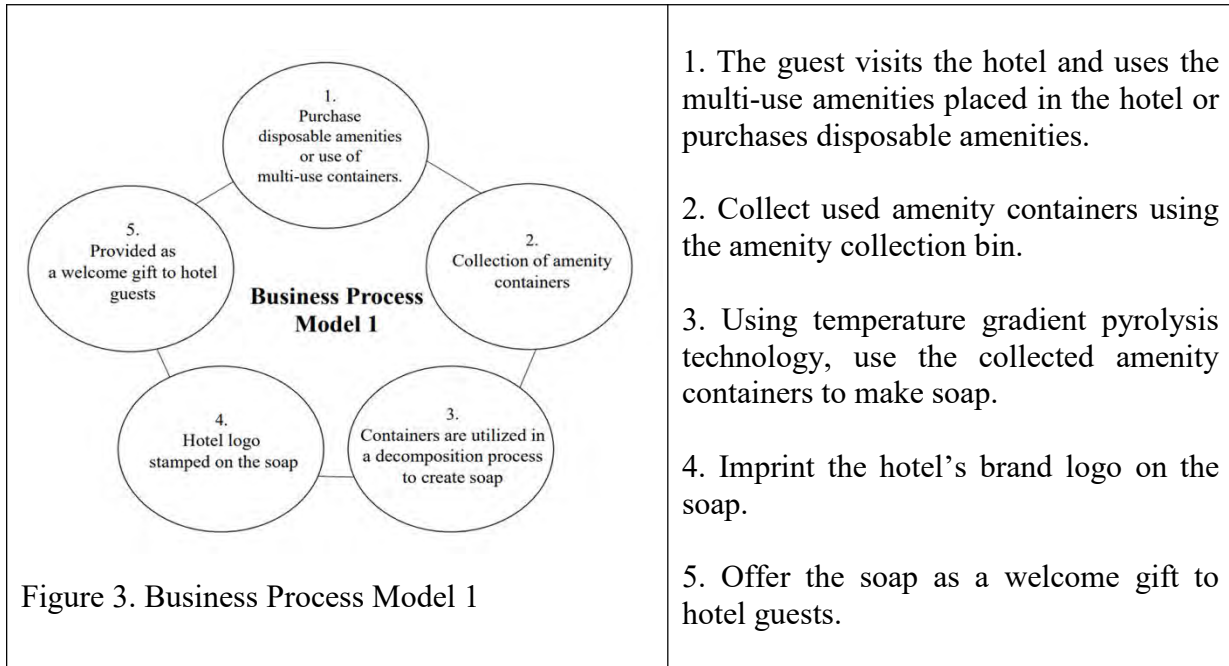
This business has targeted the MZ generation as its primary demographic. The MZ generation involves millennials born between 1981 and 1995 and Gen Z born between 1996 and 2010. They tend to engage in self-expressive consumption by sharing their experiences on social media, attracting attention from others. Moreover, they show a high interest in environmental issues and often opt for eco-friendly products, even if they are slightly more expensive, in order to protect the environment (Case News, 2023).

The distinctive characteristics of the MZ generation led to the decision to select them as the primary target audience for the business venture called "Eco-friendly Welcome Gifts.

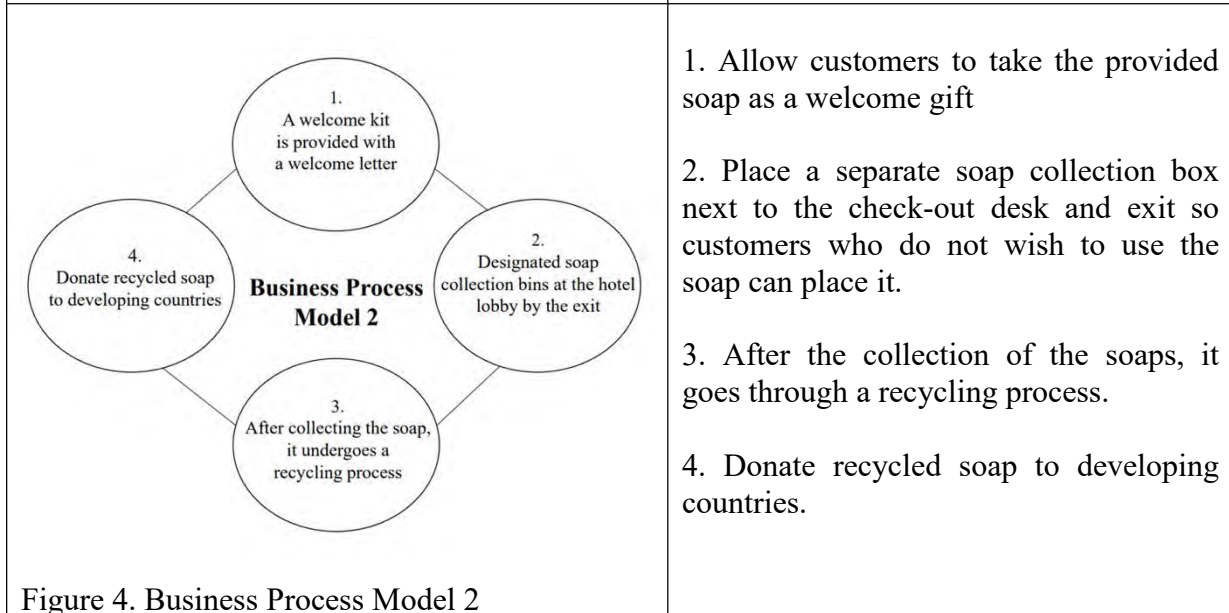
##### *4.3.2 Plastic waste upcycling techniques*

The corresponding part of the technology can be found in 2.1.

##### *4.3.3 Business Process*



1. The guest visits the hotel and uses the multi-use amenities placed in the hotel or purchases disposable amenities.
2. Collect used amenity containers using the amenity collection bin.
3. Using temperature gradient pyrolysis technology, use the collected amenity containers to make soap.
4. Imprint the hotel’s brand logo on the soap.
5. Offer the soap as a welcome gift to hotel guests.



1. Allow customers to take the provided soap as a welcome gift
2. Place a separate soap collection box next to the check-out desk and exit so customers who do not wish to use the soap can place it.
3. After the collection of the soaps, it goes through a recycling process.
4. Donate recycled soap to developing countries.

4.3.3 Expected effects of the business

Positive contribution to the environment and society through eco-friendly business processes

(Business Process Model 1)

Plastic multi-use containers used in hotels, along with bottle caps, are collected and undergo a thermal decomposition process to create soap welcome kits that can serve as souvenirs for hotel guests.

(Business Process Model 2)

A welcome gift containing recycled soap is placed on the bed in each room packaged in a recyclable box with a welcome letter. The welcome letter (Figure 6) is framed to facilitate long-term use without the need for repetitive copying.



From the customers' perspective, they may not want to take the welcome gift soap because of inconvenience or resistance to recycled plastic. To reduce indiscriminately discarded soap, we planned the "Donation of Collected Soap to Developing Countries." A Welcome Gift Collection Box is placed near the checkout desk and exits, allowing guests to return the welcome gift voluntarily. By this, unnecessary soap waste can be prevented, minimizing environmental pollution. Most importantly, donating the collected soap to developing countries serves a significant purpose in assisting needy countries.

It can be used as a marketing tool to build an eco-friendly brand image. A previous study's analysis showed that all sub-factors of green marketing had a significant impact on corporate image, and corporate image had a significant impact on customer revisit intention. By providing an eco-friendly welcome gift, we expect to encourage consumers to participate in eco-friendly activities.

The business market is not highly competitive. The supply and demand for plastic recyclable soap is inactive, so a blue ocean strategy can be implemented. This business model is cost-efficient. Material costs are reduced by recycling discarded water bottle caps rather than purchasing raw materials. Moreover, soap has a market value three times higher than that of plastic, and the process is convenient. Among plastics, PE and PP can be thermally decomposed without separating them. (Herald Economy, 2023) Since the plastic separation process is not required, manpower can be reduced, which has a positive effect in terms of cost.

#### *4.3.4 The limitations of business model*

First, the supply of plastic discarded from hotels may be inconsistent, and the exact amount is unknown. Moreover, quality problems with plastic may occur. According to statistics from the Ministry of Environment, since almost half of the plastic waste discharged as recycling cannot be returned into raw materials, most of them are landfilled as residue.

Second, Consumers can have a negative perception of recycled plastic products. Consumers may be reluctant to use our soap because it is made from recycled plastic. Therefore, it is necessary to inform consumers that our recycling method is harmless to the body.

#### *4.3.5 The imagined illustration of our business model*



Figure 5. Image of our conceptual business model created with the assistance of DALL·E 3



Figure 6. Imagined welcome letter of our business

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

This study was initiated to suggest business models that not only satisfy consumers but practice eco-friendly management of hotels by understanding consumer awareness of hotel amenities and policies at a time when free provision of disposable amenities in hotels was prohibited.

Accordingly, in this study, we designed and analyzed a survey of 201 people asking about the hotel policy prohibiting the provision of disposable amenities and their perceptions regarding amenities.

According to the result, we concluded that the presence of a welcome gift has a positive effect on satisfaction of the hotel, and that welcome gifts could replace disposable amenities in a commemorative way.

Although 86.6% responded that companies should fulfill their environmental responsibilities, only 39.8% said that whether a company implements eco-friendly projects has a positive impact on their purchasing decisions. There were many opinions that they did not want to practice eco-friendliness even at the cost of inconvenience. Therefore, we came to the conclusion that while proposing an eco-friendly hotel business, we should naturally encourage hotel consumers to participate in eco-friendly activities

### 5.2. Conclusion

Along with the research results according to the analysis, the following noteworthy points can be presented. From an academic perspective, it is meaningful that it immediately examined

consumers' perceptions and attitudes toward the hotel industry's recent eco-friendly policies, and from an empirical perspective, it expanded the research area of eco-friendliness in the field of business planning.

In addition to this significance, this study seeks to present in detail eco-friendly business models that can be implemented in hotel companies and that can complement the policy of banning disposable amenities in hotels.

A business model that can be proposed in the future is to recycle plastic waste generated after using disposable and reusable amenities in hotels through pyrolysis to make soap and provide it as a welcome gift. This business is formed through an eco-friendly recycling process and is significant in that it can replace the commemorative satisfaction that disposable amenities gave customers.

### *5.3. Limitations of this study and suggestions for future studies*

First of all, the policy of prohibiting the provision of disposable items in hotels was implemented recently, so it was impossible to determine the status of various hotels. This project has not yet been implemented, it is difficult to predict its actual effects. Second, because the surveys on various hotel industries were randomly distributed through Instagram, each respondent's level of knowledge in the hotel field and previous hotel experience could not be taken into consideration. Therefore, if some respondents lacked understanding, there may have been differences in the degree to which they accepted the contents of the survey.

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## **Gamified customer experiences for co-creating ESG values**

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### **Abstract:**

Environmental, social and governance (ESG) value is becoming essential for businesses and the hotel industry is increasingly committed to ESG initiatives. As a framework that can render the efforts measurable, ESG creates long-term value in terms of both financial and non-financial performance by building trust with customers. However, less attention has been paid to how hotel ESG practices can be introduced to and create value for customers. This study hence proposes a technology-based ESG tour platform for hotel customers and further verifies the impact of gamified ESG experiences on customers' perceptions and behavioral intentions toward the hotel. The findings of this study will contribute to ESG value co-creation by hotels and customers and explore a way to achieve a more sustainable and responsible development of hotels.

**Keywords:** ESG, Hotel customers, Experience, Gamification, NFC

### **1. Introduction**

In 2015, a consensus was reached among 195 nations, in collaboration with the United Nations (UN), that they can change the world for the better. A Sustainable Development Goals (SDG) 2030 Agenda was established. It is believed that with the cooperation of each nation's governments, media, institution of higher education, local NGOs, and businesses, the ESG goals will be accomplished, and the lives of people will be improved by 2030 (The Global Movement for Our *Children's Future- World Top 20 Project*, 2023). The hospitality industry historically had dramatic environmental impacts due to the large amount of consumable goods. In order to perform as socially responsible business, companies are developing various operational models to incorporate ESG elements to align the SDGs.

As more ESG efforts are made by hotel sectors, controversies emerged. Socially, discussing whether ESG are used as a tool for companies to attract more investors and earn goods names,

or they genuinely care and wish to achieve real sustainable development. Academically, less attention has been paid to how hotel ESG practices can be introduced to and create value for customers. Thus, this paper will introduce an innovative model of incorporating gamification in hotel experiences to ensure customers' hedonic green experiences in hotels and to engage customers in contributing to ESG initiatives. This study was based on our earlier work for the Rosewood Day X SHTM Social Impact Challenge 2023, which is an ESG social impact challenge initiated by Rosewood Hong Kong and the School of Hotel and Tourism Management of The Hong Kong Polytechnic University. An NF-based (Near Field Communication) platform was constructed to showcase the hotel's ESG practices and test the effectiveness of NFC-based gamification on customers' brand perceptions and visit intention. To this end, a survey will be conducted using the NFC-based webpage (i.e., gamification design) to further investigate customer feedback including brand perceptions and visit intention. The findings of this study will provide valuable implications to academia and industry for generating greater social impact and contributing to the ESG goals in hotel sectors.

## 2. Literature Review

### 2.1. ESG in Hotels

Introduced by the UN in 2004, ESG has become the general evaluation system for the sustainable practice of the hotel industry with the UN's SDGs (Jones et al., 2017). The 17 goals and 169 specific targets introduced by the UN encouraged executive management to develop new strategies to follow the guidelines, yet most enterprises decided to refine the existing practices to meet the evaluation standards. Numerous studies highlighted that the hotel industry can contribute to the achievement of the SDGs (Jones & Comfort, 2019; Bacari et al., 2021) and demonstrate greater efficiency than other organizations. Align with the values of the SDGs, ESG ratings demonstrate resilience in a long-term period against an unsettled market by having lower operational risk and cost of capital (Chen et al., 2022). Accordingly, Numerically, Chen et al. (2022) investigated the relationship between hotels' ESG performances and the financial return on capital market. Despite the analysis on specific properties, scholars have discussed the benefits and challenges in the hotel industry when implementing ESG and SDG practices. For instance, the interests of the top management and shareholders are considered instead of the stakeholders the strategies are targeting. Leading to a potential override of the financial strategies and sustainable strategies with a lack of consistency (Jones et al., 2017). Nelly et al. (2022) also points out that the hotel industry tends to show less attention to the "S" dimension of ESG, while being a customer-oriented industry.

### 2.2. Customer Experience Co-creation

In today's dynamic market (Lemon & Verhoef, 2016), value co-creation can help enhance customers' sense of involvement and loyalty, and better empower hotels by providing personalized services to customers (Hussain et al., 2020; Payne et al., 2008). Co-creation service experience emphasizes a high level of customer advocacy as it occurs when consumers actively analyze and evaluate products/services and express their opinions (Prahalad & Ramaswamy, 2004). More recently, technology is considered a key support for the interaction between customers and merchants in the co-creation process (Breibach et al., 2016). The emergence of Information and Communication Technologies (ICT) has expanded value exchange methods and brought more co-creation opportunities (Breibach et al., 2016). Intelligent service, namely data technology, enables hotel guests to have memorable experiences which leads to co-creation quality (Kabadayi et al. 2019) although researchers

also warned of potential technology risks (Dal Zotto et al., 2018; Jasanoff, 2016; Lember et al., 2019).

### *2.3. Gamification in Hotel Industry*

The concept of gamification was initially introduced in 2008 (Deterding et al. 2011). Among various definitions of gamification, the most accepted one defines gamification as “the use of game design elements in non-game context” (Deterding et al., 2011, p. 2). Zichermann & Cunningham (2011) further underlined the value of gamification in terms of establishing a brand, engaging customers, and influencing their behavior using game mechanics. In the tourism and hospitality industry as well, an increasing number of companies and organizations resort to gamified strategies and the evolution of mobile technology accelerates the penetration of gamification in the areas of customer experiences (P&S Market Research, 2018).

The application and benefits of gamification have been well analyzed in many literatures. It is well proved that gamification can be employed to enhance employee engagement and performance in the workplace (Robson et al. 2016). Negrusa et al. (2015) suggest that besides the companies themselves, society and environment also benefit from gamification. Researchers suggest that gamification empowers customers and employees for value co-creation and provokes intrinsic motivation, such as interactions, competence, and challenges, which are more effective than extrinsic elements like points, badges, and goods (Xu et al., 2014). Applying the gamification strategy in the hotel industry fosters stronger communication, which is a strategic tool for building customer loyalty (Worimegbe et al., 2020). Furthermore, gamification is also implemented in innovating advertising and promotion campaigns, collecting data about guests’ behaviors and perceptions, and finally gaining competitive advantages (Negrusa et al., 2015).

Despite the many benefits of gamification, challenges and problems also exist. Some gamification approaches have faced criticism by scholars and developers as non-ethical, primarily stemming from the negligent use of game elements (Nicholson, 2012). For instance, “gamipulation” refers to the negative use of game design elements, which intend to manipulate users’ behavior (Aguilar-Castillo et al., 2018). Bogost (2015) offers a highly critical evaluation, suggesting that gamification has been employed as a marketing tool to manipulate and control consumers. Whether gamification is a beneficial, motivating tool for users, or a source of conflict, resulting in harmful effects on users’ mental and social well-being remains questioned (Shahri et al., 2014).

## **3. Methodology**

### *3.1. Design thinking: Construction of NFC-based ESG tour*

Design thinking is suggested by scholars to have potential for optimizing business decisions (Liedtka, 2018). During the initial stage of the study, a design thinking approach was employed to develop an innovative business model aimed at enhancing guests’ interaction with the hotel’s ESG practices. This process began with visits to Rosewood Hong Kong and interviews with their Social Impact team, which revealed that while the hotel had implemented various social impact initiatives across its venues and outlets, guests and stakeholders perceived this information passively, and the connections between these venues were weak. To address this issue, the research team proposed the use of Near Field Communication (NFC) technology to enable guests to interact with the hotel’s ESG practices in a gamified manner. According to Greene et al. (2023), pro-environmental and pro-social activities in a pleasure-seeking basis tend to be more attractive to people, while the effect is

more significant in hotels compared with at home. The proposed model leverages NFC technology to create a “treasure hunt” experience for guests, encouraging them to explore different venues and learn about the hotel’s ESG contributions (Figures 1 and 2). A prototype of the NFC-based platform was developed to conduct feasibility studies on-site, allowing for iterative refinement of the concept based on user feedback. This design thinking approach facilitated the development of a novel solution that enhances guests’ engagement with the hotel’s ESG practices, ultimately contributing to a more sustainable and socially responsible hotel industry.



Figure 1. ESG treasure hunting map

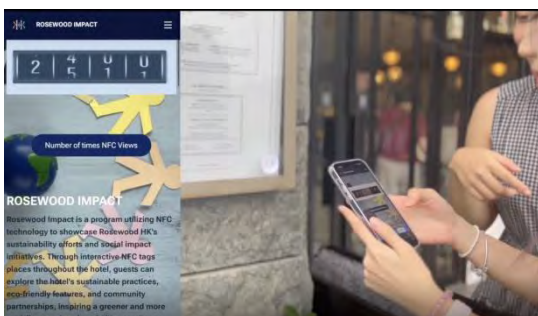


Figure 2. NFC-based gamified experience

### 3.2. Quantifying the impact

In the second stage, a survey will be conducted to investigate customers’ attitudes and behaviors towards using gamification in hotels to enhance ESG initiatives and compliance. The primary target respondents for this survey comprises patrons of high-end luxury hotel sectors, predicated on the premise that such establishments are predisposed to the adoption of sophisticated technological solutions and the allocation of substantial resources towards ESG commitments. The survey will be conducted after the respondents’ experience with the NFC-based ESG tour which was created in the first stage. A set of questions will assess the respondent’s baseline knowledge regarding the topic and evaluate respondents’ intention to participate in the hotel’s ESG measure and gamification experience. In addition, participants’ brand perceptions and behavioral intentions will be asked to measure the impact of gamification (i.e., NFC-based ESG tour) on their perceptual and behavioral changes.



To quantify the impact of NFC-based ESG experiences, we will also collect data from the website. The Rosewood Hong Kong's dedicated site displays its ESG initiatives and tracks user engagement with ESG content. Correlating this engagement with on-site visitor numbers provides insights into guest commitment to ESG principles and the effectiveness of the model. Additionally, metrics such as page views, conversion rates, bounce rates, and click-through rates will be gathered via the Rosewood Impact Website to assess guest behaviors and attitudes toward ESG.

#### **4. Discussion and Conclusion**

The present study aimed to integrate gamification especially the NFC technology, into the hotel experience scape model to engage customers in contribution to ESG. By creating a technology-based ESG tour platform for customers, this study not only proposed online and onsite ESG experiences but also verified the impact of these technology-enabled gamified' experiences on customers' perceptions and behavioural intentions, thereby generating ESG value co-creation by hotels and customers. By adopting the two stages with design thinking and quantifying methods, the study designed customer-centric experiences to promote customer engagement in hotel ESG practices. Meanwhile, the second phase measured the effectiveness of co-creation and whether technology and gamification can contribute to a more sustainable and socially responsible development of the hotel industry, thereby highlighting the practical significance of feasibility studies on the application of technology and gamification to hotels.

Based on the preliminary analysis, the expected findings are firstly, employing NFC-based gamification can increase guests' interest in learning ESG practices. Secondly, the model can potentially facilitate value co-creation by guests and boost their contribution to the hotel industry's ESG goals. The increase of stakeholder involvement as well as the social impact of the hotel are also expected outcomes of employing NFC-based gamification. Therefore, the present study makes an important contribution by applying NFC as a tool to develop gamification in the hotel industry and validating the extent to which gamification stimulates customer co-creation for engagement of the hotel ESG practices as a metric. Moreover, the research conclusions on using gamification and technology to promote customer co-creation and whether it can better involve stakeholders can serve as the cornerstone of academic research for the hotel industry to further utilize gamification in the field of customer co-creation.

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## **An investigation on ESG management of low-cost carriers: Case of Jeju Air's environmental management strategy**

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### **Abstract:**

As the demand for tourism increases after the pandemic, the need for sustainability in the aviation industry is surging. Therefore, this study aims to conduct a qualitative study to understand airlines' ESG (Environment, Social, Governance) management, especially analyzing the environmental strategies of Jeju Air, the largest Low-Cost Carrier (LCC) airline in Korea.

**Keywords:** Tourism, ESG, Airlines, Aviation, Environment

### **1. Introduction**

With the rejuvenation of the aviation industry after the COVID-19 pandemic, the International Air Transport Association (IATA, 2021) expected that approximately 4.7 billion people will travel by plane in 2024. According to research by the European Environment Agency (EEA, 2014), the amount of carbon emitted per person when traveling one kilometer by plane is twice more than that by cars and 20 times that by trains, which is the highest among transportation modes. According to the current trend, passenger transportation is expected to generate about 1,800 megatons of carbon dioxide by 2050 when there is no further improvement measures (Korea Aviation Association, 2021). Therefore, IATA has determined to achieve Net-Zero, which makes net carbon emissions of airlines zero by 2050. Based on this situation, environmental strategies among the aviation industry's ESG management are drawing particular attention.

According to the ESG evaluation report released by the Korea ESG Standards Institute (2023), Jeju Air, the largest low-cost carrier (LCC) airline in Korea, received the highest grade among domestic low-cost carrier (LCC) airlines, receiving an A grade in the integrated grade category, up two notches from the previous year. It is noteworthy that Jeju air received an A grade this year in the environmental sector, compared to C grade in the previous year.

To understand the airlines' ESG management strategies post COVID-19, this study aims to investigate the case of Jeju Air's ESG strategy, especially by analyzing the environmental practices. More specifically, the purpose of this study is two-fold: 1) to identify the current status of Jeju Air's environmental strategies and 2) to suggest the future directions to promote sustainability and ESG for Jeju Air.

## **2. Literature Review**

### *2.1. ESG Management*

The term ESG was first introduced in a UN report that appeals the active participation of global financial institutions and multinational corporations in 2004. Since then, ESG has been officially used in UN environmental programs and widely spread to the international community. ESG stands for the abbreviation of non-financial elements such as environmental, social, and governance. Also, ESG management means pursuing sustainability by aiming for the social value of a company. Company uses the term "ESG" referring to non-financial elements which are environment, society, and governance, and they use the term "ESG management" to pursue sustainable development through eco-friendly and socially sustainable management. (Click ESG, 2022).

### *2.2. Airline Business and Sustainability*

Airlines are suggested to use Sustainable Aviation Fuel (SAF) with jet fuel for the sustainable aviation industry (Korean Air, 2023). SAF is not made of existing fossil resources, but jet fuel made from eco-friendly raw materials. IATA has agreed to increase the proportion of SAF mixed in jet fuel to 2% by 2025 and 65% by 2050. Korea is still in the stage of research and development of SAF production, mainly importing SAF produced in the United States and Europe (Korean Air, 2023).

## **3. Methodology**

### *3.1. Measurement data collection*

This study will adopt a qualitative approach by collecting two sets of data. First, this study will gather public information about the environmental strategies of Jeju Air by examining official data related to ESG, such as industry reports, news articles, and promotional magazines released by Jeju Air. Second, in-depth interviews will be conducted with aviation industry practitioners, such as executive members and external cooperation team of Jeju Air and ESG experts. This study will invite interviewees who meet the following three conditions: 1) 3 years or more of working experience in Jeju Air, 2) relevant job position to ESG management, 3) managerial level with a decision-making power.

### *3.2. Data analysis*

As a preliminary step to analyze the contents of the interview, all interviews will be recorded, and an audio file will be converted into text using the program "Clobanote". After then, researchers will correct typos. Data analysis applies an open-coding method (Merriam & Tisdell, 2015) which is to read the converted text and mark the part that can give important answers to the research question in the blank or write down the thoughts or words that came

to mind while reading and write down the words that best express the subject that the text contains. After categorizing coded data, the final result will be drawn.

#### **4. Results**

This study will present the current status and challenges of Jeju Air to implement ESG management, particularly for pro-environmental practices. The findings will also provide an insight into derive the future directions low-cost carrier (LCC) airlines to promote ESG practices.

#### **5. Discussion and Conclusion**

##### *5.1. Discussion and implications*

Throughout the industry, consumer and social interest in sustainable management has been increasing since the COVID-19 pandemic. The airline industry is one of the industries that require to reflect environmentally friendly business philosophy and lead technological advancements based on high carbon emissions and carbon dioxide emissions. Airlines also need to adopt environment-oriented ESG business restructuring or ESG strategy in line with this trend.

This study is meaningful in that the findings would provide practical implications to understand the ESG management strategy that is actually adopted by a low-cost carrier (LCC) airline. This study suggests that airlines should improve the overall ESG management level and create authentic ESG business performance rather than merely pursuing the company's financial gain.

This study is expected to conduct a full-scale study on the ESG management method currently used in the aviation industry through in-depth interviews and data collection process of current practitioners, and to be an easy indicator for more effective ESG management promotion and utilization direction in the aviation industry based on the study.

##### *5.2. Limitations and future studies*

This study adopts a qualitative study including interviews of Jeju Air's practitioners and ESG-related data in the aviation industry. Hence, generalization based on a large amount of data may be difficult. Also, there is a potential that researchers' biased opinion tendencies may not be excluded during the interview process. Therefore, before conducting the study, it is intended to emphasize securing the reliability of the survey data and the objectivity of the contents of the interview questions through a systematic process.

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## Understanding Factors Influencing Artificial Intelligence (AI) Adoption in the Tourism

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### **Abstract:**

**Purpose** - This research aims to investigate the factors influencing tourists' intentions to adopt ChatGPT, an AI-powered chatbot, for travel planning. By exploring key attributes such as prior knowledge, interactivity, compatibility, amount, and quality of information, the study seeks to provide insights into the adoption dynamics of AI in the tourism industry.

**Design/methodology/approach** - Drawing upon the Technology Acceptance Model (TAM), the study collected data from individuals, through a questionnaire distributed in April 2024. Structural equation modeling was employed to analyze the collected data, utilizing SPSS and AMOS software.

**Findings** - The analysis reveals support for all hypotheses formulated in the research, indicating the importance of prior knowledge, information quality, interactivity, and compatibility in influencing users' attitudes and intentions towards adopting ChatGPT for travel planning.

**Originality/value** - This research can serve as a reference point for similar studies by providing an understanding of the factors driving the adoption of AI in travel planning. The findings offer theoretical insights into technology acceptance theories and practical insights for businesses in the travel and technology sectors, helping in the development of AI-based travel planning tools and marketing strategies. Moreover, the study suggests future research to further explore the application of AI in different industries and enhance user experiences across various AI using-cases.

**Keywords:** Technology, Tourism, Image, Intention

### **1. Introduction**

In today's tourism industry, integrating Artificial Intelligence(AI) tools like ChatGPT is essential for enhancing tourism efficiency by enabling self-service through chatbots, ensuring multilingual communication and potentially reducing the need for human intervention in addressing customer inquiries (Carvalho et al., 2023). AI's ability to process large data sets and provide intelligent insights has transformed tourism services. It also plays a crucial role in simplifying decision-making processes for trip planning and execution (Alyasiri et al.,



2023). In this undergoing significant transformation, there remains a shortage of research exploring the various factors that

influence tourists' behavior. This study aims to 1) identify the key attributes that influence tourists' intention to adopt ChatGPT for travel plans and 2) examine the effect of these key attitudes on their attitude and intention.

## 2. Literature Review

### *AI and Travel industry*

Recent studies have shown that there are increasing demands for AI in digital tourism platforms like online travel agencies and booking websites. Most of the reasons are that AI provides real-time assistance and personalized recommendations, addressing the need for individualized services for clients. Along with implementing AI into tourism, AI tools will lead to substantial changes in customer information search behavior and decision-making processes (Gursoy et al., 2023). To effectively roll out these technologies, understanding the factors that impact tourists' acceptance and uptake among users is crucial. One prevalent theoretical model to examine the adoption of new technologies is the Technology Acceptance Model (TAM). Technology Acceptance Model, introduced by Fred Davis, explains the potential user's behavioral intention to use a technological innovation. It became a dominant model in investigating factors affecting users' acceptance of the technology. The Technology Acceptance model presumes a mediating role of two variables called perceived usefulness and perceived ease of use in a complex relationship between system characteristics (external variables) and potential system usage (Nikola et al., 2015). Building upon the Technology Acceptance Model, this study attempts to identify and examine key attributes of tourists' intention to adopt ChatGPT for their travel plan, including prior knowledge, interactivity, comparability, amount of information, and quality of information. This study hypothesizes the effect of these attributes on attitude, which will lead to tourist intention to adopt AI. Figure 1 presents the proposed research model.

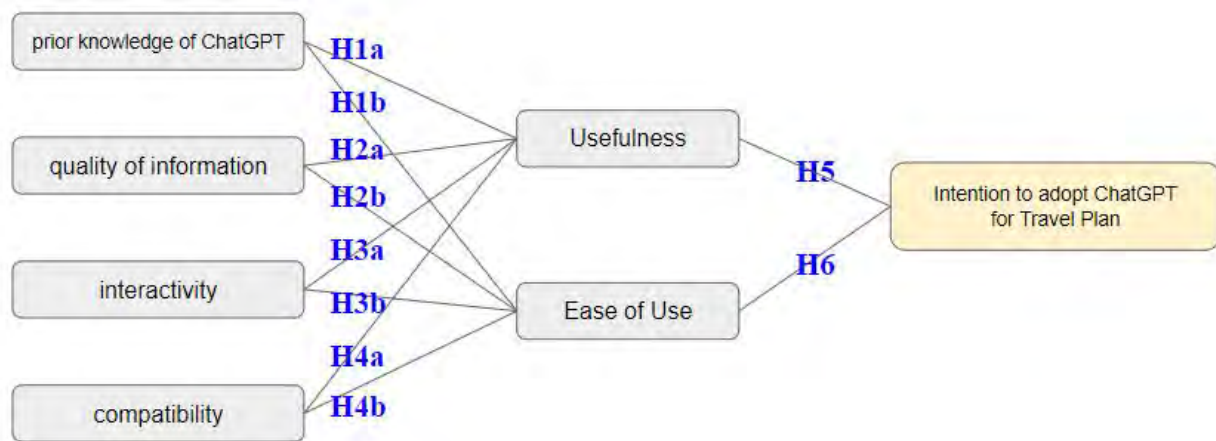


Figure 1. Proposed Research Model

Prior knowledge plays a crucial role in shaping users' interactions with ChatGPT. Users who possess prior familiarity with ChatGPT's functionalities, capabilities, and limitations are likely to exhibit higher levels of usefulness and ease of use compared to those without prior knowledge. This hypothesis suggests that users who have previous experience with ChatGPT

will find it easier to navigate and utilize its features effectively, resulting in enhanced usefulness and overall ease of use.

Users with prior knowledge of ChatGPT may have a better understanding of its interface, commands, and functionalities, enabling them to interact more efficiently with the system. Familiarity with ChatGPT's capabilities allows users to formulate queries more effectively, interpret responses accurately, and make better use of the provided information. Additionally, users with prior knowledge may have already developed strategies for optimizing their interactions with ChatGPT, leading to smoother and more productive exchanges.

Moreover, users who are familiar with ChatGPT's limitations are less likely to encounter unexpected behaviors or errors, reducing frustration and cognitive load during interactions. Their awareness of potential pitfalls or misunderstandings can help them anticipate and navigate around challenges more effectively, contributing to a more seamless user experience.

Thus, this hypothesis posits that prior knowledge of ChatGPT positively influences both usefulness and ease of use by empowering users to leverage the system's capabilities more effectively, navigate its interface with confidence, and mitigate potential obstacles or misunderstandings.

**H1:** Prior knowledge will positively influence a) usefulness b) ease of use of ChatGPT

The quality of information provided by ChatGPT is a critical determinant of user satisfaction and perceived usefulness. High-quality information, characterized by accuracy, relevance, clarity, and comprehensiveness, enhances users' ability to accomplish their tasks and achieve their goals effectively. This hypothesis suggests that users exposed to high-quality information generated by ChatGPT will perceive it as more usable and easier to use compared to instances where information quality is lower.

Users rely on ChatGPT to provide accurate, relevant, and informative responses to their queries and prompts. High-quality information not only satisfies users' immediate information needs but also instills confidence in the system's reliability and trustworthiness. Users are more likely to perceive ChatGPT as usable and easy to use when they consistently receive relevant and helpful information that meets their expectations.

Also, the clarity and comprehensiveness of the information provided by ChatGPT contribute to users' overall understanding and satisfaction. Clear and concise responses facilitate easier comprehension and interpretation, reducing cognitive effort and enhancing the user experience. Likewise, comprehensive responses that address users' queries thoroughly and comprehensively enable users to accomplish their tasks without the need for additional clarification or follow-up.

To sum up, this hypothesis posits that the provision of high-quality information by ChatGPT positively influences both usefulness and ease of use by satisfying users' information needs effectively, instilling confidence in the system, and facilitating smooth and productive interactions.

**H2:** Quality of information will positively influence a) usefulness b) ease of use of ChatGPT

Interactivity, characterized by the responsiveness and engagement of ChatGPT during user interactions, is a key determinant of user satisfaction and perceived usefulness. A highly

interactive system that engages users effectively, responds promptly to queries, and adapts to user input fosters a positive user experience and facilitates seamless interaction. This hypothesis suggests that higher levels of interactivity in ChatGPT will result in greater perceived usefulness and ease of use among users, as it enhances the responsiveness and dynamism of the conversational experience.

Users value systems that respond promptly and adaptively to their input, fostering a sense of engagement and involvement in the interaction process. ChatGPT's ability to understand and respond to users' queries in a timely and relevant manner contributes to users' satisfaction and perceived usefulness. Prompt responses prevent users from experiencing delays or interruptions, maintaining the flow and continuity of the conversation.

Additionally, interactive features such as personalized recommendations, proactive suggestions, and context-aware responses enhance users' sense of agency and control, empowering them to navigate the system more effectively. Users are more likely to perceive ChatGPT as usable and easy to use when they feel actively engaged and supported throughout the interaction.

Besides, interactivity fosters a sense of rapport and trust between users and ChatGPT, enhancing users' willingness to engage with the system and explore its capabilities. A responsive and interactive system can adapt to users' preferences and conversational styles, creating a more personalized and engaging user experience.

In general, this hypothesis posits that higher levels of interactivity in ChatGPT positively influence both usefulness and ease of use by promoting engagement, responsiveness, and user empowerment, thereby enhancing the overall user experience.

**H3:** Interactivity will positively influence a) usefulness b) ease of use of ChatGPT

Compatibility, defined as the alignment between ChatGPT's functionalities, features, and interface design with users' needs, preferences, and existing workflows, is a critical factor shaping users' perceptions of usefulness and ease of use. A system that is compatible with users' expectations and usage contexts facilitates seamless integration into users' tasks and workflows, enhancing user satisfaction and perceived usefulness. This hypothesis proposes that ChatGPT perceived as compatible with users' requirements and expectations will lead to higher levels of perceived usefulness and ease of use, as it fosters a sense of alignment and fit with users' needs and preferences.

Users value systems that are intuitive, adaptable, and responsive to their unique needs and preferences. ChatGPT's compatibility with users' requirements and expectations plays a crucial role in shaping their perceptions of usefulness and ease of use. A system that aligns closely with users' existing workflows, communication styles, and cognitive processes minimizes friction and cognitive load, enhancing users' ability to accomplish their tasks efficiently.

Also, compatibility encompasses various dimensions, including technical compatibility (e.g., integration with existing software and platforms), cognitive compatibility (e.g., alignment with users' mental models and expectations), and contextual compatibility (e.g., suitability for users' specific tasks and environments). ChatGPT's compatibility across these dimensions enhances users' sense of familiarity, comfort, and confidence in using the system, contributing to overall user satisfaction.

Moreover, compatibility promotes user acceptance and adoption of ChatGPT by reducing barriers to entry and facilitating a smooth transition to using the system. Users are more likely to perceive ChatGPT as usable and easy to use when it seamlessly integrates into their existing workflows and complements their established communication practices.

Finally, this hypothesis posits that ChatGPT's compatibility with users' needs, preferences, and usage contexts positively influences both usefulness and ease of use by fostering a sense of alignment, fit, and integration, thereby enhancing the overall user experience.

**H4:** Compatibility will positively influence a) usefulness b) ease of use of ChatGPT

Consumer usefulness, refers to the experience and convenience of consumers in using a product or service. It relates to how easily consumers can navigate and interact with a system, as well as how effectively it meets their needs and expectations.

In context of this hypothesis, it assumes that the quality of consumer's user experience will have a positive impact on their intention to incorporate it into their travel planning.

Perceived Usefulness: Defined as the degree to which a person believes that using a particular system would enhance his performance on the job Davis et al. (1989). A system with high perceived usefulness is one for which the user believes that there is a positive correlation between the use and performance. (Anastasia Revyathi & Nikolaos Tselios, (2019))

**H5:** Consumer Usefulness will positively affect intention to adopt ChatGPT for travel plan

Ease of use refers to the users' perception of AI's simplicity and user-friendly design, significantly influencing users' intention to adopt ChatGPT for travel planning purposes. When users perceive ChatGPT as easy to use and navigate, with a design that is intuitive and user-friendly, they are more likely to express intent to adopt it for planning their trips. This hypothesis posits that higher levels of ease of use in ChatGPT will positively affect users' intention to adopt it for travel planning.

Perceived Ease of Use: Davis et al. (1989) defines perceived ease of use as the degree to which a person believes that using a particular system would be easy, that it requires no effort (Anastasia Revyathi & Nikolaos Tselios, (2019))

**H6:** Ease of Use will positively affect intention to adopt ChatGPT for travel plan

### **3. Methodology**

#### *3.1. Data collection*

Data collection was conducted in April 2024. The research targeted individuals within the MZ generation, aged between 20 to 30 years old, considering the accessibility and feasibility of reaching respondents within this demographic. The data collection process involved administering a detailed questionnaire to a minimum of 200 individuals. The selection of this age group was strategic, aligning with the research focus and ensuring relevance to the most recent trends.

#### *3.2. Measurement*

The measurement part of the study involved assessing five latent variables through various indicators, maintaining a ratio of 5 to 1 as recommended by Boomsma (1982) and in alignment with the approach outlined by Solomovich and Abraham (2024). These latent

variables represented factors such as prior knowledge of AI, interactivity, compatibility of AI, amount of information, and quality of information. Measures from prior research will be adopted. For instance, the Big Five Inventory was assessed using 25 items adapted from Jani and Han (2015), while constructs related to Technology Acceptance Model. Additionally, the questionnaire included a section capturing sociodemographic characteristics such as gender, generational cohort, and education, providing contextual information to the analysis (Solomovich et al., 2024).

### *3.3. Data*

Data analysis was conducted using SPSS and AMOS software to analyze the collected data. This study adopts a two-step approach to analyze the data. First, confirmatory factor analysis will be conducted to test the measurement model. Second, a structural equation model will be conducted to test the effects of each attribute.

## **4. Results**

The analysis reveals significant insights into the dynamics of the individual's choices. All hypotheses formulated in the research are supported by evidence.

## **5. Discussion and Conclusion**

### *5.1. Theoretical implications*

This research will provide a detailed examination of factors influencing the acceptance and use of AI in travel planning, which can serve as a reference point for similar studies in other sectors. By identifying specific factors that impact users' intentions to adopt AI technologies, this finding can help researchers and practitioners in fields such as hospitality, healthcare, education, and finance to develop strategies to increase the adoption of AI services.

The findings could contribute to the development or refinement of theories related to technology adoption, such as the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), or diffusion of innovations theory. By integrating AI-specific factors into these models, the research could enhance our theoretical understanding of the dynamics behind technology adoption decisions.

This research has the potential to significantly contribute to the academic literature on technology adoption and AI. By providing insights into the specific factors that influence the intention to adopt AI in travel planning, the research could help pave the way for more effective implementation of AI technologies across various sectors, enhance theoretical models of technology adoption, and guide future research directions.

### *5.2. Practical implications*

This research can be directly applicable to businesses, especially in the travel and technology sectors. Businesses in the travel industry, including travel agencies, airlines, and hotel chains, can use the research findings to understand what factors most significantly influence customers' intentions to adopt AI for travel planning. This knowledge allows these companies to tailor their AI offerings, emphasizing features that are most likely to encourage adoption, such as user-friendly interfaces, personalized travel recommendations, cost-saving opportunities, and enhanced travel experience.

Moreover, technology developers and service providers can use insights from the research to innovate and improve their AI-based travel planning tools. Understanding the key factors that

affect user adoption can guide the development of new features or the improvement of existing ones to meet user expectations more effectively. For example, if the research finds that trust in AI recommendations is a significant factor, developers can focus on improving the transparency and explainability of their AI systems.

The findings also inform marketing strategies for businesses looking to promote AI-based travel planning tools. By highlighting the benefits and addressing the concerns identified as influential factors in the research, companies can better communicate the value of their AI offerings. Additionally, understanding the factors that drive adoption can help in segmenting the market and targeting potential users more effectively. By understanding and acting on these insights, companies can more effectively meet the needs and expectations of their customers, encouraging the adoption of AI-based travel planning tools and enhancing the overall travel experience.

### 5.3. Limitations of this study and suggestions for future studies

Due to limited survey parameters, since the scope or range of the survey conducted for the research might be restricted in some way, this could affect the broad applicability or generalization of the results. This research can be used to innovate within the tourism industry. This innovation could take the form of developing new business models or enhancing existing platforms through the integration of AI. The focus would be on applying AI in ways that directly leverage identified crucial factors. Furthermore, by conducting the same research in different industries it will be possible to improve user experience in various uses of AI.

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## **AI-supportive or vigilant in the hotel industry: Integrating employee and consumer views to extend the AIDUA models**

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### **Abstract:**

The hotel industry has witnessed a surging adoption of AI-powered robots in recent years. Nonetheless, existing literature tends to concentrate on either consumer or employee viewpoints separately, overlooking the significance of a holistic examination of both stakeholder groups within an ongoing decision-making context. This research has been conducted to investigate the aspects that affecting AI adoption and objection by customers and employees in the hotel industry. To pinpoint the optimal setting and occasion for deploying AI-powered robots in the hotels, 21 hotel guests and employees were recruited for in-depth interviews, revealing that stakeholders' priorities transform the impression-evaluation-decision-making journey of interacting with AI-powered robots, ultimately shaping their overarching appraisal.

**Keywords:** Hotel Industry, TAM, AIDUA, AI-supportive, AI-skeptical

### **1. Introduction**

#### *1.1 Introduction of Artificial Intelligence Robots*

AI denotes science or computational devices to perform tasks that typically require human intelligence (McCarthy, 2007; Tussyadiah, 2020). Robots and AI are now being widely applied in the hotel industry which recognizes the importance of service innovation and differentiation in competitive markets. Especially during the pandemic, there has been an increased willingness to adopt robotic services in the hotel industry for contactless operations (Xiong et al., 2021). Smart technologies such as AI, autonomous devices, IoT, and blockchain are becoming prevalent in tourism and hospitality.

Stakeholders in the hotel business are confronted with the dilemma of embracing or resisting AI-powered robots. The Technology Acceptance Theory Model (TAM) and the Artificially Intelligent device use acceptance model (AIDUA) are important foundations for understanding AI acceptance (Gursoy et al., 2019). However, existing research has generally concentrated on either consumer or employee viewpoints in isolation, ignoring the importance of thoroughly examining both stakeholder groups within a sequential decision-making framework. In other words, stakeholders' priorities evolve throughout the processes of their engagement with AI-powered robots, ultimately shaping their overall assessment. Therefore, a thorough understanding of the assessment held by stakeholders is paramount in identifying the ideal circumstances and junctures for the implementation of AI-powered robotic solutions in hotels.

Building upon the AIDUA, the present study has two objectives as follows.

1. To uncover the primary steps involved in stakeholders' assessment of AI-powered robots by extending the TAM and AIDUA Models;



2. To understand how stakeholders' priorities shift and develop as they interact with AI-powered robots in hotels.

This research aims to investigate and compare the aspects affecting AI adoption of customers and employees in the hotel industry. It offers valuable insight for effective implementation and way to overcome the resistance of AI in the hotel industry by examining the drivers and barriers to acceptance.

## 2. Literature Review

### 2.1. TAM

TAM is an extensively studied model in the literature. Two factors affect the employee's behaviours based on TAM: perceived usefulness (PU) and perceived ease of use (PEU). PU is "the degree to which an individual believes that utilizing a particular system would improve his/her job" (Davis, 1992, pp. 1111-1132). PU represents the motivational aspects that stimulate performance outcomes in the TAM model (Ham et al., 2008). PEU is "the extent to which a person believes that using a particular system is possible without effort" (Davis, 1989, p. 320). It refers to behaviour toward the technology which forecasts employees' attitude intentions regarding robot use (Rasoolimanesh *et al.*, 2019).

PEU and PU were identified as perceived attributes of technological change (Coeurderoy et al., 2014). In addition, Davis et al. (1992) emphasized that the PEU impacts the PU, while the converse does not hold true. Consequently, the more user-friendly a technological solution is, the greater its perceived utility becomes.

### 2.2. AIDUA Model

The AIDUA is another model that is widely studied to identify factors that influence customer acceptance of technologies such as AI. Advanced from TAM, AIDUA is more AI-specified and divides the acceptance and resistance process into three stages. According to the AIDUA model, the social factor is an essential reason for assessing the service offered by AI in the hotel industry (Lin et al., 2019). Social influence is one of the determinants of evaluating AI technologies (degree of AI congruent to customer's group norms). As AI is a newly adopted technology, customers lack relevant knowledge and information about it. Furthermore, customers tend to rely on their social group when they do not have adequate knowledge and information to make decisions. Therefore, they heavily rely on the thoughts, judgments, and attitudes of their social reference group.

### 2.3. Debates of AI robots in the hotel industry

In the hotel industry, AI agent services classify into two main areas: operation and marketing (Bulchand-Gidumal, 2022). In operation, AI helps preventive management of facilities by allocating rooms and other resources according to customer value, adjusting cuisine to existing customers' tastes, activating room cleaning robots, and selecting employees suitable for facilities and products. In addition, it also creates an environment where guests pay and support financial management at home by offering visitors access to their digital services, considering expected revenue and arrival (Hopkinson & Singhal, 2018). In marketing, AI enhances quotations for existing and potential customers, improves customer relationship management systems, and helps develop custom predictions.

Even though robots have various positive impacts on the hotel industry, robots also have some negative consequences. According to Lan et al. (2022), hotel industry workers are reluctant to utilize service robots because of job replacement (fear of unemployment). These

fears increase psychological stress, hyperactivity, anxiety, and depression, leading to turnover and a lack of commitment and involvement (Varga et al. 2021).

In sum, AI meets the dual requirements of usefulness and ease of use outlined in the TAM. However, its introduction has also sparked significant social concerns among employees from the AIDUA model, necessitating further research into how hotel stakeholders evaluate AI. This investigation seeks to determine the ideal conditions and timing for incorporating AI-driven robotic solutions within the hotel industry.

### 3. Methodology

#### 3.1. Measurement

This study utilized qualitative in-depth interviews to understand the perspectives of customers and employees in the hotel industry regarding AI robots. A similar interview protocol has been used for both stakeholders. The qualitative research process involved question design, data collection, data analysis, and thesis writing. Purposive sampling has been employed to select participants who can provide the most relevant information for the study. For employees, participants were selected from local and non-local hotels in Hong Kong and South Korea, considering their significance as travel destinations with diverse international hotels. Additionally, senior hotel asset managers have been interviewed for their expertise and decision-making roles related to AI robots in hotels. Customers with prior experience using AI in the hotel industry were also included. The interviews employed a semi-structured approach to compare experiences and gather additional information about acceptance and resistance factors.

#### 3.2. Interview Protocol

The goal was to develop a comprehensive explanatory framework for understanding stakeholder evolving attitudes toward AI robots. The interview structure was semi-structured, allowing for objective comparisons. Each participant was asked questions about their opinions on AI interaction, specific issues in employee/customer-AI relationships, and additional factors contributing to acceptance or resistance. Prior to the interview, participants were provided with the topic and common questions to allow for thoughtful consideration of their experiences. For Ethical considerations purposes, the consent form has been presented to participants at the beginning of the interview, outlining the purpose of the interview and the use of their information. Questions were initially proposed to the interviewees. The researchers adapted the inquiries in real-time, considering the participants' feedback, and supplemented the interview with further questions that arose from the dialog.

1. What do you think of AI robots?
2. How do you feel about using it?
3. In what ways do you envision AI providing support and enhancing your experience?
4. Do you mind having an AI robot in your hotel room? Why?
5. Do you have concerns about using AI robots in hotels?
6. What kind of work that you are currently doing might be substituted by AI?
7. Do you think AI should be implemented in the hotel industry?

The interview protocols built upon the TAM and AIDUA frameworks by refining them for customers and employees. The interviewees actively analyzed and identified novel aspects influencing their intention to embrace or resist AI robots in the hotel industry from both customer and employee perspectives.

## 4. Results

### 4.1. Profile of the respondents

A total of 21 participants, including 10 customers and 11 employees from various roles and backgrounds in the hotel industry, were interviewed. The diverse range of participants provides a comprehensive understanding from both groups.

Table 1. Profiles of customer interviewees

No.	Gender	Age	Nationality
1	F	20	Korean
2	M	23	Chinese
3	F	21	Korean
4	F	25	Korean
5	M	27	Korean
6	M	30	Chinese
7	M	21	Korean
8	F	23	Korean
9	M	22	Korean
10	F	27	Korean

Table 3 provides profiles of the 10 customers who participated in the interviews. Each customer was assigned a nickname to enhance the credibility of their interviews. The participants were evenly distributed between males and females, with an equal number of each. The majority of customers (8 out of 10) were from Korea, while the remaining two were from China. The age range of the customer participants was between 20 and 30 years old.

Table 2. Profile of employee interviewees

No.	Gender	Age	Hotel	Nationality	Position
1	F	28	Conrad	Korean	Guest Relation
2	F	32	Hyatt Regency	Korean	Front Officer
3					
4	M	30	ICON	Chinese	Human Resource Revenue Department
5	M	38	Hyatt	Korean	Front Officer
6	F	26	Hyatt	Korean	Front Officer
7	F	25	Conrad	Korean	Front Officer
8	F	31	Intercontinental	Korean	Guest Relation
9	F	35	W	Chinese	Front Officer
10	M	29	Conrad	Chinese	Guest Relation
11	F	28	Shilla	Korean	Front Officer
	F	33	JW Marriot	Chinese	Marketing

Profiles of the 11 employee participants are provided in the table above, with an assigned nickname to protect interviewees' privacy. The employee participants consisted of seven females and three males. Seven employees were of Korean origin, while three were of Chinese origin. They represented various departments and were employed in multinational or local luxury hotels. The employee's age range was between 25 and 38 years. The interviews with customers and employees lasted around 30 to 50 minutes each and were conducted in person at different locations. The interviews were conducted in English or Korean, depending on the interviewee's nationality.

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

The research findings extended the AIDUA and indicated that stakeholders' priorities transformed the impression-evaluation-decision-making journey of interacting with AI-powered robots, ultimately shaping their overarching appraisal.

#### 5.1.1. First stage: Impression

The primary stage establishes the initial impact on the utilization of AI-empowered robots through various elements: social norm (customers only), anthropomorphism, personal exposure, and economic investment (employees only). Each of these elements, during the first trial stage, can have both positive and negative effects on the impression of AI. In this phase, consumers and employees acquire fundamental knowledge about AI, which enables them to progress to the second stage: the evaluation process.

The main difference in this stage compared to the previous model is personal exposure and economic investment. Previous studies, including the AIDUA, did not explicitly consider personal exposure. This omission might be caused by the facts that during the development of the AIDUA, the technology had not yet reached its current level of advancement, and issues of privacy were not as rigorously addressed as they are today. In this research, an individual's level of interaction with AI-empowered robots can be classified as experiences in private or public settings. Both customers and employees tend to worry about privacy concerns. It has been raised from several instances of personal information leakage that led them to AI-

skeptical. As a result, both employees and customers are exhibiting hesitancy towards adopting AI technology.

For the employees' model, the investment factor has been added based on the qualitative data that has been collected. Hotels with low-cost sensitivity tend to have a positive influence on using AI, while high-cost sensitivity tends to have a negative effect on the impression of hotel AI. For instance, Employee 2 mentioned that "cost might be one of the drawbacks of AI as it is really expensive and leads to a huge burden for hotels to afford that money".

### *5.2.2. Second Stage: Evaluation*

This stage involves the appraisal of AI-empowered robots through two aspects: emotion and cognition. Emotion is utilized to assess AI-empowered robots by employees, while cognition is employed to evaluate AI for employees. Each element in the evaluation stage affects the impression of AI, either in an optimistic or pessimistic manner. During this stage, individuals thoroughly evaluate and form solid opinions about AI-empowered robots. Once they have developed a strong belief in AI, they proceed to the next stage, which involves making decisions regarding the utilization of AI-empowered robots.

One of the highlights of this stage is that the types of positive and negative emotions that customers and employees obtain are different. For employees, positive emotions derive from when AI supports their work and reduces their workload. To be specific, Employee 7 mentioned, "I think this is a good thing, as I am sure it cannot substitute humans perfectly, because AI will make mistakes for sure." Negative emotions for employees include anxiety and fear, which derive from the possibility of substitution and have detrimental impacts on the impression of hotel AI devices. For example, Employee 6 mentioned, "As one of the impacts of it, there are fewer employees in the workplace. I am worrying that I will not have a job in the future due to AI employees." As a result, these individuals express reluctance towards using AI-empowered robots.

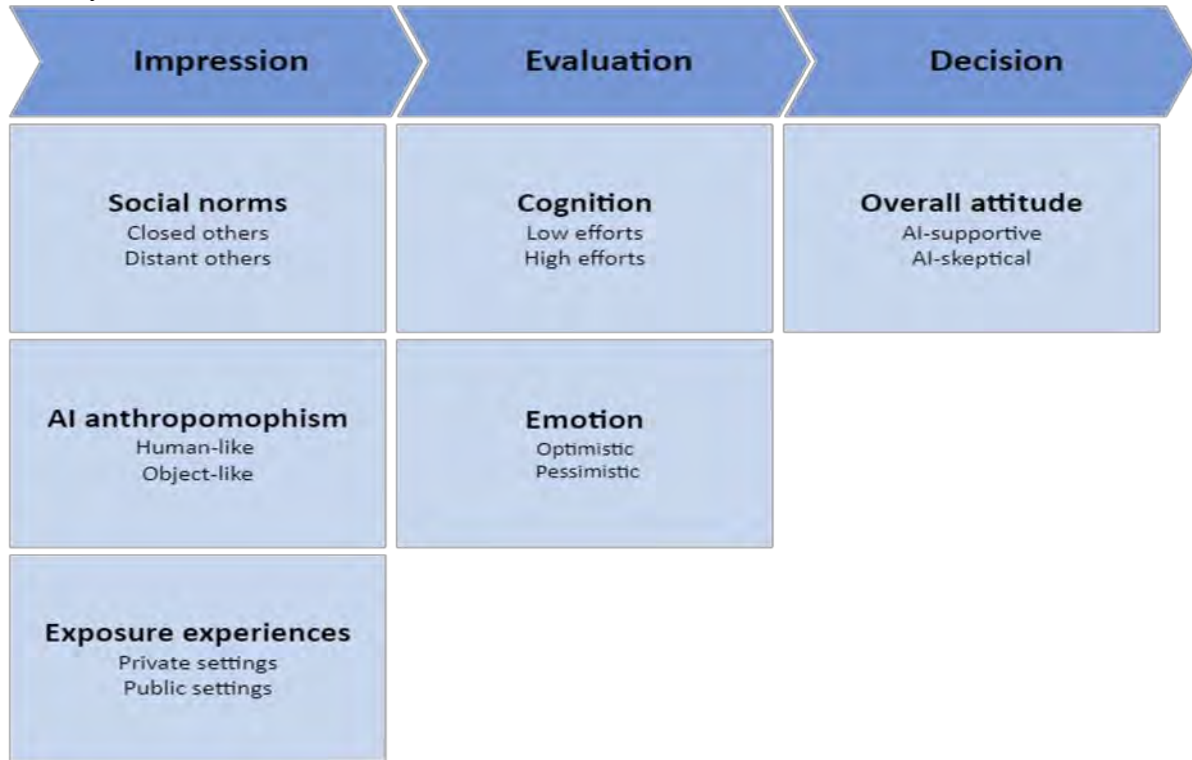
### *5.3.3. Third Stage: Decision*

After the intricate appraisal process, customers and employees progress to the third stage, known as the decision stage. During this phase, both hotel guests and staff members contemplate their ongoing engagement with AI, ultimately opting to embrace AI solutions (AI-supportive) or choosing to refrain from adopting AI technologies (AI-skeptical). In this stage, both consumers and employees decide regarding their future regular usage of AI: either choosing to use AI-empowered robots (AI-supportive) or abstaining from using them (AI-skeptical). This decision is based on the outcomes of the previous two stages. For customers, the cognition evolved in the second stage affects their decision-making process. Individual emotions and cognition toward using hotel AI devices decide whether they lean towards being AI-supportive or AI-skeptical. Similarly, employees' emotions and cognition experienced in the second phase influence the outcome stage. In this context, AI-supportive signifies a favorable willingness to use hotel AI devices again, with all the previous stages having a positive influence on employees and customers. However, AI-skeptical customers and employees exhibit a lack of enthusiasm for using AI technology, influenced by negative factors encountered in the first and second stages of the model. Those who are apprehensive about AI view the technology as inefficient and invasive, resulting in their decision to avoid using AI-powered solutions.

The proposed framework, grounded in interview data and inspired by the TAM and AIDUA models, presents distinct perspectives for customers and employees. The study's results build upon these existing models, revealing that stakeholders' priorities shape their Impression-

Evaluation-Decision (IED) journey of interacting with AI-powered robots, from initial impressions to evaluation and decision-making, ultimately influencing their overall assessment.

Figure 1. The impression-evaluation-decision-making journey of interacting with AI-powered robots for customers and employees in the hotel industry



### 5.2. Conclusion

This study expands upon the AIDUA by investigating the processes and key factors that influence customers' and employees' support and vigilance toward AI robots. The research divides stakeholder-AI interactions into three distinct phases: impression, assessment, and decision, providing an in-depth analysis of the factors affecting their attitudes at various levels. The findings reveal that the primary point of contention between supportive and skeptical parties is the setting of exposure. Private settings elicit stronger opposition from AI-skeptical individuals, while public settings attenuate this sentiment. Hence, when introducing AI-empowered robots, it is recommended to commence with public areas and prioritize addressing employees' attitudes and garnering their support for AI implementation.

### 5.3. Limitations of this study and suggestions for future studies

To address the limitations of this study and guide future research, three main areas should be considered. Firstly, employing diverse research methods, such as experiments or big data analyses, would help test the robustness of the findings and draw more generalizable conclusions. Secondly, future studies should compare AI acceptance and resistance aspects across different industries to identify industry-specific characteristics. Lastly, future studies should consider incorporating additional factors to refine the analysis and gain a deeper understanding of AI-supportive or skeptical.

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## **Progressing Culinary Innovation: AI-Supplemented Dessert Recipe for Feasibility and Taste by Food and Beverage Experts**

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### **Abstract:**

Practical use of generative artificial intelligence tools in various industries saw a constant rise over the past decade due to the rapid development and innovation of a number of key technologies. The use of generative artificial intelligence tools in the food and beverage industry, better known as smart cuisine, saw an increased implementation of the technology in today's kitchens. This study aims to discover whether recipes sourced through artificial intelligence can result in a feasible and tasty dessert. Through the use of a quantitative approach through taste testing and surveys by food and beverage experts, the capacity of generative artificial intelligence tools to create desserts similar or better in quality as compared to desserts created using classic dessert recipes were analyzed. Results show that there is no significant difference between artificial intelligence generated recipes and Classic recipes. Generative artificial intelligence technology has the potential to become an integral part of kitchen operations, aiding in the refinement of recipe development procedures and potentially leading to cost savings in comparison to conventional recipe formulation methods.

**Keywords:** Artificial intelligence generated recipe, classic recipe, desserts, feasibility, sensory evaluation, smart cuisine

### **1. Introduction**

Technology has developed rapidly over the past few years. As technology makes a mark on every industry at present, the food industry has also embraced the use of technology such as generative artificial intelligence (AI) tools (Hassoun et al., 2022). The development of generative AI tools is rapidly progressing, but its huge concern is imitating human creativity. However, generative AI tools can imitate and mimic a human process especially in the world of culinary through computational creativity and big data analysis (Pinel & Varshney, 2014; Varshney et al., 2019). Even so, numerous studies can counter this claim since culinary creativity is seen as a form of self-expression which indicates that it is specific to each individual's experiences, such as core memories and feelings (Ekincek & Günay, 2023; Horng & Hu, 2008; Kudrowitz et al., 2014). In spite of that, the generative AI tool's creativity still remains questionable and unreliable as it does not feel emotions. Heavy reliance on a questionable source could negatively impact a person's ability to think for themselves by hindering cognitive development, which includes creativity (Brand-Gruwel et al., 2005).



In light of that, as generative AI tools continue to grow in its ability to mimic human creativity, the lack of genuine human innovation in future dishes presents itself as a concern both to those who work in the industry and those customers it caters to. This study aims to evaluate the feasibility and tastiness of desserts created using AI-generated recipes as compared to human recipes.

The study used a current version of generative AI tool, namely ChatGPT 3.5 operated by OpenAI, to generate AI recipes to provide a clearer context limited to the creation of desserts. Since desserts show the duality of chefs with science and arts, having AI generate recipes would greatly put its creative process to the test while showcasing its scientific strengths (Lee et al., 2019). Validation through the use of taste testings will only be conducted on food and beverage (F&B) experts limited to chefs and restaurant/cafe owners within Metro Manila.

## **2. Literature Review**

### *2.1. Artificial Intelligence*

Generative AI tools is the ability of a digital computer or a computer system to imitate and perform tasks like an intelligent human being (Copeland, 2024). It has become an integral part of a human being's life, reshaping the way we think, communicate, live, and work (Kansaksiri et al., 2023). Additionally, ChatGPT, a model of OpenAI, is one of the most common tools that generates and summarizes texts (Fitira, 2023). It is a generative AI tool that offers multiple applications in a variety of industries like in education (Fui-Hoon Nah et al., 2023).

### *2.2. Relevance of Smart Cuisine in Today's Kitchens*

There are numerous works that have used generative AI tools for similar and different purposes. One of the many examples is a recipe generating system called “cookpad” (Rexan, 2023). This uses image recognition to recognize ingredients and generate recipes. However, OpenAI provides users with proficient advice on food and nutrition (Fitira, 2023). Smart Cuisine is an innovation that develops AI-generated recipes and ingredient calculators. Furthermore, it has the ability to make a difference in people's lives by providing healthier eating habits, reducing food and waste, and contributing to a better future. (Fitira, 2023). Additionally, it has changed the way people prepare their meals and cooking (Kansaksiri et al., 2023). Smart cuisine offers different kinds of features such as calculation of ingredients and its proportions, the generation of recipes by AI, and an OpenAI chat service for food and nourishments. Moreover, the use of smart cuisine helps with reducing food waste and advocates for sustainability. (Kansaksiri et al., 2023)

## **3. Methodology**

### *3.1. Research Method (and Procedure)*

This research utilized a quantitative approach with taste testing via Enderun Colleges' Culinary Arts Department-sourced scoring sheets for sensory evaluation. This method explained the impact of AI-generated recipes on dessert quality.

### *3.2. Measurement*

The desserts were graded and compared using a predefined scoring sheet with criteria including presentation, cooking method, texture, time and creativity. Scores ranged from 0 (Insufficient) to 4 (Excellent).

### *3.3. Data Collection*

The data was collected in two ways: taste testing and survey (score sheets). One in which the respondents taste tested and determined which dessert was produced using a generative AI tools' recipe or classic recipe, while the second was through grading the dessert based on the score sheet. Moreover, baked cheesecake was the chosen dessert for the data collection.

### *3.4. Baked Cheesecake as a Dessert Subject*

Baked Cheesecake is one of the most classic yet popular desserts in the world (Kronl, 2011). Cheesecakes are known to be a practical aspect of protein and energy based on a study conducted to evaluate the liking and practical aspects of protein and energy improved for elderly people in retirement homes. It was found that cheesecake was one of the highly liked desserts by the participants (Wendin et al., 2021). Moreover, it was proven that the liking of cheesecake was impacted because of its easy swallowability and easy-to-chew dish.

### *3.5. Data Collection Procedure*

#### *3.5.1 Choice of dessert*

A study by Kronl (2021) identified the baked cheesecake as one of the most classic desserts in the world. As a known practical application of protein and energy in a culinary landscape. A subsequent study conducted by Wendin et al. (2021) further cemented the position of the baked cheesecake as an ideal dessert through an analysis of well-liked desserts. Certain factors, such as the dessert's swallowability and easy-to-chew characteristics, were identified as key factors contributing to the popularity of the dessert.

#### *3.5.2. Creation of dessert*

Two desserts were made for the collection of data, one of which was AI-generated and the other was classic made by a professional chef. The researchers used ChatGPT 3.5 to generate a baked cheesecake recipe and also reached out to a professional chef to share their baked cheesecake recipe. Two of the researchers, Borromeo and Colapo, created the desserts following the ingredients, steps, and procedures produced by ChatGPT 3.5 and a professional chef. The recipe produced by ChatGPT 3.5 was prepared by Colapo, and the recipe produced by a professional chef was prepared by Borromeo.

#### *3.5.3. Selection of participants*

Participants were chosen following a purposive and snowball framework, with each needing to have worked in the F&B industry for at least 3 years and residing within Metro Manila. No gender and age restrictions were implemented to increase the number of respondents suitable for this study. A total of 12 respondents were collected consisting of 4 chefs and 8 restaurant or cafe owners.

#### *3.5.4. Data Collection*

The data collection stage consisted of 2 phases, the taste-testing and the score sheet grading. Participants were told to begin with blind tasting a slice each from the AI-generated dessert and the classic dessert. Following the taste-testing phase, participants were informed which of the two slices were AI-generated and which belonged to classic dessert and told to fill out the Culinary Arts-sanctioned score sheet.

## **4. Results**

**Table 1**

*Identified the AI-Generated Dessert Recipe and Classic Dessert Recipe*

Category	Results of Identification	
	Correct	Incorrect
Chef	2	2
Restaurant Owner	4	4

Table 1 presents a total of 12 respondents who partook in this study. One-third of respondents were classified as Chefs and two-thirds were classified as Restaurant/Cafe Owners. Half of the respondents correctly identified the specification of the baked cheesecake, (Chef=2, Restaurant/Cafe Owner=4), while half of the respondents incorrectly identified the specification of the baked cheesecake, (Chef=2, Restaurant/Cafe Owner=4). In contrast to the study *Computational Creativity in the Culinary Arts* (Cromwell, 2015), it shows that participants of study incorrectly identified the computer generated salad recipe for a human designed one by 56%. Therefore, the conclusion that F&B industry experts identify on AI-generated Recipe and classic recipe is determined, inaccurate.

**Table 2**

*Significant Difference Between AI-Generated Dessert Recipe and Classic Dessert Recipe using the 'Food Preparation Score Sheet*

Score Criterion	AI-Generated		Classic		t	df
	Mean	SD	Mean	SD		
Presentation	3.08	1.08	3.08	1.00	0.500 *	22
Cooking Method	2.50	0.80	3.08	0.67	- 1.941 *	22
Overall Texture	2.50	1.09	2.83	0.83	- 0.842 *	22
Overall Taste	2.58	1.16	3.25	0.87	- 1.591	22

\*

Creativity	2.42	1.16	2.92	1.00	-1.130	22
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Note: \* =  $p < 0.05$

Table 2 presents the results of the sensory evaluation. No significant differences were found between an AI-generated and classic dessert recipes in presentation, cooking method, overall texture, overall taste, or creativity. Specifically, t-tests revealed no significant effects for presentation ( $t(22) = 0.500, p > 0.05$ ), cooking method ( $t(22) = -1.941, p > 0.05$ ), overall texture ( $t(22) = -0.842, p > 0.05$ ), overall taste ( $t(22) = -1.591, p > 0.05$ ), and creativity ( $t(22) = -1.130, p > 0.05$ ). Cromwell’s (2015) study on the computational creativity in the culinary arts implies that computer-generated recipes scored lower than the human recipes. In novelty, however, the computer-generated recipes stood out against the human recipes.

Studies conducted by Wang et al. (2016) and Sadiku et al. (2020) imply similar results given the methods commonly utilized by artificial intelligence and similar computing systems. According to their papers, by compiling existing recipes and knowledge of food and food sciences, including common human taste preferences, food pairing theories, and flavor compounds, artificial intelligence and machine learning systems are growing more capable of using genetic algorithms to create new, innovative, yet edible and tasty dishes. Furthermore, a study by Degerli & Tatlisu (2023) highlighted recent innovations allowing artificial intelligence tools and systems to be capable of performing or assisting in tasks such as recipe correction and adaptation, which aligns with how a dessert created using an AI-generated recipe shares many similarities to a genuine classic recipe.

In light of that, the overall result of there being no significant difference in terms of taste, texture, presentation, cooking method and creativity between dessert recipes generated by artificial intelligence tools and humans confirms this study’s hypothesis of AI-supplemented desserts being feasible and tasty compared to a classic dessert.

## 5. Discussion and Conclusion

AI-generated recipes, however, still have room for enhancements in terms of its creativity and innovation aspect in culinary such as its development of flavors and texture. This is supported by the data presented in table 2 wherein the man-made average scores for each category is slightly higher compared to the AI-generated. Moreover, in Table 1, it shows that there is an inaccuracy in identifying the AI-generated recipe dessert(50%) and Classic dessert(50%) because of the equal distinction between these two variables. Thus, the results still remain unidentifiable whether or not generative AI tools can be used as a supplementary source towards a feasible and delicious dessert.

More so, table 2 shows that there is no significant difference between AI-generated recipes and classic recipes which results that there is not much difference between these two variables and would mean that generative AI tools can be of help to future chefs in generating recipes. This statement is further supported by table 1 as it indicates that half of the respondents (50%) were unable to determine the correct indicator. Hence, generative AI tools may be used as a supplementary source for generating recipes.

While the assumption that AI-generated recipes could serve as a valuable supplementary resource might seem intuitive, this research demonstrates their feasibility in creating not only successful but also enjoyable desserts. Furthermore, AI technology has showcased its ability to be a fundamental tool in kitchen operations, allowing professional chefs and F&B industry experts to discover ways and methods on how to improve their dishes with more ease in terms of creativity, texture, quality, taste, and the development of a recipe. In line with these practical implications, the use of generative AI tool technology in kitchen operations could also potentially allow for an improvement in menu costing as a result of the implementation of more precise formulation methods. Thus, generative AI tools can be a supplement source in producing a dessert that is feasible and delicious and can also help future chefs by using AI technology as a tool to create food recipes.

## 6. Limitations

Validation through the use of taste testing and survey (score sheet) will only be conducted on F&B industry experts. Experts within the field will give the most significant response since they know the current state of the industry, and have had enough experience to see the changes within the industry and how it has impacted it. F&B industry experts would be limited to chefs and restaurant/cafe owners within Metro Manila.

Further limitations on the part of the researchers, such as limited culinary expertise, and the presence of confounding variables may hinder the ability to produce truly accurate results. Moreover, there is a possible bias towards the two desserts tested by the respondents as the researchers mentioned the classification of the desserts, whether it is AI-generated or classic, following the taste testing portion in order for them to scale the scores on the score sheet.

## 7. Future Research Directions

Considering the scope and limitations of this study, future research on smart cuisine and use of AI-generated recipes in the F&B industry is needed to further understand the benefits and possible implications of the adoption of such tools. Further research could also focus more on gathering a much larger sample size to improve the generalizability of the results. Certified culinary experts could also partake in the creation of future research to further refine and improve the procedures implemented in this study. Moreover, future researchers can use a mixed method approach including an interview portion to obtain an in-depth understanding on smart cuisine.

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## **Bop or Flop, Acceptability of Generation Z on Visiting Farm Tourism Sites: An Input to Agritourism Promotion in Cavite**

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### **Abstract:**

This study investigates the acceptability of Generation Z on visiting Farm tourism sites in Cavite, Philippines to explore their potential as marketed agritourists. With 385 respondents sampled regarding travel intention and motivation, results showed that Generation Z travelers had high levels of acceptance in visiting Cavite farm sites, prior experiences.

**Keywords:** Cavite farm tourism sites, Generation Z travelers, Travel intention, Travel motivation

### **1. Introduction**

In compliance with the Tourism Recovery and Response Plan, the Department of Tourism in Region 4-A, comprising of Cavite, Laguna, Batangas, Rizal, and Quezon provinces, launched the “Centers for Fun” tourism circuits to revitalize Calabarzon’s tourism, specifically farm tourism sites (The Manila Times, 2022). Meanwhile, *revenge travel* is seen among Generation Z in Metro Manila (Chin, et al., 2021) making way for the promotion of Cavite farm sites.

However, agritourism is not widely recognized compared to other tourism industries (Yamagishi et al., 2021). In developing countries, limited studies are observed concerning promoting farm tourism sites (Rich et al. in 2019). Moreover, lack of information in various visitor preferences hinders Cavite farm operators in achieving financial goals and tourist satisfaction (Salarda, 2021)



Nasers in 2019 suggests further research on the demographic profiles, perceptions, and interests of potential markets should be conducted. While studies may explore preferences of agritourists in specific visitor classification (Salarda, 2021).

Hence, this study is conducted to (1) promote Cavite farms as a feasible destination for recreation and leisure to Generation Z travelers, (2) impact the community of Cavite towards recovery and sustainable tourism, (3) provide basis of information for Cavite future agritourism projects, (4) open research gaps and knowledge to future researchers regarding the matter.

## **2. Literature Review**

### *2.1. Agritourism*

Agritourism is the combination of agriculture and tourism to offer a novel service to customers. In numerous locations and nations, the idea is gaining popularity. The Department of Tourism and the United Nations Development Program collaborated to design a plan for growth and sustainability over the following years. The Philippine Tourism Master Plan (TMP) is the product of this collaboration. Consequently, the country has now a greater number of farm sites spread throughout the nation's regions (Department of tourism, 2021)

### *2.2. Cavite Farm Tourism Sites and its Legal Implications*

Recently, The Department of Tourism in Region IV-A or Calabarzon initiated a program that would highlight faith, food, and farm tourism sites in Cavite, Laguna, Batangas, Rizal, and Quezon clusters. The program "Centers for fun" tourism circuits were established on July 30, 2022 in Cavite province with the purpose of rebooting domestic tourism in the area, aligning it also with the Department of Tourism's national tourism recovery and response plan (Manila Times, 2022). Such farms that were included in the simulation tour of the regional office and tour operators, were Sonya's Garden and Queen's Strawberry Farm in Alfonso; MV Flower Farm and Bounty Harvest Farm in Indang; Yoki's Farm and Paradizoo in Mendez; and Asiong's Cavitenno Restaurant and Shambala in Silang (Manila Standard, 2022). In addition, Shambala Silang, Teofely's Farm, The Weekend Farmer in Silang, and Terraverde Farm in Maragondon as other farm sites accredited in the list (Manila Standard, 2022).

### *2.3. Generation Z Travel Behaviors*

Two existing tourism theories are used in this study to understand Generation Z's travel behavior towards Agritourism namely Theory of Planned Behavior (Azjen, 1991), and the Theory of Tourism Motivation (Iso-Ahola, 1982).

The Theory of Planned Behavior states that 'intention' and 'behavioral control' are two distinct categories that measures behavior. 'Attitudes', 'Subjective Norms', and 'Behavioral Control' are hence influenced by the main factor of 'Intention'. (Boston University School of Public Health, 2022)

On the other hand, the Theory of Tourism Motivation originated from Dr. Seppo E. Iso-Ahola in 1982. The said theory implies that an individual has two primary travel motivations, namely seeking and escaping, and two preferences, personal and interpersonal, that influence them to engage in a tourism activity. The theory then asserts that there are four (4) dimensions that make up tourist motivation: Seeking Personal Rewards (SPR), Seeking Interpersonal Rewards (SIR), Escaping Interpersonal Environments (EIE), and finally Escaping Personal Environments (EPE) (Iso-Ahola, 1982).

### 3. Methodology

#### 3.1. Measurement

Quantitative research is applied. The sample size was generated using Cochran's formula. From a population of 20,429,032 it was downsized to 385. While the six (6) cities in Metro Manila were determined using Cluster Area Sampling.

#### 3.2. Data collection

Survey questionnaires served as the data collector through google forms due to its convenience and accessibility.

#### 3.3. Statistical tools

The statistical tools were used according to the objective of each survey question. Frequency Percentage Distribution was used in tables 1 and 2 for the demographic profiles and travel experience of the participants. While standard deviation and weighted mean were used in tables 3 to 5 to quantify the travel intentions, motivations, and preferences. Lastly, the Kruskal-Wallis H Test is used in tables 6 and 7 to determine significant differences among the demographic variables.

### 4. Results

#### 4.1. Profile of the respondents

Table 1. The Frequency Percentage Distribution on the profile of the respondents

<b>Variables</b>	<b>f</b>	<b>%</b>
<b>Age</b>		
18-20 Years Old	99	25.71
21-23 Years Old	251	65.20
24-25 Years Old	35	9.09
<b>Gender</b>		
Male	101	26.23
Female	280	72.73
Non-Binary	4	1.04
<b>Monthly Family Income</b>		
PHP 10,000 below	42	10.91
PHP 10,000 - PHP 30,000	246	63.90
PHP 30,000 - PHP 50,000	74	19.22
PHP 50,000 - PHP 100,000	15	3.90
PHP 100,000 - above	8	2.07
<b>Occupation / Individual Status</b>		
Employed	42	10.91
Full-time Student	254	65.97
Working Student	89	23.12
<b>Location</b>		
Marikina City	64	16.62
Quezon City	65	16.90
Pasig City	64	16.62
Las Piñas City	64	16.62
Parañaque City	64	16.62
Valenzuela City	64	16.62

Note. N=385

4.2. Travel Experience

Table 2. The Travel Experience to Farm Tourism Sites

Questions	f	%
Have you traveled to a farm tourism site before?		
Yes	122	31.69
No	263	68.31
<i>(If you answered yes in no.1) How many days have you spent on the farm tourism site?</i>		
Half day	64	52.46
Overnight	31	25.41
2-3 days	16	13.11
4-5 days	6	4.92
More than 5 days	5	4.10
<i>(If you answered no in no.1) Are you interested in visiting farm tourism sites, particularly in Cavite City, Philippines?</i>		
Yes	262	99.62
No	1	0.38

4.3. Travel Intentions

Table 3. The Predictors of Farm Tourism Site Travel Intentions

Statement Items	WM	Interpretation
<b>C.1 Attitude (Affirmative Beliefs)</b>		
Farm tourism sites in Cavite are enjoyable	4.62	SA
Farm tourism sites in Cavite are relaxing	4.69	SA
Farm tourism sites in Cavite are helpful in reconnecting to nature and benefitting me in my overall health.	4.78	SA
Farm tourism sites in Cavite are enriching my knowledge about agriculture and bringing awareness to its local products and processes.	4.72	SA
Farm tourism sites in Cavite are enriching my appreciation of agriculture.	4.76	SA
<b>Overall Weighted Mean</b>	<b>4.71</b>	<b>SA</b>
<b>C.1 Attitude (Counter Beliefs)</b>		
Farm tourism sites in Cavite are costly.	1.83	D
The facilities in Cavite's farm tourism sites are underdeveloped.	1.65	SD
Farm tourism sites in Cavite will expose me to harmful insects.	1.97	D
Farm tourism sites in Cavite does not give me satisfaction as compared to other tourism activities/destinations.	1.75	SD
Farm tourism sites in Cavite are not suitable for a solo traveler.	1.70	SD
<b>Overall Weighted Mean</b>	<b>1.78</b>	<b>SD</b>
<b>C.2 Subjective Norms</b>		
My peers' and/or relatives' encouragement and approval influence me to engage in Agritourism activities.	4.48	SA
My peers and/or relatives are likely to visit farm tourism sites in Cavite.	4.52	SA
My peers and/or relatives are willing to accompany me in visiting	4.55	SA

farm tourism sites in Cavite.

My peers and/or relatives perceive farm tourism sites in Cavite as safe and secured. 4.54 SA

Cavite farm tourism sites help strengthen relationship bonds. 4.63 SA

**Overall Weighted Mean 4.54 SA**

**C.3 Perceived Behavioral Control**

The activities in Cavite farm tourism sites are easy to do. 4.49 SA

The variety of activities being offered in the farm tourism sites in Cavite caters to the tourist's preferences and physical ableness. 4.58 SA

The farm tourism sites in Cavite are accessible. 4.59 SA

The Cavite farm tourism expenses/ tourist prices are within the budget of our monthly family income. 4.54 SA

The degree of freedom and time that I have allows me to engage myself on farm tourism activities. 4.60 SA

**Overall Weighted Mean 4.56 SA**

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

**4.4. Travel Motivations**

Table 4. The Predictors of Farm Tourism Site Travel Motivations

<b>Statement Items</b>	<b>WM</b>	<b>Interpretation</b>
<b>D.1 Interpersonal Seeking</b>		
Cavite farm tourism sites help give a refreshing view of the farmers.	4.74	SA
Cavite farm tourism sites give opportunities to meet people living in a rural life.	4.71	SA
Cavite farm tourism sites widen my interest in agriculture as I meet people with the same interests.	4.65	SA
Engagement to agritourism would aid to understand the different perspectives of the individuals working in the agricultural sector.	4.69	SA
Q28. Cavite farm tourism sites give opportunity to build lasting relationships among the people working in the farm tourism sites.	4.68	SA
<b>Overall Weighted Mean</b>	<b>4.69</b>	<b>SA</b>
<b>D.2 Interpersonal Escape</b>		
Cavite farm tourism sites would help me avoid any relatives that can distress me.	4.55	SA
Cavite farm tourism sites would help me avoid any peers that can sometimes distress me.	4.57	SA
Cavite farm tourism sites will allow me to pause from any social interactions in my circle.	4.68	SA
Cavite farm tourism activities would help me not think about the people that affect me negatively in life.	4.59	SA
Cavite farm tourism activities would help me avoid unnecessary interactions from people whom I don't want to be around with.	4.60	SA
<b>Overall Weighted Mean</b>	<b>4.60</b>	<b>SA</b>
<b>D.3 Personal Seeking</b>		
Cavite farm tourism sites will help me give a new perspective in life.	4.63	SA
Cavite farm tourism sites will help in my mental and emotional health.	4.69	SA
Cavite farm tourism sites will give me a new travel experience that I could enjoy.	4.76	SA

Cavite farm tourism sites will enhance my creativity.	4.66	SA
Cavite farm tourism sites help in my self-discovery and improvement.	4.67	SA
<b>Overall Weighted Mean</b>	<b>4.68</b>	<b>SA</b>
<b>D.4 Personal Escape</b>		
Cavite farm sites give a refreshing experience of living the rural life, far from the city life that I usually experience.	4.75	SA
Cavite farm sites will make me experience a new set of activities that I can indulge in.	4.72	SA
Cavite farm sites give new environments where I can satisfy my desire to travel and relax.	4.72	SA
Cavite farm tourism activities are a break from my monotonous and fast-paced living.	4.69	SA
Cavite farm sites are places where I can discover local products that I can support.	4.68	SA
<b>Overall Weighted Mean</b>	<b>4.71</b>	<b>SA</b>

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

**4.5. Preferences on Activities and Amenities**

Table 5. The Predictors of Farm Tourism Site Activities and Amenities Offered

Statement Items	WM	Interpretation
<b>Activity</b>		
U - Pick (Fruits, Vegetable and/or Coffee Picking)	<b>2.11</b>	<b>Important</b>
Farm-to-Table Dining	<b>3.44</b>	<b>Less Important</b>
Guided Crop & Forest Ecology Tours	<b>2.77</b>	<b>Neutral</b>
Basic Gardening / Harvest Demonstrations	<b>2.73</b>	<b>Neutral</b>
Vineyard and Wineries	<b>3.95</b>	<b>Less Important</b>
<b>Amenity</b>		
Recreational Activity Areas	<b>2.11</b>	<b>Important</b>
Farm Stays (Accommodation)	<b>2.60</b>	<b>Important</b>
Historic Museum or Display (related to Country's Agricultural Industry)	<b>3.21</b>	<b>Neutral</b>
On-farm Markets	<b>3.31</b>	<b>Neutral</b>
Farm Camps	<b>3.76</b>	<b>Neutral</b>

**4.6. Difference on travel intentions and demographics**

Table 6. The significant difference between the travel intentions of Generation Z on visiting farm tourism sites when grouped demographically

Profile	H	p-value	Decision	Interpretation
Age	3.22	0.200	Accept Ho	Not Significant
Gender	11.44	0.003*	Reject Ho	Significant
Monthly Family Income	31.17	0.000*	Reject Ho	Significant

Occupation / Individual Status	7.87	0.020*	Reject Ho	Significant
Location	62.50	0.000*	Reject Ho	Significant

*Legend: \* Significant at the 0.05 level (2-tailed)*

#### 4.7. Difference on travel motivations and demographics

Table 7. The significant difference between the travel motivations of Generation Z on visiting farm tourism sites when grouped demographically.

Profile	H	p-value	Decision	Interpretation
Age	14.25	0.001*	Reject Ho	Significant
Gender	4.22	0.121	Accept Ho	Not Significant
Monthly Family Income	32.97	0.000*	Reject Ho	Significant
Occupation / Individual Status	1.48	0.477	Accept Ho	Not Significant
Location	104.81	0.000*	Reject Ho	Significant

*Legend: \* Significant at the 0.05 level (2-tailed)*

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

The first table reveals the demographics of the majority. Most Gen Zs were in 21 to 23 of ages, Female, with a monthly family income of PHP 10,000- PHP 30,000, full-time students, and are living in Quezon City.

The second table shows the Travel Experience to Farm Tourism Sites. The majority were inexperienced but interested except for one. On the contrary, those who had experience had a short length of stay at these sites.

The third table shows their Travel Intentions. When it comes to their attitude, respondents strongly agreed that Cavite farm tourism sites reconnect them to nature, benefiting health, enriches their appreciation to agriculture, and knowledge on the local products and processes. However, with counter beliefs, majority strongly disagreed that Cavite farm tourism sites are underdeveloped, unsuitable for solo traveling, and unsatisfying. For subjective norms, majority strongly agreed that the farm activities help strengthen relationships, and their social circles perceive it as safe so as they are willing to accompany them. Lastly, in their perceived behavioral control, majority strongly agreed that their engagement to farm tourism activities depends to their degree of freedom and time, farm sites are accessible, and activities offered are within their ableness.

The fourth table displays Travel Motivation. On **Interpersonal Seeking**, most of the respondents strongly agreed that Cavite farm tourism sites gives them a new view of the farmers, opportunities to meet provincial folks, and understand the perspectives of agriculture workers. On **Interpersonal Escape**, the majority strongly agreed that Cavite farm tourism

sites will allow them to socially rest, avoid social interactions from people they don't like, and abstain thoughts on negative people in their life. On **Personal Seeking**, the majority strongly agreed that Cavite farm tourism sites will give them a new travel experience, improve their mental and emotional health, and self-discovery. Lastly, On **Personal Escape**, the majority strongly agreed that Cavite farm tourism sites give a refreshing experience of rural living, experience a new set of activities, and environment that will satisfy their desire to travel and relax.

The fifth table reflects the level of importance of Farm Tourism Site Activities and Amenities Offered to Gen Z travelers. In farm activities, "U - Pick (Fruits, Vegetable and/or Coffee Picking)" by "Basic Gardening / Harvest Demonstrations" and "Guided Crop & Forest Ecology Tours" topped accordingly in the importance category. However, "Farm-to-Table Dining" and "Vineyard and Wineries" are less important respectively. Moreover, in amenities it revealed that "Recreational Activity Areas" and "Farm Stays" are perceived important. In contrast, "Historic Museum or Display", "On-farm Markets", and "Farm Camps" are all neutral.

The sixth table implies that variables except the age of the respondents have significantly affected the travel intentions of Generation Z travelers in visiting Cavite farm tourism sites. Meanwhile, the seventh table shows that there were significant differences in their travel motivations with gender and occupation or individual status as exception.

## **5.2. Conclusion**

The travel intentions of the Generation Z travelers reflected high levels of acceptance towards Cavite farm tourism sites as well as their travel motivations, rooted in seeking new perspectives from a farmer's life and unique travel experiences, escaping their usual social circles and city life.

Meanwhile, on significant differences in the travel intentions of the Generation Z travelers in visiting Cavite farm tourism sites, it was seen that only their age doesn't influence their travel intentions. While significant differences can be observed in their travel motivations except their gender and occupation or individual status.

## **5.3. Limitations of this study and suggestions for future studies**

Limitations include the location and gender of the participants, as not all Metro Manila cities participated, and females mostly participated in the study. Since Gen Zs in metropolitan cities is the proposed markets, sampling other locations can be explored. Additionally, prices of the activities and amenities were not surveyed among participants. It is suggested that further research may be conducted regarding their willingness to spend on Cavite farm tourism sites.

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## Destination residents' expected attitudes and behaviors towards tourists

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### **Abstract:**

Residents and tourists are the major components in achieving sustainable tourism. There are little research on residents' perspective. The study on the residents' prospective. It finds out more positive attitude from residents is more positive behavior toward tourists. It suggest some ideas for **Destination Management Organizations (DMOs)** to achieve sustainable tourism goals.

**Keywords:** Tourism, Sustainable Tourism, Resident Tourist Interactions, Resident Attitude, Resident Behavior

### **1. Introduction**

The tourism industry is resuming after the threatening pandemic. The increasing travel demand and the trend of regain tourism from the travel restriction practice cause the problem of over-tourism globally (Butler & Dodds, 2022). In Austria, the locals protested against the over-tourism of Hallstatt, causing over 700 residents unwilling to interact with visitors (Dpa, 2023). It has caused conflict between the local community and tourists, and harming the destination tourism development. Residents play an important role in presenting the destination image to enhance tourists' experience (Fan, 2023). The residents' attitude toward tourists may affect their behavior toward tourists. If both of the residents' attitudes and behaviors toward tourists were negative, the travel destinations' attractiveness may result in a sharp decline due to these negativities.

In achieving sustainable tourism development, the DMOs should not only develop on the demand of tourists but also should consider the important stakeholders of the local community. This study investigates the destination residents' attitudes and behaviors toward tourists with three objectives: 1) to understand the residents' attitudes toward tourists, 2) to investigate the residents' behaviors toward tourists, and 3) to explore the relationship between residents' attitudes and behaviors toward tourists.

### **2. Literature Review**

#### *2.1. Attitude*

Attitude is a psychological concept based on affective, cognitive, and behavioral information to evaluate a liking and prejudice (Albarracin et al., 2018). The residents' attitude can be formed by personal values, tourism perceptions, and social status with the destination (Tse & Tung, 2023). It can be accepted and supported by tourism development (Kamata, 2022).

## 2.2. Behavior

Residents' behavior can be an interaction with tourists in different roles of service providers on transportation, accommodation, and attractions (Marsh & Henshall, 1987). The resident can interact with tourists by building up the friendship, exchanging different travel tips and culture sharing etc. (Stylidis, 2022).

## 2.3 Importance of destination residents' views toward destination sustainability

The resident's view of the destination can promote some unconventional attractions by their intention to recommend them. This practice can provide different views to enhance the tourists' immersive travel experience (Xu et al., 2021). Also, the residents' views can reduce social conflict (ie. overcrowded, traffic jams) by promoting unconventional attractions in their view. Therefore, the residents' view toward destination sustainability is important for destination sustainable development.

The study of Sharpley (2014) from previous studies have focused on resident attitudes toward tourism development (Nunkoo & Gursoy, 2012; Palmer et al., 2013). Few studies directly focus on the residents' attitudes and behaviors toward tourists. The study will help to fill in the research gap.

## 3. Methodology

A snowball sampling method was adopted. This study collected data from 125 permanent residents in Hong Kong, who were requested to show their attitudes and behaviors toward Mainland Chinese tourists in particular.

## 4. Results

There were 35 males and 90 females and they were largely 25 to 44 (54.4%) and 55 or above (25.6%) in age. The questionnaire used 7-point Likert-type scales measuring residents' attitudes and behaviors (i.e., 1= strongly disagree to 7= strongly agree). Most of the residents want tourists to visit Hong Kong (M=5.34, SD=1.51). In result, there were 5 residents' behaviors significant with positive attitude. The top positive behaviors were to help tourists ask for directions (M=5.36, SD=1.50) and to take photos (M=5.38, SD=1.72). By contrast, the top negative behaviors were not to interact (M=2.99, SD=1.79) and to avoid tourists (M=3.10, SD=1.86).

Table: Regression result of residents' attitudes affecting residents' behaviors

	Standardized Coefficients Beta	P value
<i>Dependent Variable:</i>		
<b>Positive behaviors:</b>		
- Communicate with tourists	.58	.002*
- Help tourists who ask for directions	.70	<.001*
- Help tourists take Photos	.40	.044*
- Make friends with tourists	.45	.055
- Give travel tips for tourists	.24	.285
<b>Negative behaviors:</b>		
- Not interact with the tourists. (e.g. communication, helping tourists)	-.67	.005*
- Avoid tourists	-.53	.021*
- Play tricks on tourists	-.16	.491
- Make fun on tourists	-.24	.254

*Independent Variable:* Attitude - Residents want the tourists to visit

\* significant at .05 level

The table shows the path coefficients in SPSS. As indicated in the quantity of contact, the residents' attitude positively affects the residents' behavior ( $\beta=.58$ ,  $p=.002$  for communication;  $\beta=.70$ ,  $p<.001$  for helping tourists ask for directions;  $\beta=.40$ ,  $p=.044$  for helping tourists take photo;  $\beta=.46$ ,  $p=.055$  for making friends;  $\beta=.24$ ,  $p=.285$ ). By contrast, the residents' attitude negatively affects the residents' behaviors ( $\beta=-.67$ ,  $p=.005$  for not interacting;  $\beta=-.53$ ,  $p=.21$  for avoiding;  $\beta=-.16$ ,  $p=.491$ , respectively).

## 5. Discussion and Conclusion

The result of the study shows that resident's attitudes toward tourists affect their behaviors toward tourists in some aspects. In a more positive attitude, the residents are more willing to communicate, help tourists take photos, and offer guidance for directions. The residents will not act on aggressive behaviors (i.e. making fun and playing tricks) with a positive attitude. In contrast, the behavior on the social personal interface (i.e. making friends). This behavior is also affected by the residents' emotions and cognitive attitude toward tourists (Tse & Tung, 2023). This study can suggest some ideas for DMOs to make better decisions in balancing the impact between residents and tourists to achieve sustainable tourism goals. For example, the DMO can collect residents' opinions on new events to fully utilize the tourism resources of the destination and make decisions to minimize the potential conflict between residents and tourists. However, there are limitations in this study, different residents may have different attitudes and behaviors toward tourists. Therefore, a larger sample size can help the study become more comprehensive. For further research development, the research could investigate residents' attitudes and behaviors toward tourists from other source markets.

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# How does Blockchain agrifood live broadcast affect the willingness of origin tourism: A moderated mediation model

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## **Abstract:**

In the context of tourism consumption potential to be unleashed , for exploring the new growth point of origin tourism, this paper takes consumers' participation in blockchain agrifood live broadcast as a clue to study the impact of blockchain agrifood live broadcast on consumers' travel intention.

**Keywords:** blockchain agrifood, origin tourism, parasocial-interaction

## **1. Introduction**

Before and after the Covid-19, the total number of tourists in Heilongjiang Province fell by more than 30%, unable to meet the needs of economic recovery. Short travel videos can effectively transmit the symbolic images of agrifood to tourist destinations, thereby igniting a stronger urge to explore and visit.

Blockchain live broadcast of agricultural products refers to the live broadcast behavior of combining public welfare and interactivity in the live broadcast room to broaden traffic and sales channels after the agricultural products endowed with blockchain attributes are recognized by consumers for the first time in the supermarket.

We aim to delve into the influence mechanism of proliferating live broadcast activities on tourism intention, enhance the conversion rate of tourists within live broadcast rooms, and investigate the role of blockchain traceability technology in promoting origin tourism. In this paper, Wuchang City is selected as the tourist destination, and Wuchang rice, China's international geographical brand symbol, is taken as the starting point. The study presents a comprehensive model examining how blockchain-based live broadcasts of agrifood products influence consumers' desire to visit the products' original locations.

## **2. Literature Review**

### ***2.1 Blockchain agrifood***

With the advantages of transparency and traceability , the traceability system of blockchain technology can be transparent about the environmental information of green agrifood(Liu et al., 2023).

### ***2.2 Self-congruity and mental imagery processing***

Self-congruity contributes to the relationship between image transfer and consumers' desire to visit(Liu (Sunny) et al., 2023).When there is self-consistency between people and agricultural products, it will promote the purchase of agrifood and even increase the willingness to travel.

H1: Blockchain agrifood live broadcast positively affects the intention of origin tourism through self-consistency

Through mental imagery processing, consumers will form a unique image of a destination and are more likely to visit the destination(Lee & Gretzel, 2012). The live broadcast of agrifood and blockchain give consumers more image transmission and a clearer scope, allowing them to imagine the image of origin more concretely.

H2: Blockchain agrifood live broadcast positively affects the intention of origin tourism through the mental imagery processing.

### 2.3 Parasocial interaction

As viewers develop a sense of connection with the influencers, they are more inclined to rely on the influencers' information and recommendations regarding the destinations.

H3: The nexus between blockchain agrifood live broadcast,self-congruity and mental imagery processing can be moderated positively by parasocial interaction(Qiu et al., 2024).

Based on literature review and empirical testing, mental imagery processing and self-consistency were selected as the mediating variables, and parasocial interaction was used as the moderating variable.Fig.1 depicts the conceptual model guiding this study.

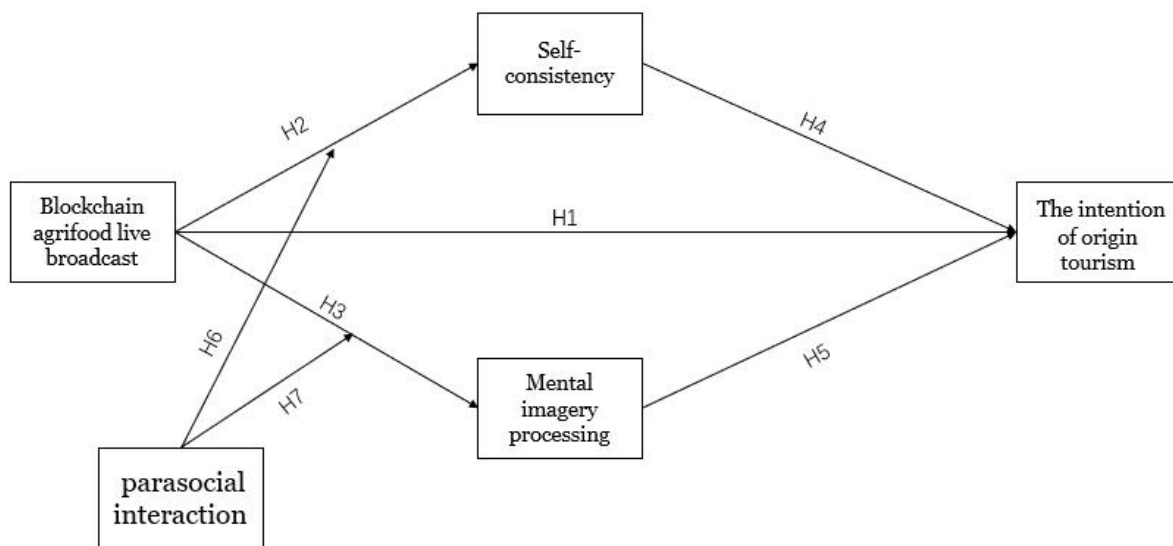


Fig. 1. The conceptual model

### 3. Methodology

In this paper, the BCABI (behavior-cognition-affect-behavioral intention ) model is used,which is a logic chain of the process of tourists' experience co-creation linking four key factors under three trip stages(Cao et al., 2023).

In this paper, the questionnaire was constructed with reference to the scales constructed by Zhao,Rubin, Liu, Zhang, etc., and combined with the specific research situation. In the

questionnaire, the method of situational simulation is used to simulate the whole process of consumers from scanning the blockchain agricultural product traceability code to watching the live broadcast of blockchain agricultural products.

#### 4. Results

**Table 1.t-test the results of the analysis**

	Whether there is a blockchain factor (mean ± standard deviation).		<i>t</i>	<i>p</i>
	1.0( <i>n</i> =85)	2.0( <i>n</i> =45)		
self-consistency	5.05±1.39	4.41±1.67	2.216	0.041*
Mental imagery processing	5.55±0.98	5.18±0.77	2.067	0.029*
the intention of origin tourism	5.2±1.25	4.9±0.95	1.361	0.177

\*  $p < 0.05$  \*\*  $p < 0.01$

As Table 1 shows, we can judge that the blockchain agrifood live broadcast has a significant impact on self-consistency and mental image processing, and the H1 and H2 parts are proven. However, due to the length of the article and the size of the sample, the mechanism of whether it has a positive impact on the intention of tourism in the country of origin is not significant. We will optimize the collection method, expand the sample size, and improve the data processing methods to produce more convincing results when the official article is published.

#### 5. Discussion and Conclusion

##### 5.1 Influence

Theoretically, in this paper, the further exploration of the integration model between blockchain and agriculture is expanded, and the mechanism research on origin tourism is developed. In practice, this paper further expands the business path of blockchain agricultural products and contributes a new model to the development of blockchain agricultural product live broadcast.

##### 5.2 Locality

This article only takes Wuchang rice, a well-known blockchain product, as an example to study, and the coverage of consumer audiences is incomplete. In the future, research should be carried out on the basis of a variety of other products.

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## Tourism Marketing Destination Development Plan for Tuguegarao City, Philippines

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### **Abstract:**

The study focuses on Tuguegarao City's tourism development, focusing on local involvement, partnerships with national and international organizations, and eco-friendly tourism products. It uses cluster development and community-based tourism strategies and 10 marketing mix elements. Data collected from tourists, locals, and destination managers shows that Tuguegarao's lack of tourism promotion and online media presence hinders tourism attraction. Effective communication with local government units, potential partners, and investors is crucial for optimizing tourism sites, including the MICE industry, and involving locals and indigenous tribes by developing programs and infrastructures for tourism development of the city as a benchmark for the region.

**Keywords:** Community-based Tourism, Cultural heritage and preservation, Pancit Batil Patung, Sustainable Development, Ybanag Tribe

### **1. Introduction**

Tuguegarao City, the capital of Cagayan province in the Philippines, is a vibrant modern metropolis consisting of various restaurants that serve authentic Tuguegarao dishes and tourist spots with flora and fauna present. Because of its convenient location, travelers often take it as a jumping-off point to visit other provinces (Jallorina, 2023).

Tuguegarao City is a cultural hub that connects cultures and bridges the past and present. Its renowned historical attractions include the Cagayan Museum and Historical Research Center, which offers activities like Heritage Walking and Kalesa Tours, Community Tour Guide Training, and Cultural Mapping (Tuguegarao City Government Website, n. d.). Tuguegarao is also known for its authentic dish pancit batil patung and the Callao Cave, which has been reopened as an Eco-Tourism Zone with an abundance theme.

On average, Tuguegarao City attracts a few thousand tourist visits, with an annual record of 11,673 overnight travelers from January-December 2022 (DOT Philippines, 2023), all

domestic visitors. The city is home to the ethnic tribe Ybanag or Ibanag, who originally lived near a river, resulting in their name "people of the river" (Zafra et al., 2020).

**Main Objective**

Provide practical recommendations in establishing tourism developments through infrastructures and hosting community/local events catering to the industry stakeholders, all while involving the host community. Specifically, the researchers present the following sub-objectives:

	<b>Tourism Goals</b>	<b>Objectives</b>
	<b>Economic</b>	
<b>E.1</b>	Growth rate of tourist arrivals	Plan tourism-related events like cultural events and conferences (MICE industry).
<b>E.2</b>	Increased agricultural assets	Boost agricultural production  Reduce operational cost
<b>E.3</b>	Increased tourism-related job employments	Increased number of local tourism enterprises.
	<b>Community</b>	
<b>C.1</b>	Increased income or work efficiency of host community	Boost wages and improved labor process conditions.
<b>C.2</b>	Increased cultural preservation	Optimize LGU's initiative in highlighting and conserving products both tangible and intangible.
<b>C.3</b>	Community-based Tourism	Meet local people and experience authentic cultural exchange.
<b>C.4</b>	Increased academic awareness for their locality	Include youths in developing Tuguegarao's tourist branding.
	<b>Environmental</b>	

<b>En.1</b>	Natural condition of biodiversity maintained/protected	Preserve ecosystem and natural habitats
<b>En.2</b>	Increased Sustainable Community practices	Empower and provide the locality with adaptive solutions, co-create with the LGU in having greener tourism.

### SWOT Analysis

Internal Environment  External Environment	<p><b>Strengths (S)</b></p> <ul style="list-style-type: none"> <li>● Presence of ecotourism with high biodiversity such as the Callao Cave</li> <li>● Famous Pancit Batil Patung</li> <li>● Rich history of Spanish colonization-Horno Ruins and Parishes</li> </ul>	<p><b>Weaknesses (W)</b></p> <ul style="list-style-type: none"> <li>● The lack of eco-friendly transportation, local tour guides, tourism advertisements, poor internet connection, MICE venues, and tourism investors are significant challenges.</li> </ul>
<p><b>Opportunities (O)</b></p> <ul style="list-style-type: none"> <li>● The project involves eco-urban planning, electric coasters, public utility vehicles, online marketing, agricultural and tourism investments, and academic collaborations.</li> </ul>	<p><b>S-O Strategies</b></p> <ul style="list-style-type: none"> <li>● Integrate sustainable development policies, collaborating with host communities for improved tourism experiences, and coordinating with potential investors for Tuguegarao's tourism development.</li> </ul>	<p><b>W-O Strategies</b></p> <ul style="list-style-type: none"> <li>● Implement a shuttle service or car rental system, promote online content creation, offer workshops and training for locals and Ybanag tribe in tourism, build buildings for MICE events, and host a research congress to showcase the city as a prime tourism destination.</li> </ul>
<p><b>Threats (T)</b></p> <ul style="list-style-type: none"> <li>● Flood-prone, Neighboring provinces offer accommodation and tourist-friendly websites. Climate change and catastrophes. Nearby municipalities like Batanes, gain more film exposure despite Tuguegarao being the region's capital.</li> </ul>	<p><b>S-T Strategies</b></p> <ul style="list-style-type: none"> <li>● Develop a flood system, involving the community in tourism map recalibration, promoting a Pancit Batil Patung-related contest during Pavgurulun AFI Festival, and utilizing agricultural landscape and indigenous tribe for attracting people.</li> </ul>	<p><b>W-T Strategies</b></p> <ul style="list-style-type: none"> <li>● Develop partnership with internet service providers.</li> <li>● Encourage and integrate policies and tourism establishments as potential filming areas.</li> <li>● Offer X-deals with content creators.</li> </ul>

## 2. Literature Review

### 2.1. Trends and Issues faced by the destination

The Development Bank of the Philippines has partnered with the LGU of Tuguegarao City to provide a loan for the city's development, including P400-million for the reconstruction of the Don Domingo public market and P200-million for road repairs (DBP, 2019). According to Baccay (2023), the loan will benefit the city and its region's tourism development. Tuguegarao City faces challenges such as population increase, urbanization, waste management, and air pollution.

Decentralization can help promote integrated development and strengthen relationships between government and nongovernmental organizations. In data from the 2020 Census of the Province of Cagayan (PSA, 2020), Tuguegarao City has a population size of 166,334 with an income classification as third-class city. The area has to ensure conservation of its natural resources as the agricultural and fishing industries become prominent. Such development will necessitate adequate planning and policies that would ensure the conservation of environmental resources for future generations.

## *2.2. Current tourism situation of the destination*

The tourism and hospitality industry in Tuguegarao City is focusing on sustainability, with hotels investing in renewable energy resources for long-term profitability (Cagurangan, 2021). The DENR has initiated a P4.7 million project to improve tourism amenities on Palau Island, which includes an information center, monitoring system, and mangrove and watershed protection (Visaya Jr., 2022). Festivals, such as the Pavvurulun Festival are also known as one of the most impactful categories in the tourism industry; it celebrates culture, heritage, and community unity. The festival's highlight is the outdoor cooking and pancit eating contest, Pancit Batil Patung, a local noodle delicacy (Balducks et al., 2011, as cited in Cagurangan, 2021). In Bayani's research (2020), the Pavvurulun Festival significantly impacts the city's tourism industry, attracting peak tourists and increasing investor interest. The Callao Cave, a popular tourist destination, is being protected by the DENR and is being reopened as a sustainable ecotourism site (Domingo, 2023).

## *2.3 Similar destinations (local or abroad) related to the destination plan*

Local destinations such as Sorsogon may also relate to Tuguegarao in terms of history and ecotourism destinations. Sorsogon boasts one of its newly renovated, enhanced, and reopened Bulusan Eco-Adventours at the Bulusan Natural Park as one of the province's prime ecotourism sites (Lalu, 2022). The Department of Tourism also recognized Sorsogon's festival for bagging the Guinness World Record for 'Largest Filipino Folk Dance' performance held last October 31, 2019, with a total of 7,127 registered dancers performing the Pantomina Sa Tinampo, a traditional Bikolano love and courting dance that pantomimes doves (Adel, 2019).

Aside from the destinations mentioned above, one unique overseas destination in Africa, Namibia, is anchored on their philosophy of Ubuntu, which means "I am because we are," which translates to a universal bond of sharing across humanity. Hence, how they expose people and even locals unaccustomed to their tradition; they spend some time in someone's house, share a meal, or listen to their stories, and one WILL share a bond and connect with another human being, even if one has nothing else in common; community-based tourism (Jin & Wet, 2023).

## **3. Methodology**

### *3.1. Measurement*

This study made use of purposive sampling technique; 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 4-point Likert scale and thematic analysis aligned with the 10Ps of marketing to analyze each tourism element.

### 3.2 Data Collection

The data was gathered through the distribution of survey questionnaires to the 30 tourists of Tuguegarao City. The participants interviewed for this study were the following: (3) tourists, (1) local, and a destination manager of Tuguegarao City.

### 3.3 Analytical Methods

The researcher applied descriptive statistics, frequency and percentage analysis, 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 perceptions.

## 4. Results

### 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**  
*Occupation of respondents*

OCCUPATION	FREQUENCY	PERCENTAGE	RANK
Self-Employed	12	40.00%	1
Private Employee	11	36.67%	2
Student	7	23.33%	3
<b>TOTAL</b>	<b>30</b>	<b>100%</b>	<b>-</b>

*The data in table 1 shows the occupation of the respondents with self-employed being the most number of respondents having 40%, followed by private employees and students.*

### Table 2

*Sex of Respondents*

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

SEX	FREQUENCY	PERCENTAGE	RANK
Female	17	56.67%	1
Male	13	43.33%	2
<b>TOTAL</b>	30	100%	-

The presented data in table 2 shows female participants with highest percentage amounting to 56.67%, while the male participants took only 43.33% of the total for this study.

**Table 3**  
4-point Likert Scale Guide

Scale	Verbal Interpretation	Description	Percentage
4	<b>Strongly Agree</b>	Statement initiated is beyond expectation, thereby contributing greatly to the full performance of the product/ service.	76 – 100%
3	<b>Agree</b>	Statement meets the expectation, thereby contributing positively to the performance of the product/service.	51 – 75%
2	<b>Disagree</b>	Statement is carried out below expectations, thereby contributing least in the marketing element.	26 – 50%
1	<b>Strongly Disagree</b>	Statement means products/service is not carried out at all.	0 – 25%

The data in table 3 presents the 4-point likert scale which serves as a guide to the researchers' study. The percentage for each categories are calculated to get the verbal interpretation.

**Table 4**  
Positioning

POSITIONING	Mean	Percentage	VI
Q1. The characteristics of the destination aligns with my personal values and preferences, making it more appealing to me.	3.67	91.80%	Strongly Agree
Q2. The distinctive features of the destination set it apart in a way that resonates with my needs and expectations, giving it a competitive edge.	3.70	92.50%	Strongly Agree
Q3. The overall positioning of the destination makes it stand out positively in my mind compared to other options in the market.	3.60	90.00%	Strongly Agree
<b>OVERALL</b>	<b>3.66</b>	<b>91.50%</b>	<b>Strongly Agree</b>

The data presented in table 4 (positioning) are the results from the research question “how it fills the needs of the market?”. As stated, the overall percentage from this category is 91.50% (strongly agree).

**Table 5**  
Product

PRODUCT	Mean	Percentage	VI
Q4. The attractions and experiences offered by the destination consistently meet or exceed my expectations.	3.30	83.33%	Strongly Agree
Q5. The safety measures implemented in the destination contribute positively to my sense of security and well-being.	3.36	84.17%	Strongly Agree
Q6. Restaurant makes use of paperless transactions such as paperless billing, receipts, and payroll.	3.30	83.33%	Strongly Agree
Q7. The variety of attractions and experiences provided by the destination caters well to my diverse needs and preferences.	3.40	85.00%	Strongly Agree
<b>OVERALL</b>	<b>3.34</b>	<b>83.50%</b>	<b>Strongly Agree</b>

The data presented in table 5 (product) shows “how the it is convenient to the market?”. As shown, this category got a total percentage of 83.50% (strongly agree).

**Table 6**  
Price

PRICE	Mean	Percentage	VI
Q8. The pricing strategy of the destination is transparent, and I feel confident that I am getting value for my money.	3.40	85.00%	Strongly Agree
Q9. I find the destination's pricing competitive compared to similar offerings in the market.	3.37	84.30%	Strongly Agree
Q10. The pricing structure and options provided by the destination align with my budget and travel preferences.	3.50	87.50%	Strongly Agree
<b>OVERALL</b>	<b>3.42</b>	<b>85.50%</b>	<b>Strongly Agree</b>

The data in table 6 (price) answer the question “how does the price impact the demands of the market?”. As stated, the total calculation for this category is 85.50% (strongly agree).

**Table 7**  
*Place (location)*

<b>PLACE (location)</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q11. The location of the destination is not only convenient but also enhances my overall travel experience.	3.36	84.17%	Strongly Agree
Q12. The strategic placement of the destination enhances its accessibility, making it easy for me to engage with its attractions and experiences.	3.17	79.27%	Strongly Agree
Q13. The availability and convenience of various modes of transportation in the destination, such as public transit, rideshares, or rental options, contribute positively to my overall perception and ease of travel.	3.23	80.83%	Strongly Agree
<b>OVERALL</b>	<b>3.25</b>	<b>81.30%</b>	<b>Strongly Agree</b>

*The data presented in table 7 (location) shows “how convenient is the location?” according to the respondents. From that, 81.30% (strongly agree) shows its conveniency to the people.*

**Table 8**  
*Place (distribution)*

<b>PLACE (distribution)</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q14. The destination's distribution channels are not only efficient but also offer a wide range of options to obtain information and access its attractions/experiences.	3.40	85.00%	Strongly Agree
Q15. The availability of information and services related to the destination through various channels makes it convenient for me to plan and book my visit.	3.60	90.00%	Strongly Agree
Q16. I appreciate the destination's efforts to make its attractions and experiences easily accessible through online and traditional channels.	3.83	95.83%	Strongly Agree
<b>OVERALL</b>	<b>3.61</b>	<b>90.30%</b>	<b>Strongly Agree</b>

*The data in table 8 (distribution) shows “how the products or services is being delivered?”. As stated, a total percentage of 90.30% (strongly agree) was calculated.*



**Table 9**

*Promotions/Marketing Communications*

<b>PROMOTIONS / MARKETING COMMUNICATIONS</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q17. The marketing messages and promotions effectively communicate the unique benefits and advantages of choosing the destination's attractions/experiences.	3.53	88.33%	Strongly Agree
Q18. I feel that the destination's marketing materials resonate with my preferences and effectively capture my attention.	3.30	83.00%	Strongly Agree
Q19. The destination's promotional activities contribute positively to my overall perception and awareness of its attractions/experiences.	3.27	81.80%	Strongly Agree
<b>OVERALL</b>	<b>3.37</b>	<b>84.30%</b>	<b>Strongly Agree</b>

*The data in table 9 (promotion) answers the questions “how well marketed it is?”. This category got a total of 84.30% (strongly agree) which means that their marketing strategy is satisfactory.*

**Table 10**

*People*

<b>PEOPLE</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q20. The tourism service staff not only possess the necessary knowledge but also demonstrates a genuine commitment to providing excellent traveler service.	3.40	85.00%	Strongly Agree
Q21. Interactions with the service staff positively influence my perception of the destination, creating a memorable and satisfying travel experience.	3.50	86.70%	Strongly Agree
Q22. The destination's service staffs consistently go above and beyond to meet the needs of travelers, fostering a positive traveler relationship.	3.36	84.17%	Strongly Agree
<b>OVERALL</b>	<b>3.42</b>	<b>85.50%</b>	<b>Strongly Agree</b>

*The data presented in table 10 (people) indicates “how the staff do their roles?”. With a total percentage of 85.50% (strongly agree) shows how well treated the customers are.*

*The data in table 11 (process) shows “how accessible it is in the market?”. With a total percentage of 89.30% (strongly agree) indicates its convenience to the people.*

**Table 12**

*Physical Environment*

<b>PHYSICAL ENVIRONMENT</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q25. The physical facilities and ambiance of the destination contribute significantly to the overall enjoyment and satisfaction of my visit.	3.36	84.00%	<b>Strongly Agree</b>
Q26. I feel that the destination's attention to the physical environment enhances the overall value of its attractions/experiences and differentiates it positively.	3.37	84.30%	<b>Strongly Agree</b>
Q27. The safety measures and the availability of amenities and facilities in the destination's physical environment, such as rest areas, restrooms, and recreational spaces, add a unique and reassuring dimension to my overall travel experience.	3.17	76.70%	<b>Strongly Agree</b>
<b>OVERALL</b>	<b>3.30</b>	<b>82.50%</b>	<b>Strongly Agree</b>

*The data presented in table 12 (physical environment) answers the question “how satisfactory is the external surroundings of the place?”. Having a total percentage of 82.50% (strongly agree), shows that most of the respondents are satisfied.*

**Table 13**

*Partnerships*

<b>PARTNERSHIPS</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q28. The destination's collaborations and partnerships with other businesses or entities enhance the overall appeal and offerings	3.63	90.83%	Strongly Agree
Q29. The collaborations of the destination contributed positively to my travel experience, especially in terms of safety, amenities, and transportation options.	3.70	92.50%	Strongly Agree
<b>OVERALL</b>	<b>3.67</b>	<b>91.80%</b>	<b>Strongly Agree</b>

*The data in table 13 (partnerships) indicates “how the collaboration affects in the market?”. With a total calculation of 91.80% (strongly agree), shows that collaborations give a positive appeal to the people.*

**Table 14**

*Recommendations*

<b>RECOMMENDATIONS</b>	<b>Mean</b>	<b>Percentage</b>	<b>VI</b>
Q30. I would enthusiastically recommend the destination to my friends, family, or colleagues.	3.70	92.50%	<b>Strongly Agree</b>
Q31. Based on my experiences with the product/service, I believe the destination is deserving of recommendations to others.	3.70	92.50%	<b>Strongly Agree</b>
Q32. I think others would benefit and enjoy the products/services of the destination, and I would be likely to suggest them.	3.80	95.00%	<b>Strongly Agree</b>
<b>OVERALL</b>	<b>3.73</b>	<b>93.30%</b>	<b>Strongly Agree</b>

The data presented in table 14 (recommendations) answers the question “would you recommend it?”. A total of 93.30% (strongly agree) were calculated from this part, meaning, the respondents are happy with the service and will surely recommend the place.

**Thematic Analysis**

<b>Marketing Mix Elements</b>	<b>Challenges faced by the guests</b>	<b>Insights from the guests</b>	<b>Insights from the community and the destinations managers</b>	<b>Proposed marketing strategies</b>
<b>Position</b>	Tuguegarao has traffic jams	Tuguegarao’s rich cultural legacy	Adventure seekers may find possibilities in Tuguegarao for activities	Promote the use of non-traditional forms of transportation.
<b>Product</b>	Imported products or specialty items may fall under this category.	Tourist destinations might assist local government agencies and companies	There may be a long history of producing ceramics, wood carvings, and woven goods	Use social media sites
<b>Price</b>	Higher transportation expenditures	Making it more accessible to tourists	Reduced ticket costs	Partner with nearby lodging facilities
<b>Place (location)</b>	Typhoons and torrential rains	Tuguegarao City may experience difficulties	Floods	Keep an eye on the weather forecast
<b>Place (distribution)</b>	Keep an eye on the weather forecast and adjust your social media content to suit your demographic.	Offer translation services	Provide translation services	Produce marketing materials
<b>Promotions</b>	Finding acceptable lodging	Making efficient use of social media	Community insights should emphasize the importance of events	Work together with Tuguegarao City bloggers or influencers

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

<b>People</b>	Cultural differences	Visitors may detect variations in religious customs and practices.	Collaborate closely with the local population to include contemporary facilities	Demonstrating respect for the local language
<b>Process</b>	Fast urbanization	Tuguegarao City has a range of lodging choices to meet diverse requirements.	Following the identification of stakeholders	Analyze the marketing-related
<b>Physical Environment</b>	Intense city temperature heat	May experience hotter temperatures	Leaders may enact zoning laws that give preference to green areas	Promote development of green roofs on structures
<b>Partnerships</b>	Absence of tourist information centers	City does not have a strong web presence	Infrastructure, labor, and financial limitations	Funding educational initiatives

**5. Discussion and Conclusion**

*5.1. Discussion and implications*

The cluster development and community-based tourism strategy will focus on attracting tourism-related enterprises to various tourism sites and products, including the

- Convention Center,
- Callao Cave,
- Horno ruins,
- Buntun Bridge, and
- Pavvurulun Afi Festival

The strategy will showcase the tourism marketability of Tuguegarao (in the coming years), sub-industries for sustainable tourism improvement, and the beauty of Ybanag culture and products. Private-public partnerships will be used to target areas of concern.

<b>PRODUCT</b>	<b>PRIVATE COMPANY</b>	<b>PUBLIC SECTOR</b>
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Convention Center: Tourism & Hospitality Conference and Pancit Batil Patung Global Marketing Debut (and other Tuguegarao tourism products)

**Figure 1**

*Pancit Batil Patung*




Make A Difference (MAD) Travel



Lokal Kanan + Pasalubong



Jomar's Panciteria (from: Bernard Agradi Vlog's FB)



JTHMAP  
Junior Tourism & Hospitality  
Management Association of the Philippines



Tourism Industry Board  
Foundation, Inc. (TIBF)



Philippine Association of  
Researchers for Tourism and  
Hospitality (PARTH)



DICT  
Department of Information and  
Communications Technology



Department of Tourism - Philippines



TPB  
PHILIPPINES  
Tourism Promotions Board - Philippines



LGU of Tuguegarao City and their tourism  
department



Cagayan Tourism



		 <p>Commission on Higher Education (for promotion of research)</p>  <p>Cagayan State University</p>
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**DESCRIPTION:**

- Highlight international food and ecotourism convention welcoming tourism-related entities and students to participate in the conference and espousing the tourism products of Tuguegarao, attracting both local and international arrivals.
- As for social media presence, content creators such as Panlasang Pinoy shall be present.
- The convention shall also highlight the Ybanag culture.
- The convention shall also highlight MIXED REALITY immersive tourism and digitalization of tourism services.


**PROPOSED DEVELOPMENT (visual aid):**

**Figure 2**

*City Convention Center Idea*



**CITY CONVENTION CENTER**



Tuguegarao City, being the Regional Center, is usually the venue of large activities in Region 02. However, there is no big convention center that can accommodate a large number of participants. This is also the reason why some international events supposed to be held in Tuguegarao City are transferred to other places. The proposed project is expected to accommodate a minimum capacity of 5,000 participants.

PRODUCT	PRIVATE COMPANY	PUBLIC SECTOR
<p>Callao Cave</p> 	 <p>Make A Difference (MAD) Travel</p>  <p>Mother Earth Foundation</p>  <p><b>HARIBON</b> FOUNDATION Haribon Foundation</p>	 <p>Department of Energy and Natural Resources (DENR)</p>  <p>Department of Tourism (DOT)</p>  <p><b>TPB</b> PHILIPPINES Tourism Promotions Board - Philippines</p>

		 <p>LGU of Tuguegarao City and their tourism department</p>  <p>Cagayan Tourism</p>  <p>Philippine Center for Environmental Protection and Sustainable Development, Inc.</p>  <p>United Nations in Philippines</p>
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**DESCRIPTION:**

- Create an even more sustainable community-based tourism by sourcing out from host community to partake as agents of the tourism industry of Tuguegarao - DOT-accredited tour guides and agency.
- The Haribon and Mother Earth Foundation shall set projects benefiting the promotion & preservation of Callao Cave.
- The local government agencies shall provide awards and recognitions for such meritorious acts, while concurrently implementing ZERO-WASTE and better Waste Management.


**PROPOSED DEVELOPMENT (visual aid):**

**Figure**  
*Callao Cave Tourism Idea*





PRODUCT	PRIVATE COMPANY	PUBLIC SECTOR
<p>Horno Ruins</p>  <p>Source: Cagayan Museum and Historical Research Ce</p>	 <p>Make A Difference (MAD) Travel</p>	 <p>National Historical Commission of the Philippines (NHCP)</p>  <p>Tourism Promotions Board - Philippines</p>  <p>LGU of Tuguegarao City and their tourism department</p>

		 <p>Cagayan Tourism</p>
<p><b>DESCRIPTION:</b></p> <ul style="list-style-type: none"> <li>The NHCP and LGU for Tuguegarao and Region 2 aim to preserve and promote cultural heritage, provide tourism sign boards and historical data. They will also train locals to be DOT-accredited tour guides, focusing on locals and the Ibanag tribe, to provide a more immersive experience for tourists.</li> </ul>		

PRODUCT	PRIVATE COMPANY	PUBLIC SECTOR
<p>Buntun Bridge</p> 	 <p>INVESTMENTS CORPORATION</p>  <p><b>SAN MIGUEL CORPORATION</b></p>	 <p>Department of Public Works and Highways (DPWH)</p>  <p>Department of Tourism (DOT)</p>  <p>Cagayan Tourism</p>



LGU of Tuguegarao City and their tourism department

**DESCRIPTION:**

- The Golden Gate Bridge in Tuguegarao aims to attract tourists and visitors by developing a nightlife scene with food concessionaires and carnival booths. This will be part of the River Park Development Project.

**PROPOSED DEVELOPMENT (visual aid):**

**Figure 4**



*Buntun Bridge Renovation Idea*







PRODUCT	PRIVATE COMPANY	PUBLIC SECTOR
<p>Sustainable Festival (Pavvurulun AFI Festival)</p>	<p> <b>Panlasang Pinoy</b></p> <p> Lokal Kanan – Pasalubong</p> <p> Jomar's Panciteria (from: Bernard Agradi Vlog's FB)</p>	<p> Department of Tourism (DOT)</p> <p> Cagayan Tourism</p>

		 <p>LGU of Tuguegarao City and their tourism department</p> 
<p><b>DESCRIPTION:</b></p> <ul style="list-style-type: none"> <li>● The festival will highlight the Ibanag tribe’s culture; culinary heritage through a Pancit Batil Patung eating and cooking contest. Advocacy-based pageants with private and public sectors to implement winning ideas. The event will also highlight SDG 17 for partnerships to achieve tourism goals for the region.</li> <li>● Empower festival tourism.</li> </ul>		

*5.2. Conclusion*

The researchers were able to gather sufficient data to answer the research questions and objectives, and to identify key insights regarding the optimization of Tuguegarao's tourism. Based on the results and data collected, despite Tuguegarao being the capital of Region 2 in the Philippines, it only welcomes visitors in such a minimal count, it was found that Tuguegarao has weak tourism marketing solutions and approach, which is why the researchers suggested tourism development plans focusing on cultural and culinary heritage; specifically focusing on cluster development and community-based tourism strategy development. Encouraging local businesses to join in some promotion activities with the use of social media can promote the province and also the local products.

Furthermore, the integration of partnerships with various organizations shall help in promoting a tourist destination by showcasing its, adhering to one of the few trends of marketing - green marketing, through compliance with local government regulations and owner and staff initiatives.

*5.3. Limitations of this study and suggestions for future studies*

Despite its significant importance, this study has some limitations.

**Limited Number of Respondents:** Due to time and logistical constraints, only thirty (30) respondents were included in the study.

**Geographical Contextualization:** The research is limited to Tuguegarao City, and plan may or may not be appropriate to neighboring municipalities or regions.

**Partners mentioned in the discussion:** All partners included are only suggestions for context of the idea and are not limited to the abovementioned private and public entities.

**For future researchers,** they should expand on the financial aspect with precise and reliable sources of budget for presented tourism development plans in this paper, as well as challenges faced in implementing and developing such tourism enhancements to the city.

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## Sensory Marketing and Authenticity in Coffee-Specialized Beach Road

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### **Abstract:**

The present study investigates the impact of sensory marketing using five senses along with authenticity on customer satisfaction, revisit and recommendation intention in the context of Gangneung-Anmok coffee beach road. The research site has a unique coffee history in Korea over decades along with its beautiful oceanfront scenery. However, a paucity research has been conducted what makes this venue popular and how the visitors are satisfied. The results showed that the sense of hearing, taste, and touch, and place authenticity are the significant antecedents of customer satisfaction, which, in turn, significantly affect revisit and recommendation intension. Further discussion is followed.

**Keywords:** Sensory Marketing, Five Senses, Authenticity, Coffee-Specialized Beach Road

### **1. Introduction**

Recently, as the importance of individual experience in communication marketing is getting bigger, the use of sensuous stimulation is receiving more attention. Customer experience has been a pivotal concept in marketing, which gains a growing attention in sensory experience in the tourism and hospitality area currently.

Yet, previous studies suggest inconclusive results regarding the structure and effect of sensory marketing. For example, some studies utilized only four senses out of five (Kastenholz et al., 2020; Kim et al., 2020), while others employed all five senses (i.e., a sense of sight, hearing, scent, taste, and touch) (Elangovan & Padma, 2017; Jang & Lee, 2019; Kang et al., 2021). Out of five senses, Kastenholz et al. (2020) found a sense of sight plays the most significant role in agricultural tourism. On the contrary, a sense of sight was not shown to be a significant predictor to emotional and behavioral responses of coffee shop customers (Jang, 2020). While other food and beverage research showed that all five senses affect customer satisfaction positively (Park & Kah, 2021). Although much research has been



conducted on sensory marketing, inconsistent and inconclusive results have emerged, such as the types of sensory marketing measurements being different or the behavioral consequences of sensory marketing being inconsistent.

On the other hand, the trend of present tourism diversifies from pleasure-seeking to authenticity-seeking, the concept of authenticity has become more important in the tourist experience (Byun, 2012). Authenticity study has confirmed that authenticity is a salient factor affecting consumer experience and their satisfaction (Ahn, 2018) and behavioral intention (Cho, 2015). Yet, a paucity of authenticity research has been conducted on the customer experience with a consideration of sensory marketing.

To fill the research gap of the aforementioned studies, therefore, the current paper aims to investigate the impact of sensory marketing (the senses of sight, hearing, scent, taste, and touch) and authenticity on the visitor satisfaction, revisit intention, and recommendation intention in the context of Anmok coffee beach road in Gangneung.

## 2. Literature Review

### 2.1. Sensory marketing and five senses

The five sensory areas of humans, namely sight, hearing, scent, taste, and touch, are the most fundamental organs (Pawaskar & Goel, 2014). Humans perceive external stimuli through these senses and subsequently influence their attitudes and behaviors through cognitive and emotional processes (Krishna, 2012; Pawaskar & Goel, 2014). Sensory marketing is a strategy that stimulates consumers' senses (sight, hearing, scent, taste, touch) to positively influence their emotions, judgments, and behaviors. Department store shopping research revealed that customers' sensory experiences positively influence emotional responses, store attitude, brand attitude, and purchase intention (Huh, 2006; Jang & Lee, 2019).

Sight is traditionally the most utilized sensory stimulus in marketing (Lindstrom, 2005). Visual stimuli have many meaningful characteristics such as color, shape, location, and movement, and these have various effects on consumer responses (Park & Min, 2018). Since sight serves as a means for people to recognize changes and differences in products and product-related matters, the visual sense plays the pivotal role when purchasing fashion products (Mohammed Shaed et al., 2015). The store ambience is an immediate stimulus to consumers' emotions, which, in turn, significantly influences their purchasing decisions (Helmefalk & Hultén, 2017; Sherman et al., 1997).

Auditory cues, which can attract customers' curiosity from a distance, help contribute to a positive mood. These cues serve as triggers to elicit desired responses when building emotional attachment to a brand (Dusauw et al., 2023). Scent contributes to the development of a pleasant atmosphere for shoppers in service environments, which often increases shopper interest and shopping satisfaction (Hulten, 2020). Scent increases the likelihood that consumers attribute a positive image on product attributes (Dusauw et al., 2023). Bone and Eellen (1999) found that scent contributes to the building of store visit intention and favorable product evaluation (Kim & Kim, 2011).

Taste, particularly in establishments such as coffee shops where beverages and light meals are served, plays a significant role as taste elements related to menu variety, quantity, and flavor have a positive impact on customers' feelings of control, enjoyment, and refreshment (Jang & Lee, 2019). Jung and Choi (2006) found that the more a customer satisfy with product and service quality the more favorably a customer evaluates the service value received from bakery cafe.

Touch refers to the emotions and sensations accompanying physical contact (Liégeois & Rivera, 2011). Including bodily contact through the skin, sense is the largest sensory organ of the body and known to be a crucial factor in building a brand (Shabgou & Daryani, 2014). Touching products positively influences customer shopping attitude and behavior (Peck & Wiggins, 2006; Shabgou & Daryani, 2014). Kim (2007) emphasized that humans trust tactile experiences perceived through the skin more than the sense of sight or hearing, demonstrating that tactile experiences such as those felt from restaurant chairs extend customers' time in the restaurant. With marketing increasingly utilizing senses other than sight and hearing, touch holds significance as a primal sense that operates subconsciously, evoking a powerful emotional response and deeper engagement although it is not visibly apparent (Lee, 2016).

Additionally, Chu et al. (2018) found that perceived food styling as visual sensory resources positively influence behavioral intentions in restaurant consumers. Furthermore, Ahn and Cho (2015) revealed that the interior design aspects of hotel restaurants influences behavioral intention positively through customer emotional responses.

H1: Sensory marketing is significantly and positively associated with customer satisfaction.

H1a: A sense of sight is significantly and positively associated with customer satisfaction.

H1b. A sense of hearing marketing is significantly and positively associated with customer satisfaction.

H1c. A sense of scent marketing is significantly and positively associated with customer satisfaction.

H1d. A sense of taste marketing is significantly and positively associated with customer satisfaction.

H1e. A sense of touch marketing is significantly and positively associated with customer satisfaction.

## 2.2. *Authenticity*

Authenticity refers to the original essence of a specific culture, where that essence represents the true nature of the culture itself (Kim, 2006). In other words, authenticity means original and genuine local attractions rather than something artificially made for outside tourists (Byun, 2012; Byun & Han, 2013; Lee et al., 2020). Previous studies reveal that consumers' perception of brand authenticity significantly influences their reactions to brands and their relationships with them (Burnett & Hutton, 2007; Girardin et al., 2023; Lee, 2023). According to Bruhn et al. (2012) and Lee, (2023), a customer perceived a product authenticity through the lens of perceived continuity, originality, reliability, and naturalness. Similarly, another study shows that authenticity consists of values, time, and replicability (Choi, 2017). In a tourist destination context, Therefore, the current study defines authenticity as the consistent uniqueness inherent to the destination, allowing it to differentiate itself from other destinations.

Authenticity plays a crucial role in cultivating several important concept of tourist behavior research such as the customer relationship marketing, brand reputation, customer satisfaction and their purchasing behavior (Cho, 2009; Naoi, 2004; You, 2013). You (2013) found that people tend to be satisfied in making a relationship with authentic companies, and

authenticity significantly impacts customers' purchasing intention (You, 2013). In tourism experience studies conducted in heritage tourism sites, authenticity was found as the significant antecedent of tourist satisfaction and behavioral intention (Cho, 2009; Kim, 2017; Naoi, 2004). Therefore, following hypotheses are proposed:

H2. Authenticity is significantly and positively associated with customer satisfaction.

### *2.3. Customer satisfaction, revisit intention, recommendation intention*

The concept of customer satisfaction is theoretically and largely benefited from Oliver's (1980) expectancy-discrepancy paradigm. Customer satisfaction is defined as the pleasure or disappointment that people experience in relation to their expectations and the perceived performance or outcome of a product (Kotler et al., 2021).

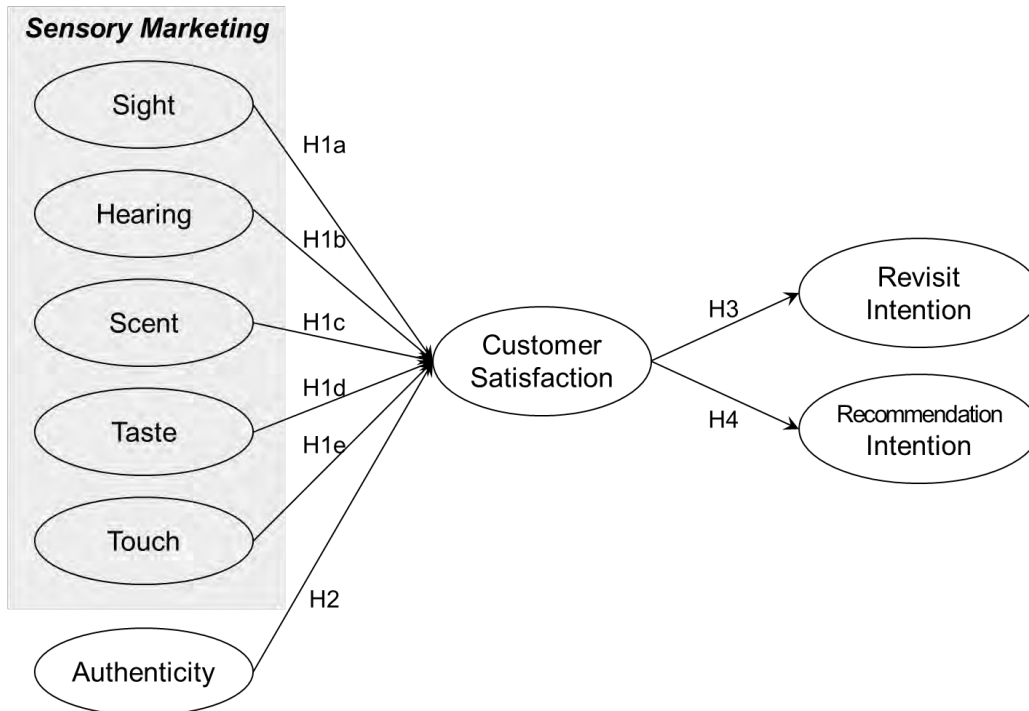
Satisfaction leads to revisit intention, which refers a plan or intention to continue using a particular shop, service, or product (Jang & Lee, 2019; Oliver, 1999). The relationship between customer satisfaction and revisit intention is thoroughly examined (Jang, 2020; Kwon, 2012; Lee et al., 2003; Lee & Suh, 2012; Park & Kah, 2021; Park & Sul, 2009). In a restaurant service quality study, a customer satisfaction is shown to be significantly associated with revisit intention (Lee et al., 2003). Lee and Suh (2012) also confirmed that coffee shop visitors' satisfaction is significantly associated with revisit intention in a study on the effects of the physical environment of coffee shops. Anderson and Sullivan (1993) argued that customer satisfaction and revisit intention are directly related (Park & Kah, 2021). In addition, previous studies have explained that customer satisfaction has a positive effect on repurchase intention (Kwon, 2012; Park & Sul, 2009). In this regard, the following hypothesis is proposed:

H3. Customer satisfaction is significantly and positively associated with revisit intention.

Recommendation intention is defined as the voluntary communication by which consumers convey or share their personal evaluations of a product or service to others (Brown & Reingen, 1987; Engel et al., 1969; Min, 2021). Recommendation intention is an important variable as it explains customers' emotional reactions and future behavior, positioning it as an prominent outcome variable in many studies (Chu et al., 2018; Kang et al., 2021; Kim et al., 2008; Kwak & Lee, 2015). Therefore, the following hypothesis is proposed:

H4. Customer satisfaction is significantly and positively associated with recommendation intention.

Based on the aforementioned discussion, the following research model is proposed.



< Figure 1. Proposed Research Model >

### 3. Methodology

#### 3.1. Research Site

The research venue was chosen because the Gangneung-Anmok coffee-specialized beach road is well-known for its flavory senses and unique history. Around this research venue, visitors are more likely to experience diverse sensory stimuli related to coffeeshop (i.e., ocean view for the sense of sight, appetizing and flavory food and beverage for the senses of taste and scent, etc.) with original and authentic experience originated from the venue.

#### 3.2. Measurement and analysis

In order to investigate the relationship between research constructs, a self-administered survey was conducted with the coffee shop visitors at the Gangneung-Anmok coffee beach road from March 2nd to 7th, 2024. Using a 5-point Likert scale, sensory marketing (27 items) (Jang, 2020; Kang, 2023; Kim et al., 2020; Lee & Lee, 2020; Park & Kah, 2021; Zhou, 2020), authenticity (5 items) (Lin & Lee, 2020), satisfaction (5 items) (Kim et al., 2020; Park et al., 2011), revisit intention (3 items) (Park & Kah, 2021), and recommendation intention (4 items) (Jeong, 2016; Min, 2021) were measured, as well as travel- and demographic characteristic variables. Out of 331 questionnaires distributed, 315 questionnaires were returned. After screening incomplete and patterned questionnaires and minor respondents, a total of 313 valid questionnaires were used for the analysis. A frequency, descriptive, principal component, and regression analyses were employed using SPSS 28.0.

### 4. Results

#### 4.1. Profile of the respondents

Female respondents (57.5%) were slightly more than male respondents. More than half of respondents are in their 20s (60.3%), followed by those in their 30s (14.6%) and 50s (10.8%). 4-years university (67.3%) and single without child (65.4%) were the dominant form of education and family structure. 45.7% of respondents said they earn less than 2 Million KRW,

and 41.0% respondents identified themselves as students. The singled-out purpose of visit was traveling to Gangneung area where Anmok coffee beach road belongs to (58.7%). More than half of respondents came from Seoul metropolitan area including Gyeonggi and Incheon (52.7%). While first time visitors (20.0%) and 2~3 times visitors (25.1%) were noticeable, those who visited more than 10 times were 30.8% of the respondents.

< Table 1. Demographic and Travel Characteristics (N=313) >

Category	n	%	Category	n	%
<b>Gender</b>			<b>Purpose of Visit</b>		
Male	133	42.5	Travel to Gangneung area	184	58.8
Female	180	57.5	Visit family/friends	51	16.3
<b>Age</b>			Business travel	7	2.2
20s	189	60.4	Taking a walk	10	3.2
30s	46	14.7	Others	30	9.6
40s	23	7.3	Missing	31	9.9
50s	34	10.9			
60s and above	21	6.7			
<b>Education</b>			<b>Residence</b>		
High school	51	16.3	Gangneung	70	22.4
2-years college	27	8.6	Gangwon (excl. Gangneung)	55	17.6
4-years university	212	67.7	Seoul/Gyeonggi/Incheon	166	53.0
Graduate school	23	7.3	Kyungnam/Ulsan/Busan	2	0.6
<b>Family</b>			Kyungpook/Daegu	3	1.0
Single with child	19	6.1	Joella/Gwangju	4	1.3
Single without child	204	65.2	Chungcheong/Daejeon	10	3.2
Married with child	68	21.7	Jeju	3	1.0
Married without child	22	7.0			
<b>Monthly Income</b>					
Less than 2 Million KRW	142	45.4			
2.00~2.99 Million KRW	69	22.0			
3.00~3.99 Million KRW	39	12.5			
4.00~4.99 Million KRW	23	7.3			
5.00 Million KRW or more	40	12.8			
Category	n	%	Category	n	%
<b>Jobs</b>			<b>Number of visits</b>		
Public servant	16	5.1	1 time	63	20.1
Office job	46	14.7	2 times	36	11.5
Professional	29	9.3	3 times	42	13.4
Technician	11	3.5	4 times	24	7.7
Sales/Service	12	3.8	5 times	28	8.9
Freelance	19	6.1	6 times	5	1.6
Self-employed	15	4.8	7 times	9	2.9
Housewife	14	4.5	8 times	8	2.5
Student	127	40.6	9 times	2	0.6
Retired	5	1.6	More than 10 times	96	30.7
Others	19	6.1			

4.2. *Validity and reliability of measurements*

A principal component analysis was conducted with a varimax rotation method. The results suggest that five components should be retained using the Eigenvalue-greater-than-1 approach. After excluding three items with a factor loading value lower than .4, the retained five components explained 66.74% of total variance. The lowest factor loading was .543 while the highest was .818. Cronbach’s alpha for five components ranged from .803 to .887, confirming the internal consistency of the components. A principal component analysis and reliability analysis were conducted for uni-dimensional variables (i.e., authenticity, satisfaction, revisit intention, and recommendation intention) respectively. All four components were shown to be valid and reliable.

< Table 2. Results of Principal Component Analysis and Reliability Test >

Variable	Factor loadings	$\alpha$
<b>Scent</b> (Variance explained = 15.068)		.887
Olfactory 5 items (e.g., The scent of coffee shop at Anmok coffee beach road is good.)	.616 ~ .798	
<b>Hearing</b> (Variance explained = 13.909)		.862
Auditory 5 items (e.g., The tempo of music inside the coffee shop at Anmok coffee beach road is okay with me.)	.543 ~ .810	
<b>Taste</b> (Variance explained = 13.409)		.881
Taste 5 items (e.g., The beverage and dessert at the café at Anmok coffee beach road are delicious.)	.607 ~ .816	
<b>Sight</b> (Variance explained = 12.715)		.803
Vision 5 itmes (e.g., The exterior of the café at Anmok coffee beach road looks good.)	.595 ~ .778	
<b>Touch</b> (Variance explained = 11.642)		.811
Touch 4 items (e.g., I felt comfortable with a chair at the café at Anmok coffee beach road.)	.609 ~ .818	
KMO = .918; Bartlett's test of sphericity = 4499.177 ( $p < .001$ ); Total variance explained = 66.743.		
<b>Authenticity</b>		.836
Authenticity 4 items (e.g., Overall, the atmosphere here inspired me)	.794 ~ .858	
KMO = .756; Bartlett's test of sphericity = 513.603 ( $p < .001$ ); Total variance explained = 67.124.		

Variable	Factor loadings	$\alpha$
<b>Customer Satisfaction</b>		.868
Satis 5 items (e.g., Overall I was satisfied with the café at Anmok coffee beach road.)	.764 ~ .859	
KMO = .817; Bartlett's test of sphericity = 764.272 ( $p < .001$ ); Total variance explained = 65.964.		
<b>Revisit Intention</b>		.839
Revisit 3 items (e.g., I am going to visit the café at Anmok coffee beach road again.)	.815 ~ .918	
KMO = .690; Bartlett's test of sphericity = 473.267 ( $p < .001$ ); Total variance explained = 77.717.		
<b>Recommendation Intension</b>		.890
WoM 4 items (e.g., I will recommend the café at Anmok coffee beach road others (i.e., friends and family members).)	.844 ~ .885	
KMO = .837; Bartlett's test of sphericity = 713.222 ( $p < .001$ ); Total variance explained = 75.596.		

### 4.3. Hypothesis testing

The multiple regression analysis was performed to test hypotheses 1 and 2 first. The results showed that three out of five senses (hearing,  $\beta = .146$ ,  $t = 3.255$ ,  $p < .001$ ; taste,  $\beta = .275$ ,  $t = 5.541$ ,  $p < .001$ ; touch,  $\beta = .198$ ,  $t = 4.567$ ,  $p < .001$ ) and authenticity ( $\beta = .341$ ,  $t = 7.937$ ,  $p < .001$ ) significantly and positively affect customer satisfaction (adjusted  $R^2 = .638$ ; F-value = 92.720,  $p < .001$ ), accepting hypothesis 1b, 1d, 1e, and 2.

Simple regression analyses were conducted to test hypothesis 3 (dependent variable of revisit intention) and 4 (dependent variable of recommendation intention), respectively. Two regression models were significant ( $F = 187.669$ ,  $p < .001$  for revisit intention;  $F = 270.046$ ,  $p < .001$  for recommendation intention) and exhibit adequate level of effect size (adjusted  $R^2 = .374$  for revisit intention; adjusted  $R^2 = .463$  for recommendation intention). The results showed that satisfaction affects revisit intention ( $\beta = .613$ ,  $t = 13.699$ ,  $p < .001$ ) and recommendation intention ( $\beta = .682$ ,  $t = 16.433$ ,  $p < .001$ ) significantly and positively, accepting hypothesis 3 and 4

<Table 3. Results of Hypothesis Testing >

Dependent Variable	Independent Variable	b	s.e.	$\beta$	t	Hypothesis	Results
Satisfaction	(Constant)	.201	.161		1.243		
	Sight	-.022	.049	-.020	-.443	H1 <sub>a</sub>	Not Accept
	Hearing	.139	.043	.146	3.255***	H1 <sub>b</sub>	Accept
	Scent	.082	.046	.090	1.784	H1 <sub>c</sub>	Not Accept
	Taste	.262	.047	.275	5.541***	H1 <sub>d</sub>	Accept
	Touch	.194	.042	.198	4.567***	H1 <sub>e</sub>	Accept
	Authenticity	.296	.037	.341	7.937***	H2	Accept
F = 92.720***; Adjusted R <sup>2</sup> = .638.							
Revisit Intention	(Constant)	1.157	.191		6.060***		
	Satisfaction	.722	.053	.613	13.699***	H3	Accept
F = 187.669***; Adjusted R <sup>2</sup> = .374.							
Recommendation Intention	(Constant)	.971	.167		5.808***		
	Satisfaction	.759	.046	.682	16.433***	H4	Accept
F = 270.046***; Adjusted R <sup>2</sup> = .463.							

\*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$ .

## 5. Discussion and Conclusion

The current study applied the concept of sensory marketing into understanding the decision making process of coffee shop customers. The study is unique because it is conducted on a local coffee beach area with its original identity and history, which provides a room for the concept of place authenticity to play a meaningful role in the visitors' decision making process.

The results showed that a sense of sight and scent are not significantly associated with customer satisfaction. Based on the analytic results, we assumed that the exclusion of scenery and design aspects is the reason for insignificant influence of visual stimulus. Design aspects have been an important factor of servicescape in the literature (Kumar et al., 2017). Meanwhile the sense of scent is difficult to be defined into a single color, because the sense of scent is more subjective than other senses (Lee & Son, 2015). This causes wide range of variance, resulting the reject of hypothesis 1c.

The case of the sense of hearing is well evidenced in the case of Starbucks coffee shop. Starbucks play its own curated music play list across the globe shops according to the season and time, which brings about favorable customer satisfaction (Jang, 2020). Taste is an important quality attribute of food and beverage industry. The sites of current research are not take-away coffee shops. Customer have much chances to feel the sense of touch from tea set to chair. The results show that the senses of hearing, taste, and touch. While the senses are effective marketing approaches, the reinforced effect are available when the senses are associated with authenticity. When the contents of the sensory marketing evoke its uniqueness and originality to the customers (e.g., roof-top in Summer, delivering the sound of sea into a coffee shop in Winter), the results of current study confirm that customer would exhibit stronger level of satisfaction.



Although the current study elucidate the significant role of sensory marketing and authenticity in enhancing customer satisfaction, the study take the five senses as individual marketing sources. (Park & Min, 2018) showed that the senses should be understood in a wholistic perspective, and Krishna (2006) also emphasized the interaction among the senses. Future sensory marketing study should consider the interplay of senses.

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## **Analysis of trends in exports of processed Thai curry paste: Using the double exponential smoothing method**

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### **Abstract:**

This study examines forecasted trends in the export value of Thai curry paste from Thailand for the next five years (2024-2028) using the Double Exponential Smoothing model. Based on 26 years of export data (1998-2023) from the Ministry of Commerce, the study focuses on predicting trends. The parameters alpha and gamma were chosen by evaluating the Mean Absolute Percentage Error (MAPE) and the Mean Squared Error (MSE). The study determines alpha = 0.8 and gamma = 0.1 as optimal, with MAPE of 8.50% and MSE of 21060.50. These findings are crucial for forecasting the global impact of Thai cuisine and guiding policy-making for related exports.

**Keywords:** Thai curry paste, Export trends, Double Exponential Smoothing, Global food industry, Time series analysis

### **1. Introduction**

In recent years, the global demand for Thai cuisine has witnessed a significant surge, with consumers increasingly drawn to Thai cuisine. Foundational in Thai cuisine, curry paste (prik gaeng) is a flavor-packed essential for cooking made from pulverized aromatics, herbs, and spices. It is acknowledged as the base of countless Thai curries (gaeng), while also serving as a remarkably adaptable condiment and component in Thai culinary creations. It might be used in marinade, stir fry, dipping sauce and Thai light soup base. There are many kinds of Thai curry paste and any of them can be used in a variety of dishes. Chef Nok Suntararon from Philadelphia's Kalaya Thai Kitchen shares that sentiment. "Thai curry is the storytelling about our culture and life from different regions of Thailand," she says, noting that in Thailand, curry is just as diverse and expansive as the different regions and cultures existing throughout the country. Thai curry draws on influences from all over the world; it has no strict definition, but its origins trace back to early Indian merchants (Domrongchai, 2022).

to the unique flavors and aromatic spices that identify its cuisine. Amidst the culinary battleground, Thai cuisine gaining popularity worldwide, processed Thai curry paste stands out as a convenient and authentic option for preparing traditional Thai dishes quickly and easily. This surge in demand has activated an interest in understanding and analyzing trends in exports of processed Thai curry paste.

From an academic perspective, analyzing the trends in exports of instant Thai curry paste can provide insights into consumer behavior, market dynamics, and the globalization of food culture. Simultaneously, it also demonstrates the impact of cultural exchange and business factors on export patterns between countries.

This preliminary data can be beneficial to various stakeholders such as industry professionals in the Thai food sector, producers, exporters, and marketers. It allows them to anticipate market trends, design effective strategies to expand their businesses, and capitalize on opportunities for growth in international markets. On the governmental side, it aids in analyzing trends for policy adjustments to promote production and exports of instant Thai curry paste, enhancing Thailand's soft power through its cuisine. This, in turn, showcases the uniqueness of Thai cuisine globally, opening economic negotiation opportunities and fostering the sustainable growth of Thailand's food export economy.

In terms of research trends, utilizing the Double Exponential Smoothing forecasting model, also known as Holt's trend model or second-order exponential smoothing, can provide accurate insights into future export trends.

### **Purpose of study**

1. To analyse the trend of instant Thai curry paste exportation.
2. To forecast trends in the export value of processed Thai curry paste from Thailand for the next five years (2024-2028) using the Double Exponential Smoothing forecasting model.

## **2. Literature Review**

### *2.1. Thailand's food industry and Export opportunities*

Citations from the Food Export Association of the Midwest USA and Food Export USA–Northeast report that Thailand is recognized as one of the world's leading agricultural suppliers, largely due to its well-established food processing sector. In 2020, the food and beverage industry ranked as the third largest industry in Thailand, contributing 21% to the country's Gross Domestic Product (GDP).

In November 2020, Thailand signed the Regional Comprehensive Economic Partnership (RCEP) with 14 other Asia Pacific and Australasian countries, marking the largest trade deal in history. Additionally, Thailand has numerous free trade agreements with other countries, further for creating network for the nation's significant export capabilities. These agreements highlight the market opportunities and consumer demand that the food market can address. Regarding the influence of business and social networks on international trade, studies by James E. Rauch (2001) emphasize how social networks reduce export conflicts and provide opportunities for international trade.

According to the analysis of opportunities and potential for the development of Thai food in the global market by Dr. Wisit Jaisit, surveys of over 1,500 Thai restaurants across continents through social networks revealed that popular dishes such as green curry chicken received up to 82% popularity, followed by red curry duck at 50%, and Massaman curry at 39%. These dishes consistently ranked among the top 10 most popular foods, indicating the widespread recognition and consumer preference for Thai curry dishes.

### *2.2. Trend analysis*

Trend analysis is a statistical analysis that involves collecting data over a specific period to calculate patterns or trends within that dataset. It aims to analyze the direction and magnitude of changes in variables, with the goal of identifying trends and patterns of ups, downs, or stability in the data. This information can assist in decision-making and predicting changes in the future.

In trend analysis, data points are often graphed over time, enabling analysts to observe patterns. Numerous statistical methodologies can be utilized to quantify and interpret these trends, including linear regression, moving averages, exponential smoothing, and more advanced techniques like time series analysis.

The food processing business in Thailand comprises over 97% of medium and small-sized enterprises (DHL, 2024). Due to the continuously increasing market demand, medium and small-scale entrepreneurs need to expand their production capacity, enhance their knowledge to create opportunities for their businesses.

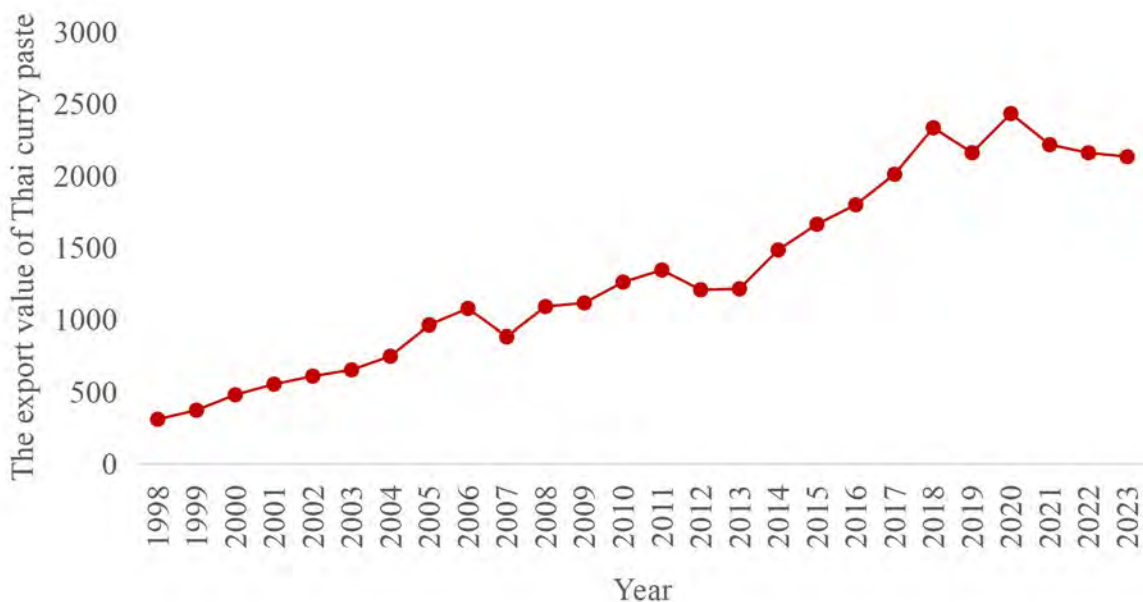
Additionally, the top 10 export products from Thailand have been disclosed, which include canned pineapple, canned tuna, canned seafood, dried spices, noodles, ready-to-eat curry paste (ranked 7th), coconut milk powder, Thai mixed tea, snacks, and processed fruits.

It can be observed that the majority of processed food products exported are those with low Thai identity, such as canned fruits, canned seafood, and various frozen meat products. These products have high export volume but low profitability due to the lack of value addition and price competition. In contrast, ready-to-eat curry paste, which falls into the category with high Thai identity, allows businesses to negotiate prices. However, the export value of this group is still relatively low due to its niche market nature (Chawasit et al., 2002).

### 3. Methodology

#### 3.1. Input data

Annually exports of instant Thai curry paste from 1998 to 2023 (i.e. 26 years) as the input data for the forecasting methods are collected from the database of the Ministry of Commerce, Thailand. They are illustrated in Figure 1. (Office of Permanent Secretary, 2023)



**Figure 1** Annually exports of instant Thai curry paste (million baht) from 1998 to 2023  
(Authors, 2024)

### 3.2. Double Exponential Smoothing Method (DES)

DES method, also known as Holt's method, is appropriately utilized to forecast data that exhibit trends without seasonality. DES method involves three main equations and two smoothing constants as written in Equation (1) to (3) (Wilson et al., 2008)

$$F_{t+1} = \alpha X_t + (1 - \alpha)(F_t + T_t) \quad (1)$$

$$T_{t+1} = \gamma(F_{t+1} - F_t) + (1 - \gamma)T_t \quad (2)$$

$$H_{t+m} = F_{t+1} + mT_{t+1} \quad (3)$$

Where:

- $F_{t+1}$  = Smoothed value for period  $t + 1$
- $\alpha$  = Smoothing constant for the level ( $0 < \alpha < 1$ )
- $X_t$  = Actual value now (in period  $t$ ), (i.e., input value in Fig. 1.)
- $F_t$  = Forecast (i.e., smoothed) value for time period  $t$
- $T_{t+1}$  = Trend estimate
- $\gamma$  = Smoothing constant for the trend estimate ( $0 < \gamma < 1$ )
- $H_{t+m}$  = Holt's forecast value for period  $t + m$
- $m$  = Number of periods ahead to be forecast

### 3.3. Performance metrics

In this study, Mean Absolute Percentage Error (MAPE) is chosen as the performance metric. MAPE is utilized for its capability to offer accurate and equitable comparisons among forecasting methods. Equation (4) expresses the MAPE. which the answer will come in the form of MAPE percentage (%)

$$\text{MAPE} = \left(\frac{100}{n}\right) \sum_{t=1}^n \left| \frac{Y_t - \hat{Y}_t}{Y_t} \right|$$

In addition to MAPE, this study also uses Mean Square Error (MSE) to measure the accuracy of the model. MSE shows the magnitude of error and is sensitive to outliers. MSE can be calculated using the following equation.

$$\text{MSE} = \frac{\sum (y_t - \hat{y}_t)^2}{n}$$

where:

- $y_t$  = it observed value
- $\hat{y}_t$  = corresponding predicted value for  $y_t$
- $n$  = number of observations.

#### 4. Results

Using Double Exponential Smoothing we experimented with varying alpha ( $\alpha$ ) and gamma ( $\gamma$ ) values as shown in Table 2.

**Table 1** Forecast made using different weighting factor value

Year	Actual	Forecasts			
		Model 1 ( $\alpha = 0.8, \gamma = 0.1$ )	Model 2 ( $\alpha = 0.7, \gamma = 0.1$ )	Model 3 ( $\alpha = 0.9, \gamma = 0.1$ )	Model 4 ( $\alpha = 0.8, \gamma = 0.2$ )
1998	309.80	265.14	265.14	265.14	265.14
1999	373.00	388.64	383.73	378.82	392.21
2000	480.30	462.65	462.79	461.86	465.11
2001	553.90	564.70	562.85	560.56	567.96
2002	609.90	643.13	643.76	643.80	645.16
2003	653.60	700.96	704.86	708.66	699.76
2004	748.40	743.69	750.19	757.53	738.25
2005	963.20	828.46	830.03	833.40	823.42
2006	1076.10	1028.03	1013.66	1000.42	1034.65
2007	882.60	1162.11	1152.15	1139.51	1173.85
2008	1089.50	1011.76	1039.38	1063.63	1000.29
2009	1114.70	1153.43	1153.89	1158.97	1145.37
2010	1259.60	1198.83	1203.14	1209.57	1189.64
2011	1343.30	1328.69	1323.29	1319.75	1325.61
2012	1206.00	1422.79	1419.33	1415.46	1422.59
2013	1212.60	1314.43	1337.10	1358.79	1297.49
2014	1483.60	1289.89	1308.33	1331.31	1264.17
2015	1662.10	1517.28	1501.67	1492.06	1509.42
2016	1797.40	1717.14	1695.86	1673.66	1725.69
2017	2009.60	1871.78	1855.93	1834.91	1888.66
2018	2332.70	2083.49	2063.25	2037.21	2110.37
2019	2159.50	2404.25	2370.47	2329.72	2448.76
2020	2431.80	2310.26	2326.63	2332.59	2331.60
2021	2215.10	2519.03	2511.45	2503.07	2542.04
2022	2158.80	2363.10	2394.46	2423.96	2358.46
2023	2131.60	2270.54	2303.46	2342.63	2244.75

#### 4.2. Performance metric

Table 2 shows the Mean Absolute Percentage Error (MAPE) and Mean Square Error (MSE) of different weighting factor alpha and gamma values used in DES model.

**Table 2** Performance metric

Model	Weighting factor	MAPE	MSE
1	$\alpha = 0.8, \gamma = 0.1$	8.50	21060.50
2	$\alpha = 0.7, \gamma = 0.1$	8.50	21564.10
3	$\alpha = 0.9, \gamma = 0.1$	8.50	21121.50
4	$\alpha = 0.8, \gamma = 0.2$	8.60	22096.40

We can then find the best smoothing constant values ( $\alpha, \gamma$ ) by using the model with the highest accuracy which is the model with the lowest MAPE and MSE. By using the suitable smoothing constant values ( $\alpha = 0.8, \gamma = 0.1$ ) in DES equations, 3 equations is derived. The following equations can then be used to forecast Thai curry paste export value.

$$F_{t+1} = 0.8X_t + (0.2)(F_t + T_t) \tag{4}$$

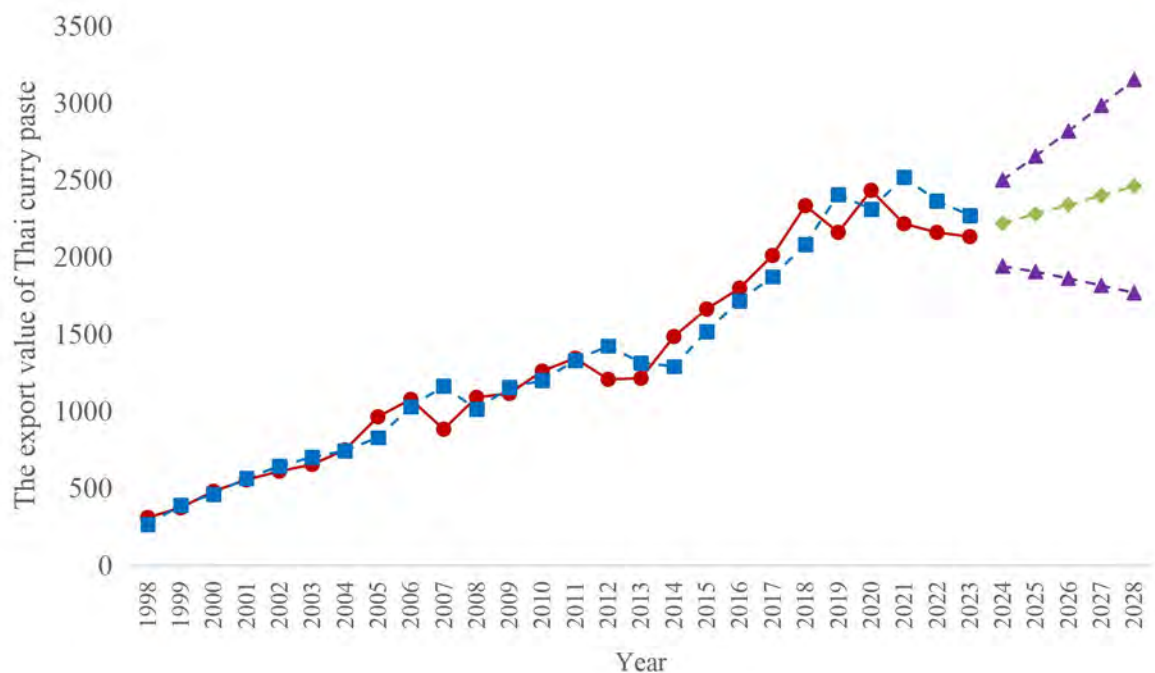
$$T_{t+1} = 0.1(F_{t+1} - F_t) + (0.9)T_t \tag{5}$$

$$H_{t+m} = F_{t+1} + mT_{t+1} \tag{6}$$

**Table 3** Curry paste export forecast for the year 2024 to 2028 with

Year	Forecasts	Upper	Lower
2024	2219.15	2498.64	1939.65
2025	2278.91	2653.89	1903.93
2026	2338.67	2816.27	1861.07
2027	2398.43	2982.03	1814.83
2028	2458.19	3149.62	1766.76

From table 3, The curry paste export is forecasted to increase in the next five years with a positive trend.



**Figure 2** Forecasting the export of instant Thai curry paste data by  
Double Exponential Smoothing method (Authors, 2024)

Figure 2 shows the DES model in comparison to real data collected from 1998 to 2023 with forecasts into the next 5-year period from 2024 to 2028. The model has a MAPE of 8.50% meaning the model is very accurate. signifying that the weighting factor for alpha of 0.8 and gamma of 0.1 is suitable. The forecasts also show a growing trend of curry paste export in the next five years.

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

Thailand is a leading hub for exporting food products in Southeast Asia, with instant Thai curry paste ranking 7th among the most exported Thai food products. This is due to the increasing market demand both domestically and internationally, driven by changing lifestyles and preferences towards Thai cuisine and the convenience of using ready-to-eat products.

Most Thai food processing businesses are small and medium-sized enterprises, accounting for 97% of the industry, according to research conducted in 2019. Only 3% are large corporations, as reported by the Food and Fertilizer Technology Center for the Asian and Pacific Region.

The author forecasted the export of instant Thai curry paste using the Double Exponential Smoothing method (DES), which reveals short-term changes and long-term trends in exports. This method is highly suitable for calculating export quantities of processed Thai curry paste, as evidenced by the low MAPE (8.5%) and MSE (21060.50) values. The results indicate a tendency for export numbers to increase. According to the calculations, the export quantities for the years 2024 to 2028 are projected to be 2219.15, 2278.91, 2338.67, 2398.43, and 2458.19, respectively.

### 5.2. Conclusion

In conclusion, the analysis of the trend in exporting instant Thai curry paste using double exponential smoothing provides valuable insights into the dynamics of this product. Through this study, we are better able to forecast long-term trends in export quantities, which can benefit various sectors by supporting decision-making and enhancing strategic planning accuracy. In terms of economics and culture, the continuously increasing demand for instant Thai curry paste indicates its potential to become one of the most lucrative food products in Thailand. Its distinctive Thai identity also serves as a soft power tool, promoting Thai culinary culture globally and fostering cultural exchange experiences through food consumption and preparation.

In terms of society, in the globalized world of food culture, as demonstrated through the export volume of processed Thai curry paste, it can have an impact on society as it creates opportunities for cultural exchange and introduces new culinary experiences to consumers worldwide. However, it may also lead to cultural distortion in the exchange process, such as the authenticity of the ingredients used in dishes or the traditional processes of eating and food preparation. Therefore, alongside export promotion, there should also be efforts to



promote cultural aspects of food preparation and consumption, ensuring cultural authenticity and proper dietary practices.

Regarding the environment, although this study did not specifically delve into this aspect, the export of ready-to-eat Thai curry paste may have implications for agricultural livelihoods due to the significant use of vegetables as a major component. Additionally, packaging and transportation contribute to environmental impacts. Therefore, future research may explore methods to mitigate these impacts for the sustainability of the food processing industry.

### 5.3. Limitations of this study and suggestions for future studies

In double exponential smoothing calculations, past data serves as the primary basis. Only the export figures for that particular year are used for calculations. External factors such as export policies or economic situations are not fully considered in this report's analysis.

For future research directions, it is possible to improve prediction accuracy by adjusting the forecasting methods or incorporating additional variables. This could include economic factors between countries, consumer behavior patterns, factors influencing consumption, perceptions of Thai cuisine, or conducting more extensive surveys focusing on the most popular types of curry paste and the countries importing the highest quantities of Thai curry paste. These enhancements aim to increase accuracy and deepen specificity in the analysis.

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## Thailand spices export forecast model using time series decomposition method

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### **Abstract:**

This study investigates trends, seasonal variations, and forecasts the export value of spices from Thailand. Quarterly data acquired from the Office of the Permanent Secretary, Ministry of Commerce, are analyzed using a forecasting model. The data is divided into two sets: training (2013-2022) and testing (2023). Time series analysis is conducted through a classical decomposition method. The forecasting model achieves a Mean Absolute Percentage Error (MAPE) of 29.24% on the training data set. However, it exhibits satisfactory performance on the testing data set, with a MAPE of 11.40%. Furthermore, the study reveals an increasing trend in the export value of Thai spices, along with distinct seasonal patterns. The fourth quarter demonstrates the highest export value (36.03% above average), while the second quarter shows the lowest (37.50% below average).

**Keywords:** Seasonal variations, Trends, Thai spices, Export values, Time series decomposition

### **1. Introduction**

The hospitality industry has evolved over time, especially in the competitive hotel sector. Research drives continuous development to create unique value propositions (Dzhandzhugazova et al., 2016). Today, hotel stays offer more than just accommodation; they provide exciting experiences and exceptional comfort. Spices, with their long-standing presence in the hospitality industry, add both flavor and health benefits. They're not only used in cooking but are also often found in spa treatments and aromatherapy, enhancing customer relaxation and well-being through their essential oils.

Spices are a crucial element in many dishes in Thai cuisine and contributed to a considerable amount to Thailand export. In 2022, Thailand exported \$83.8M in Spices, making it the 11th largest exporter of Spices in the world with the main export destinations being Pakistan, Japan, Malaysia, United States, and Netherlands (the Observatory of Economic Complexity, n.d.-b). Spices exports to countries with FTA also have increased with the Department of Trade Negotiations aiming to completely remove custom tariff on spices with all countries that have an FTA with Thailand. However there's also concerns regarding stricter regulation for spice quality in FTA countries (MGRONLINE, 2021).

The classical decomposition in statistics is a method that separates the data into different components namely trend, seasonality, cycle, and irregular component. This method is widely used to analyze data due to a variety of reasons. Firstly, it's easier to understand, making it less likely to misinterpret the method. It also aligns well with how people in managerial roles look at data. Finally the decomposition model also provides an excellent forecast. By identifying the trend and seasonality of the spice export this study aims to provide insights that can be used by private sectors and policy makers to make an informed decision. For example spice export to foreign countries could be used to gauge demand for Thai cuisine as some spices have a high identity compared to the other Chawasit et al. (2002). A growing trend in spice with a high Thai identity can be used to identify emerging markets for Thai cuisine. The seasonal variation can also be used to predict the availability of spices from Thailand during each quarter. This can then be used by managers and executives responsible for menu planning and purchasing. Different sources for spice could be identified in advance to secure sufficient and cheaper spice for the quarter with lower exports. The kind of spice imported can also indicate customer preferences, chefs can look at what spice is exported to which country for example a higher import of capsicum can indicate a preference for spicy food which can then be used to cater to and satisfy the customers.

This research aim to

- 1.study the trend and seasonal variations of export values of spices from Thailand
- 2.create a forecast model suitable for export values of spices from Thailand

## 2. Literature Review

### 2.1. Forecasting models for trend and seasonal time series

Time series analysis is a method of analyzing a sequence of data points collected over a period of time. The data must be collected at regular intervals and not randomly or irregularly. Typically, a large number of data points are required for time series analysis to ensure consistency and reliability. This also helps to ensure that the trends and patterns observed in the data are not noisy and can be accurately explained. There are various methods for conducting time series analysis, such as decomposition, smoothing methods, and the Box-Jenkins method. In this study, the classical decomposition method is employed. Classical decomposition is commonly used in business settings to decompose a time series into its trend, cyclical, and seasonal components, making it easier to observe seasonal changes in the data (Rungjindarat & Sarun, 2012). There are two main forms: multiplicative ( $Y=T \times S \times C \times I$ ) and additive ( $Y=T+S+C+I$ ). In business statistics, the multiplicative form is often preferred for calculation purposes.

Koirala (2012) conducted a study to determine the most suitable forecasting model for the government revenue of Nepal, utilizing monthly data spanning from 1997 to 2012, totaling 192 data points. Five forecasting methods were employed: Holt Method, Winter Method, Decomposition Method, SARIMA Method, and Growth Rate Method. The results indicated that the SARIMA Method yielded the most accurate forecasts based on minimum Mean Percentage Error (MPE) and MAPE criteria. According to the SARIMA method, government revenue was projected to increase by 15.7% in FY 2012/13 and 14.8% in FY 2013/14.

Rungjindarat and Sarun (2012) studied the trends in the export value of jasmine rice in Thailand using the decomposition method. Quarterly data from 2011 to 2019, totaling 24 quarters, were analyzed. The experiment revealed that the fourth quarter had the highest export value (exceeding the normal level by 17.63%), while the second quarter had the lowest

export value (below the normal level by 10.66%). The forecasted export value of jasmine rice in Thailand for the year 2020 yielded a MAPE of 3.09.

### 2.2 *The role of spices in hospitality industry*

Spices are derived from various parts of plants, such as seeds, roots, flowers, fruits, leaves, or bark, and are dried and utilized for various purposes. In the service industry, creating experiences for guests is paramount, going beyond luxury and convenience. The utilization of hotel resources aims to stimulate senses, evoke emotions, and enhance guest perceptions.

In terms of the culinary world, spices have played a vital role. Flavor enhancement, by adding spices creates depth, complexity, and balance to the overall taste profile. Aroma and Fragrance. Cultural Significance, spices have deep-roots in each culture and often serve as a symbol of tradition and identity. Health benefits, they are antioxidant and anti-inflammatory. Culinary versatility, spices can be used in many purposes and in varied forms including whole and ground for the convenience of the cooker. (Shaikh & Sawant, 2021)

Dzhandzhugazova et al., 2016 researched that aroma marketing is an innovative method used by hotels to attract new customers and boost guest loyalty. Montcalm, a prestigious five-star hotel, conducted experiments where guests could select their preferred scents. Results showed that guests of Hindu descent preferred spice or incense, i.e. the smell of their homeland.

In the fast-paced digital era, constant adaptation to survive in society has led to stress and mental health concerns. Consequently, tourism and hotel services have become havens for escaping chaos, enhancing personal happiness, and achieving inner peace. Spas, now integral to the hospitality industry, especially in upscale hotels, cater to the rising demand for health-related amenities. Numerous studies over the years have shown that the presence of spas within hotels influences customers' accommodation decisions ("The Spa, an Essential Part of Hospitality," 2022). Aromatherapy is a spa therapy service that helps alleviate muscle pain, enhance body functionality, promote deeper sleep, and relieve stress by utilizing essential oils from spices and herbs. It can be administered through inhalation, oil massage, aromatic candles, compresses, and various other methods (Allwell Healthcare, 2023).

## 3. Methodology

Data on spice export value from 2013 to 2023 is obtained from the Office of Permanent Secretary's trade report on March 12, 2024. The data from 2013 to 2022 is used as training data for classical decomposition. The 2023 export data is used for testing the accuracy of the time-series decomposition forecast by calculating the MAPE of the forecast.

### 3.1. *Time series Decomposition*

The multiplicative method of classical decomposition is used. The time series of data can be decomposed with the following equation.

$$Y = T \times S \times C \times I \quad (1)$$

Where:

- Y = export value
- T = the trend of export value
- S = seasonal indices (quarterly)

C = cycle component  
I = irregular component

The spice export value shows a linear pattern in trend. The most common method of fitting the line regression to the data is the Least-Square Regression. The following equation is used.

$$a = \frac{[(\sum y)(\sum x^2) - (\sum x)(\sum xy)]}{[n(\sum x^2) - (\sum x)^2]} \quad (2)$$

$$b = \frac{[n(\sum xy) - (\sum x)(\sum y)]}{[n(\sum x^2) - (\sum x)^2]} \quad (3)$$

$$T = a + bX \quad (4)$$

Where:

T = long-term (or secular) trend  
a = interception point  
b = the slope of the line  
x = time  
y = export value

In this research, the X variable (time) from 2013 to 2022 data is given the value of -39 to 39 with 2 increments which make the sum of X for the training data equal to 0. In this case, the equations can be simplified as the following.

$$a = \frac{\sum y}{n} \quad (5)$$

$$b = \frac{\sum xy}{\sum x^2} \quad (6)$$

The seasonal indices are then calculated by detrending the data. In multiplicative decomposition, the data can be detrended by dividing the trend from the export value. To decrease the effect of the cyclical and irregular components, the seasonal indices of each quarter are then averaged and adjusted to be equal to 4 when totaled since the data shows seasonality on a quarterly basis (Wilson, Keating & John, 2008). The seasonal indices for each quarter can then be obtained. The seasonal indices can be multiplied by 100 to turn into percentage, with 100% being the average export of all 4 quarters, a higher or lower value indicates a higher or lower export in that quarter compared to the average.

### 3.2 Forecast and Accuracy Measurement

The spice export value can be forecast using the trend and seasonal indices from the data in Equation 7. The accuracy can be calculated in Mean Absolute Percentage Error using the equation given. The lower MAPE corresponds to a more accurate forecast. The MAPE is calculated for both the training data and testing data.

$$\hat{Y} = \hat{T} \times \hat{S} \quad (7)$$

$$MAPE = \frac{1}{n} \sum_{i=1}^n \frac{|A_i - F_i|}{A_i}$$

Where:

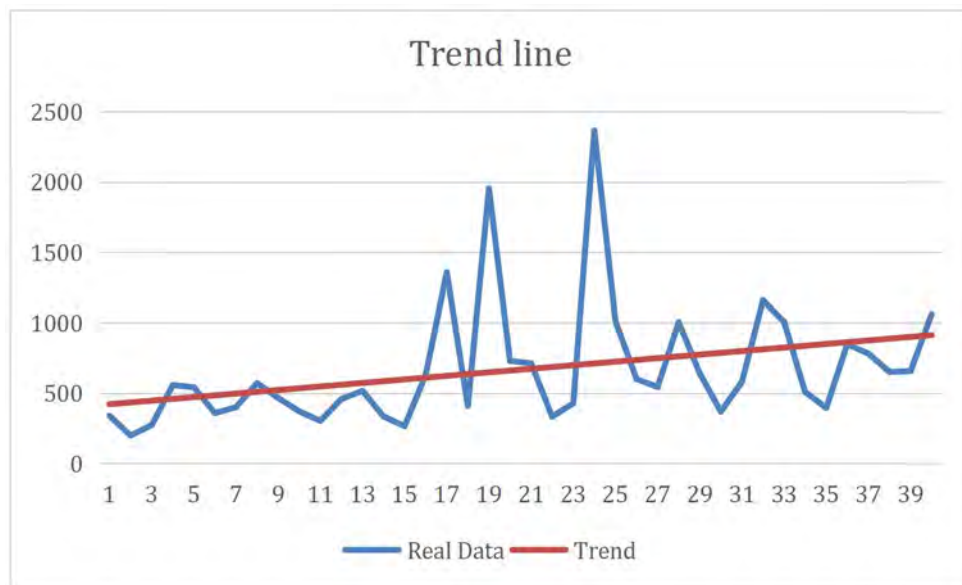
- A<sub>i</sub> = actual value
- F<sub>i</sub> = forecast value
- n = total number of observations

#### 4. Results

##### 4.1 Time Series Decomposition

From linear regression the spice export exhibits a positive trend (b = 6.31) with an intersection of 666.74 (a = 666.74) and the linear equation for trend is created.

$$T = 666.74 + 6.31X \quad (8)$$



**Figure 1** spice export trend with real data comparison

after detrending the data and minimizing the effect of cyclical and irregular components the seasonal indices (S) of each quarter are calculated as follows: first quarter 1.1407 (14.07% more than average), second quarter 0.6250 (37.50% less than average), third quarter 0.8740 (12.60% less than average), fourth quarter 1.3603 (36.03% more than average).

**Table 1** Seasonal indices of each quarter from year 2013 to 2022

Year	Quarter	Real Data	X	X*Y	X <sup>2</sup>	Trend	Seasonal indices
2013	1	338	-39	-13182	1521	420.65	0.803518
	2	197.7	-37	-7314.9	1369	433.27	0.456297
	3	271.4	-35	-9499	1225	445.89	0.60867
	4	556.9	-33	-18377.7	1089	458.51	1.214586
2014	1	541.6	-31	-16789.6	961	471.13	1.149577

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

	2	356.7	-29	-10344.3	841	483.75	0.737364
	3	399.7	-27	-10791.9	729	496.37	0.805246
	4	571.2	-25	-14280	625	508.99	1.122222
2015	1	465.3	-23	-10701.9	529	521.61	0.892046
	2	369.7	-21	-7763.7	441	534.23	0.692024
	3	302.4	-19	-5745.6	361	546.85	0.552985
	4	457.2	-17	-7772.4	289	559.47	0.817202
2016	1	515.7	-15	-7735.5	225	572.09	0.901432
	2	333.3	-13	-4332.9	169	584.71	0.570026
	3	264.1	-11	-2905.1	121	597.33	0.442134
	4	630	-9	-5670	81	609.95	1.032872
2017	1	1356.4	-7	-9494.8	49	622.57	2.178711
	2	408.6	-5	-2043	25	635.19	0.643272
	3	1952.8	-3	-5858.4	9	647.81	3.014464
	4	729	-1	-729	1	660.43	1.103826
2018	1	712.1	1	712.1	1	673.05	1.058019
	2	331.7	3	995.1	9	685.67	0.48376
	3	427.4	5	2137	25	698.29	0.612067
	4	2366	7	16562	49	710.91	3.328129
2019	1	1014.2	9	9127.8	81	723.53	1.401739
	2	600.4	11	6604.4	121	736.15	0.815595
	3	542.7	13	7055.1	169	748.77	0.724789
	4	1004	15	15060	225	761.39	1.318641
2020	1	640.9	17	10895.3	289	774.01	0.828025
	2	367.8	19	6988.2	361	786.63	0.467564
	3	579.8	21	12175.8	441	799.25	0.72543
	4	1157.4	23	26620.2	529	811.87	1.425598
2021	1	1007.7	25	25192.5	625	824.49	1.22221
	2	508.5	27	13729.5	729	837.11	0.607447
	3	394.3	29	11434.7	841	849.73	0.46403
	4	848.2	31	26294.2	961	862.35	0.983591
2022	1	781.3	33	25782.9	1089	874.97	0.892945
	2	650.9	35	22781.5	1225	887.59	0.733334
	3	656	37	24272	1369	900.21	0.728719
	4	1060.6	39	41363.4	1521	912.83	1.161881

**Table 2** average seasonal indices and adjusted seasonal indices of each quarter

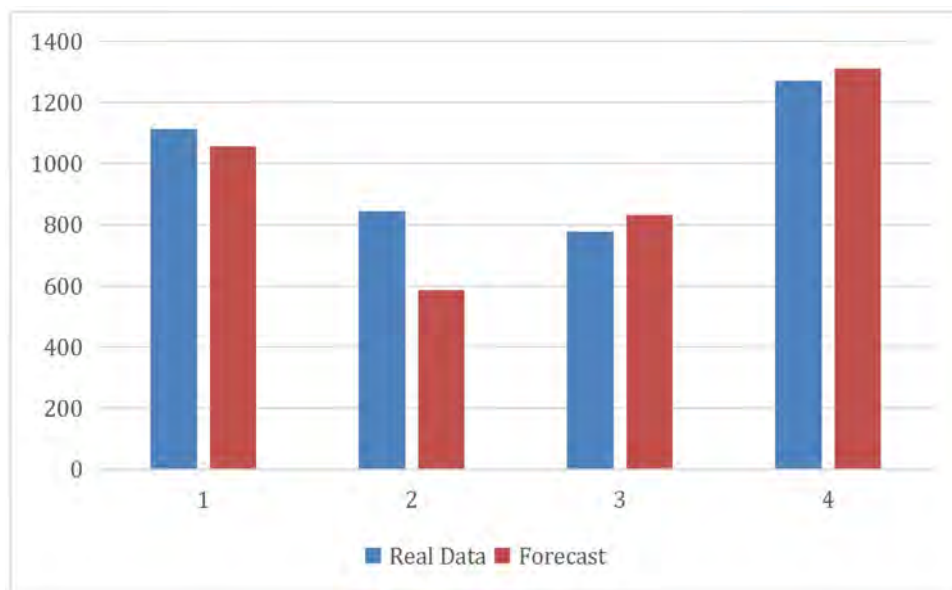
Year	Q1	Q2	Q3	Q4	Total
2556	0.8035	0.4563	0.6087	1.2146	
2557	1.1496	0.7374	0.8052	1.1222	
2558	0.8920	0.6920	0.5530	0.8172	
2559	0.9014	0.5700	0.4421	1.0329	
2560	2.1787	0.6433	3.0145	1.1038	
2561	1.0580	0.4838	0.6121	3.3281	
2562	1.4017	0.8156	0.7248	1.3186	

2563	0.8280	0.4676	0.7254	1.4256	
2564	1.2222	0.6074	0.4640	0.9836	
2565	0.8929	0.7333	0.7287	1.1619	
S	1.1328	0.6207	0.8679	1.3509	3.9723
Adjusted S	1.1407	0.6250	0.8740	1.3603	4.0000

#### 4.2 Forecast and Accuracy Measurement

The forecast of spice export value is produced for the year 2023 as shown in table 2. The MAPE of the forecast is 29.23 for training data and 11.40 for testing data. This can be interpreted that the forecast using this model is accurate based on Table 1. The forecast equation used forecasted trend x seasonal indices (T x S). Using the forecasted T value from equation 7 a forecast equation is created.

$$Y = (666.74 + 6.31X) \times S \quad (7)$$



**Figure 2** forecast of spice export in 2023 compared to real data

### 5. Discussion and Conclusion

In business, time series data is analyzed and used to create a forecast model especially for businesses where time is a variable, businesses that have a definite operation time, businesses that's affected by weather (Pongsakornrunsilp, 2004). As shown in the forecast result, Thai spice exports have patterns of seasonal variation and are suitably analyzed by time series decomposition

Thailand's spice exports are on a continuous upward trend, driven by various factors such as reduced taxes under FTAs and health-conscious trends (MGRONLINE, 2021). This corresponds with the increasing demand for spices in the international market (Saputro & Anggrasari, 2021), indicating potential growth for Thai spice exports.

Additionally, the seasonal variation in spice export can be used by restaurants to plan for spice purchases from Thailand. Purchasers should find additional sources for spices other than Thailand during the second quarter for better availability and cost. Government and policymakers can also use this information to prepare for higher exports during the fourth



quarter and consider supporting value-added products such as extract, curry paste, etc. to take full advantage of the higher exports.

### 5.2. Conclusion

Using the decomposition method the research found that Thai spice export value exhibit an upward trend and shows signs of seasonal variation. The seasonal indices show that the spice export value is the highest in the fourth quarter with 36.03% increase and the lowest in the second quarter with 37.50% decrease. The forecast created from the decomposition method are deemed accurate with the MAPE value of 29.23 for training data and 11.40 for testing data.

### 5.3. Limitations of this study and suggestions for future studies

1. Future research could explore other methods of forecasting such as the Holt-Winter method and measure the accuracy in comparison to the classical decomposition to find the most accurate forecasting model.
2. More data could be explored and used in combination with the spice export value forecast such as the export quantity, export price, or each final export destination to give a better understanding of the spice trade landscape.

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## Research for improvement on analysis of eating out and convenience food consumption patterns

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### **Abstract:**

With the continuous growth of the convenience food market, there is a need to expand convenience food products. This study discussed ways to improve the convenience food market by analyzing the consumption patterns of eating out and convenience food, as well as the needs of consumers who use convenience food. Key findings included a high frequency of food delivery, and a need for improved hygiene and reliability in convenience foods. Additionally, the increase in single-person households suggests potential for growth in the home meal replacement market.

**Keywords:** Eating out consumption patterns, convenience food consumption patterns, food delivery, improving hygiene and reliability, home meal replacement market

### **1. Introduction**

Due to the busy lifestyle of modern people, increased social activities of women, an increase in single-person households, and an aging population, the dining out and convenience food markets have grown rapidly over the past few years. As of 2018, the market was worth approximately 3.2 trillion won, growing to an estimated 5 trillion won in 2022 and 6.53 trillion won in 2023. Various products have been developed to minimize the time and energy required for meal preparation at home, and their future growth potential is highly evaluated, highlighting the need for research in this area. Therefore, this study aimed to discuss ways to improve the convenience food market by analyzing the consumption patterns of eating out

and convenience food, as well as the needs of consumers with experience using convenience food.

## 2. Literature Review

Some recently released dining out and home convenience foods have focused on developing premium products that emphasize hygiene by utilizing environmentally friendly ingredients and the HACCP system, as consumer demands for health and food safety have increased (Choi & Hong, 2023). Factors such as hygiene, taste, accessibility, freshness maintenance through convenient packaging, and appropriate pricing have been identified as areas requiring research to improve consumer satisfaction (Park & Hong, 2016; Kim & Lee, 2020).

## 3. Methodology

Based on previous studies, related literature, and consumer insights, a survey was conducted on the consumption patterns of eating out and convenience food, development needs, and areas for improvement. After a preliminary survey, the main survey was conducted online from October 7-11, 2022. A total of 400 responses were used for frequency analysis using SPSS statistical software.

## 4. Results

Frequency analysis of the main dining out formats showed that food delivery was the most common at 45.0% (180 people), followed by dining in at 40.0% (160 people), and takeout at 15.0% (60 people). The main dining out times were as follows: for dining in, dinner 70.5% (282 people), lunch 23.5% (94 people), and late-night snacks 4.5% (18 people); for food delivery, dinner 71.5% (286 people), lunch 14.8% (59 people), and late-night snacks 10.3% (41 people); for takeout, dinner 65.0% (260 people), lunch 22.3% (89 people), and late-night snacks 6.5% (26 people). Thus, food delivery was the most common dining out format, primarily during dinner.

Frequency analysis of the main dining out groups showed that for dining in, it was family 60.5% (242 people), friends 13.3% (53 people), and alone 11.3% (45 people); for food delivery, family 66.0% (264 people), alone 18.3% (73 people), and friends 7.5% (30 people); for takeout, family 62.3% (249 people), alone 22.0% (88 people), and friends 6.3% (25 people). Thus, dining out with family was the most common.

Frequency analysis of the main information sources for dining out showed that information was primarily obtained through apps with reviews. For convenience food consumption patterns, the frequency analysis showed that soup/stew/jjigae was the most common at 44.8% (221 people), followed by snacks at 37.3% (149 people), and fast food at 29.3% (117 people). A quadrant analysis of convenience food purchase locations and preferences showed that large supermarkets, online/mobile markets (apps), convenience stores, and delivery services were in the first quadrant with high preference and purchasing frequency.

Analysis of the need for improvement in convenience foods showed that [the hygiene status should be safe ( $6.31 \pm 1.17$ ), the product quality should be reliable ( $6.26 \pm 1.14$ ), the product packaging and containers should be hygienic ( $6.12 \pm 1.25$ ), and the manufacturing date, expiration date, etc. should be clearly displayed ( $6.10 \pm 1.18$ )] were the most important factors.

## 5. Discussion and Conclusion

The main dining out format was food delivery, primarily during dinner. Dining out groups were mostly families, and information on dining out was primarily obtained through apps with reviews. For convenience food consumption, soup/stew/jjigae was the most common. Areas for improvement in convenience foods included safe hygiene conditions and reliable product quality.

The results of this study are considered to reflect consumer needs as the dining out and convenience food markets continue to grow. These needs clearly demonstrate the lifestyle shift towards relying on dining out and convenience foods as a replacement for meal preparation, which is primarily done by housewives who are now more focused on their careers. This trend is considered to be the current situation in Korea.

This study conducted an online survey on consumption patterns with consumers who had experience with convenience foods. Future research should delve deeper into how convenience food consumption patterns are evolving in relation to the hygiene and product quality variables identified as areas for improvement in this study.

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## **Coffee is more than just a beverage: Central Asian Students' coffee consumption experience in South Korea**

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### **Abstract:**

This study focuses on coffee consumption among international students who have dominant tea culture, mainly from Central Asia countries in South Korea. Within the concept of acculturation, their motivations, experiences, and cultural influences related to coffee consumption are investigated through qualitative research methods. The study reveals that coffee became an integral part of their daily lives with their transition from tea to coffee consumption influenced by cultural, social, and individual factors by highlighting the role of cultural differences in shaping coffee consumption behaviors. The implications of this research extend to intercultural communication, social integration, and marketing strategies targeting the growing niche market.

**Keywords:** Coffee consumption, motivations, experiences, cultural influences, preferences, acculturation, intercultural communication

### **1. Introduction**

Coffee consumption worldwide is astonishing, with over 10.5 million tons drank in 2023 and coffee production reached at a record level of 175 million bags, accompanied by a three-year rising trend in world stockpiles (International Coffee Organization [ICO], 2023). As shown, coffee is being consumed daily across the world and has become a global commodity and product (Hu & Lee, 2019), and has been recognized as a core portion of the food and beverage industry (Suvattanadilok, 2024). However, coffee has been more than just a beverage as being transformed into a cultural phenomenon (Aguirre, 2017) and an alternative lifestyle for those seeking time for leisure and a new identity (Purnomo et al., 2021). Thus, exploring the significance of coffee in such a society can provide valuable insights into contemporary lifestyles and social behaviors. In fact, this has been observed as a unique culture over time, especially in South Korea.

According to the statistics by The Korea National Council of Consumer Organizations (2022), 70 percent of South Korean adults consume at least a cup of coffee in a daily basis. Their

coffee consumption on average is 367 cups per annum as the second biggest coffee consumption market in the world (Choi, 2022). The emergence of unique coffee culture in Korea holds its significance, particularly from the perspective of foreign individuals who have different cultural backgrounds (Cho & Kim, 2013). Especially, coffee consumption has spread throughout contemporary culture, especially among college students worldwide (Aguirre, 2017).

During the past decade, a substantial rise in the number of international students in Korea has been witnessed, primarily due to the concerted efforts of the Korean government and higher education institutions (Park & Kim, 2022). The number of foreigners from Central Asian countries has increased over time displayed in Figure 1 (Korean Immigration Service, 2024) and growing number of Central Asian students in Korea has been recorded shown in Figure 2 (Korea Immigration Service, 2024).

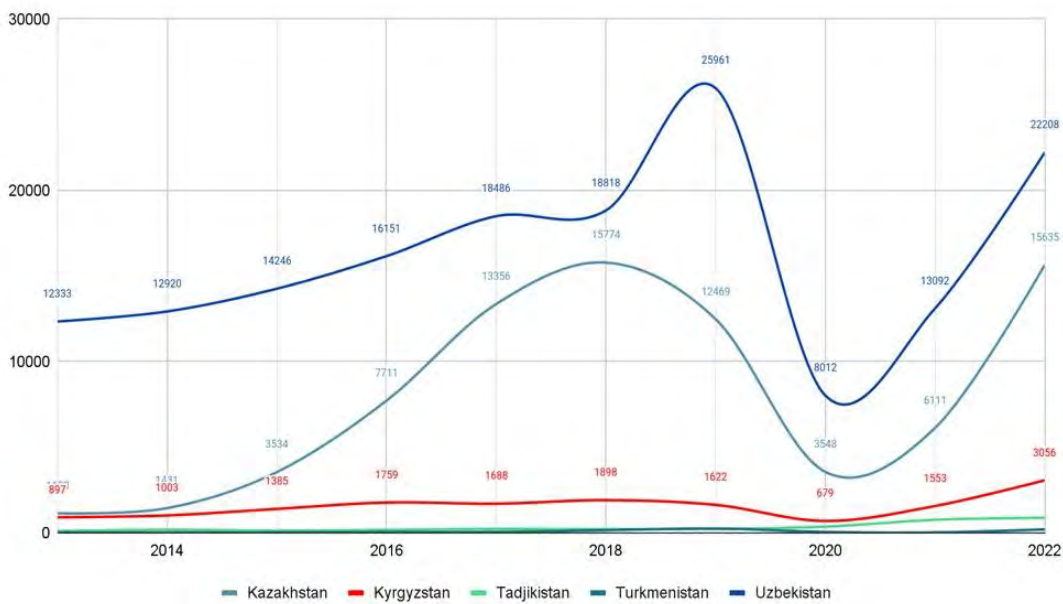


Figure 1. The number of foreigners from Central Asian countries in South Korea

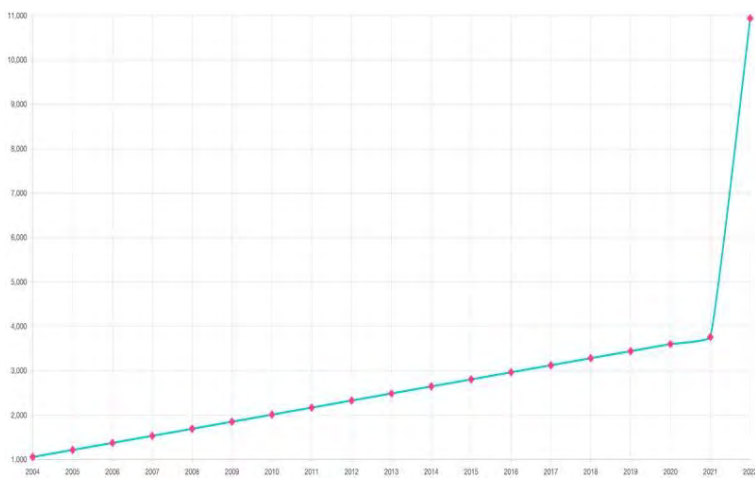


Figure 2. Statistics of Central Asian students in Korea

Tea is the most widely consumed beverage in Central Asia known as a tea culture region where is situated within the broader Asian region (Montgomery, 2013), which has a great cultural and social significance (Montgomery, 2007). The restricted consumption of coffee in the regions may be influenced by several factors such as cultural norms, cost, and availability. However, taking into account the transitional experiences of foreign students from Central Asian nations, where coffee is not typically consumed on a daily basis, the dynamics of coffee consumption in foreign country has not been explored.

Due to the lack of studies on how the group of foreign students experience coffee as a culture or beverage while they reside in South Korea, examining the complex phenomenon on coffee consumption among Central Asian students studying in South Korea would provide important insights into how people perceive their coffee consumption experience as a case of acculturation. Therefore, our study focuses on coffee consumption among international students who have dominant tea culture, mainly from Central Asia countries in South Korea. Within the concept of acculturation, their motivations, experiences, and cultural influences related to coffee consumption are investigated through qualitative research methods.

## 2. Literature Review

The current literature on coffee consumption has introduced a new phenomenon on contemporary coffee culture, especially among college students (Aguirre, 2017; Lone et al., 2023). Aguirre (2017) identified the factors influencing the coffee culture among university students in Costa Rica. The factors are mainly cultural, spatial and individual elements such as country tradition and general socialization with friends and parents, home, workplace and restaurants. Lone et al. (2023) examined the coffee consumption motivation and behaviors among young adults and found that reinforcing effect was highlighted and cognitive enhancement, negative affect relief, and weight control were the additional motivations.

However, this study mainly focused on the psychological, cognitive, and emotional effects of coffee consumption, but the cultural aspects were not highlighted. Focusing on the cultural aspect, Su et al. (2006) investigated the coffee consumption affected by western culture adoration in Taiwan. The cultural experiences and value-related issues were emphasized, such as value perception of residents from upper society and well-developed western countries.

According to the acculturation theory (Redfield et al., 1936), when individuals having uncommon cultural backgrounds come into continuous contact with one another, they may adopt each other's beliefs, values, behaviors, and social institutions, so that subsequent changes in their original cultural patterns may be discovered. This has been explained in the case of interactions between immigrants and the dominant culture in a new society (Sam & Berry, 2010).

Coffee culture has been recognized as a chance for experiencing a transition, and a new culture (Aguirre, 2017). **However**, there is still a lack of understanding of how international students, specifically from Central Asia countries experience South Korea's unique coffee culture. Since the concept of acculturation posits the progressive changes from cultural/group to psychological/individual level in the continuous contact, this would be possible to justify the importance of cultural learning approach in cultural transitions toward a new culture.

## 3. Methodology

This study employed a qualitative approach to explore how Central Asian students in South Korea experienced and perceived coffee consumption and identify coffee-related behaviors. Qualitative methodology is particularly appropriate for this study since it enables researchers to examine participants' experiences, attitudes, and beliefs. The methodology offers the chance to collect rich and thorough data that can illuminate the complexity and subtleties of Central Asian students' perceptions on coffee culture within the Korean cultural context.

Purposive sampling technique was utilized to recruit Central Asian students having relevant experiences regarding coffee consumption in Korea, and snowball sampling technique was also adopted to expand the participant pool to include both Central Asian students. 17 international students from Central Asian countries in Korea were recruited and semi-structured interviews were conducted for about 45 minutes from March to May 2023.

To explore their motives, preferences, cultural influences, and interactions with coffee, several key questions first asked such as "why do you consume/drink coffee?" (motivation), "what is your coffee consumption experiences in Korea?" (meanings of coffee consumption)" and "what are your preferences in consuming/drinking coffee?" etc. Additionally, observation in locations like cafes and campuses supplemented interviews, offering insights into participants' coffee consumption practices and cross-cultural interactions. The data collection process encompassed a comprehensive exploration of participants' perspectives and behaviors related to coffee consumption.

For data analysis, thematic analysis was conducted using the transcribed interview script. Triangulation and researcher collaboration enhanced the validity and reliability of findings. Data saturation was achieved after conducting 17 interviews with the participants, indicating a sufficient sample size.

## 4. Results

### 4.1. Profile of participants

The participants in this study consisted of 17 students from Central Asian countries. The Central Asian students were specifically chosen as the focus group due to their increasing presence in Korean educational institutions and their plans to continue their education and work in Korea. The study group consisted of 17 students: 11 male and 6 female students. They were 5 participants from Kyrgyzstan, 4 each from Uzbekistan, Tajikistan, and Kazakhstan. All participants had resided in Korea for over a year, with 3 living in Korea for 1 year, 5 for 2 years, 5 for 3 years, 3 for 4 years, and 1 for 5 years, as detailed in Table 1.

Table 1. Profile of participants

Participant no.	Gender	Year of Stay in Korea	University Year	Country
1	Male	2	Freshman	Kyrgyzstan
2	Female	1	Senior	Tajikistan
3	Male	3	Sophomore	Kazakhstan
4	Female	2	Junior	Uzbekistan
5	Male	3	Senior	Kyrgyzstan
6	Male	2	Junior	Kyrgyzstan
7	Female	3	Senior	Tajikistan
8	Male	1	Freshman	Kazakhstan
9	Female	4	Senior (Alumni)	Uzbekistan



10	Male	4	Senior	Kazakhstan
11	Male	3	Sophomore	Kyrgyzstan
12	Female	4	Senior	Tajikistan
13	Male	2	Junior	Uzbekistan
14	Male	3	Sophomore	Kyrgyzstan
15	Female	2	Sophomore	Tajikistan
16	Male	1	Freshman	Kazakhstan
17	Male	5	Senior (Alumni)	Uzbekistan

#### 4.2 Primary motivations for coffee consumption

The primary motivations for coffee consumption among the participants encompassed productivity enhancement, self-indulgence, staying alert, symbolizing personal success, and the influence of Korean culture. Notably, the influence of Korean culture emerged as a significant factor for Central Asian students in starting to drink coffee after coming to Korea. The immersion in Korean society exposed them to the widespread coffee culture, where coffee is seen as a popular and fashionable beverage. Participants acknowledged positive effects of coffee on energy levels, mood elevation, and enhanced focus. Some participants shared their perspectives on the purpose and effects of coffee consumption, stating:

*“I drink coffee to stay focused during my study sessions. It helps me concentrate and boosts my productivity.”*

*“I consider coffee as a way to treat myself. I enjoy the taste and aroma, and it gives me a sense of indulgence.”*

*“I was influenced by the local coffee culture after moving to Korea. For me, drinking coffee has evolved into a social pastime that allows me to blend in with the community.”*

#### 4.3 Coffee consumption patterns

Regarding coffee consumption behaviors, a wide range of behavioral patterns were revealed. Some participants highlighted their tendency to drink coffee almost every day, while others viewed it as a special treat or a means to enhance their overall quality of life. The preferred coffee beverages mentioned by the interviewees included americano, iced latte, and instant coffee, showcasing a preference for both traditional and modern variations. Furthermore, the timing of coffee consumption varied among the participants. Some mentioned drinking coffee in the late afternoon for inspiration, while others consumed it after lunch or in the evening to combat drowsiness.

The number of cups consumed per day ranged from a single cup to two large cups or four shots, illustrating the diverse coffee consumption patterns among the participants. Additionally, participants expressed varying preferences regarding the pace of coffee consumption, with some individuals savoring the experience and others opting for a more expedited approach.

#### 4.4 Perceptions and experiences regarding coffee consumption

Several unique factors about coffee consumption were identified, which are brand reputation and marketing campaigns. Price was identified as a significant factor influencing decision-making processes. Some participants mentioned substituting other beverages for coffee due to financial considerations or the availability and convenience of alternative options for Central Asian students in Korea. Health and dietary considerations also played an important role in their decision-making process for certain individuals. Although limited participation was

reported in coffee-related social or environmental initiatives, participants expressed positive experiences when volunteering in other contexts. When discussing their perception and influences related to coffee choices, participants stated:

*“I prefer well-known coffee brands because I have faith in their quality and reputation.”*

*“The cost of coffee is an important consideration for me. I attempt to strike a balance between quality and price.”*

*“I sometimes switch to herbal tea or other beverages to take a break from coffee and to diversify my options.”*

The data also highlighted the participants’ impressions of coffee flavor and experience. During the interviews, some participants shared their perspectives:

*“I enjoy an Americano's bold and rich flavor.” It provides me with a surge of energy and enables me to start my day off positively.”*

*“I love how smooth an iced latte is; it's a refreshing drink, especially during Korea's hot summers.”*

*“Instant coffee is my favorite type of coffee since it is quick and convenient, which is great for studying. Although it lacks the same depth of flavor, it nevertheless provides the necessary caffeine spike.”*

Moreover, the influence of Korean culture on the participants’ coffee consumption habits was evident. Many participants mentioned that their exposure to the coffee culture in Korea, where coffee shops are abundant and popular, influenced their choices and preferences. They found joy in immersing themselves in the local coffee scene and experiencing the unique atmosphere of Korean coffee shops. One participant remarked:

*“Before moving to Korea, I had never thought of coffee as a social activity. Going to a coffee shop with friends or studying at a pleasant cafe, on the other hand, has become a regular part of my schedule here. It's an enriching cultural experience for me.”*

Based on the interviews with participants, these findings provide a comprehensive insight of their coffee drinking habits, the purpose and impacts of coffee in their life, and the various elements that influence their coffee choices, including the influence of Korean culture. The participants recognized the multifaceted nature of coffee consumption in their lives, blending personal preferences, cultural influences, and practical considerations. The findings highlighted the distinct mix of cultural, societal, and personal factors that influence coffee drinking behaviors in the Korean setting. Especially, this finding provides valuable insights into the diverse perspectives and experiences of Central Asian students in Korea, highlighting the impact of Korean culture on their coffee consumption habits and choices.

## **5. Discussion and Conclusion**

In conclusion, the findings of this study effectively fulfilled the research objectives by exploring key aspects related to coffee consumption among Central Asian students in South Korea and acquiring understanding of the influence of Korean culture on their coffee tastes and experiences. This study revealed valuable insights into the adoption of coffee consumption and a diverse range of cultural meanings among Central Asian students in South

Korea. The study also emphasized the significant effect of Korean coffee culture on the beliefs and actions of Central Asian students, providing light on the complex interplay of culture, social circumstances, and personal preferences. The congruence of the findings with the research objectives demonstrates the significance of this study in adding to the body of knowledge in this field. This research also has practical implications for businesses and marketers, as well as broader implications for promoting intercultural communication and integration. Practically, this study suggests that understanding the cultural nuances is crucial for promoting intercultural communication and facilitating successful integration into the host society.

The limitations of this study include its qualitative nature and potential for limited generalizability. Future research could employ quantitative methods, larger sample sizes, and multilingual approaches to expand upon these findings and address potential biases. Thus, it is recommended to expand the study scope to include Korean university students' coffee consumption and compare diverse range of perspectives and experiences of two groups to be a comparative study.

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# Do short tourism video advertisements really work for audiences? Evidence from TikTok

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## **Abstract:**

This study was conducted to examine the actual effect that tourism advertisements have on the audience in the form of the popularity of short videos. With the help of the Attention, Interest, Evaluation, Desire, and Action Model (AIEDA), the study found that audiences are not equally affected by short-video tourism advertisements with different content (general promotional content and humanistic content) through video-elicitation interviews. Finally, the properties of the content of two short video tourism advertisements are used to produce value for academia and practical lessons to learn from.

**Keywords:** Tourism marketing, short video advertisements, video-elicitation interviews

## **1. Introduction**

Advertisements on social media with various promotional processes have always been an essential way for tourism products to reach audiences (Law et al., 2020). In recent years, emerging tourism advertisements have attracted a wide variety of audiences to purchase tourism products and visit destinations on different social platforms like YouTube (Reino & Hay, 2011). While the marketing role of short video platforms, represented by TikTok, for tourism advertisements, is playing an increasingly obvious role as people become addicted to short videos (Guarda et al., 2021). Unlike other videos, short videos are more likely to evoke emotional responses and behavioral changes in the audience (Gholamhosseinzadeh, 2023). For tourism product providers, short video advertisements can be more cost-effective and have a targeted promotional effect (Cao et al., 2021). In other words, they can quickly deliver promotional information to targeted tourists who are truly interested. Therefore, the study of short tourism advertisements is instructive for revealing deep audience feedback and acting as a guide for tourism product suppliers.

In past research, the study of tourism advertisements has made a lot of strategic research and analysis from the supplier's point of view (Ketter & Avraham, 2021), but the distinction between different advertisements to produce different feedback from the audience has not been studied in more detail. In particular, the difference between tourism advertisements with humanistic and general promotional content. Apart from that, the current research on short-video tourism advertisements mostly analyzes the effects on advertisers (supply side) with different commercial purposes (e.g., in-feed advertisements) (Yuan et al., 2022). Therefore, it is meaningful to analyze short-video tourism advertisements according to the content of the advertisements by using a model (e.g., AIEDA) that can measure the audience's feedback on tourism advertisements (Weng et al., 2021). To maximize the scenarios of short video usage, video-elicitation interviews were used in this study, which is an instructive method that is not widely used in tourism advertisements currently (Chen et al., 2022). Ultimately, this study will examine 1) How do short tourism video advertisements influence audiences 2) Differences in audience impact between humanistic and general promotional content advertisements.

## 2. Literature Review

### 2.1. Differentiation of video advertisements

Text, image, and video forms of tourism advertisements have been widely developed based on diverse information on social media and have been extended to various promotional models, such as e-word of mouth, online reviews, and user-generated content (Law et al., 2020). Among these types of advertisements, video is considered one of the most effective means of tourism advertisements because it is more informative and flexible in destination marketing (Kannan, 2017). Moreover, most of these destination content video advertisements contain content with humanistic resources, such as heritage monuments and intangible cultural heritage, special food, and local crowds (Kembara & Kennedy, 2021). Such humanistic promotional videos are intuitively effective in promoting affective and behavioral changes in viewers because they are sufficiently engaging (Styvén et al., 2020). This appeal is made stronger by the existence of a third-party introduction (e.g., the presenter in the video) (Haristiani, 2020). The other part of video advertisements is general promotional tourism advertisements, which usually directly contain price information such as transportation, and accommodation. This kind of direct promotional content of tourism advertisements is usually able to effectively reveal the promotional content of tourism products and destinations, but it tends to cause the reverse psychology of tourists (Sinha & Foscht, 2016). Thus, video advertisements, especially tourism video advertisements, contain a wide variety of tourism information. This information is subject to differences in content, and the audience's response can be significantly different. However, such differences have not been fully exploited comparatively, so this study will fill this gap.

### 2.2. Tourism short video advertisements

Short videos are usually considered to be under five minutes and are characterized by fast distribution and diverse creative content (Fu, 2019). Compared to advertisements appearing in longer videos, short video advertisements are less costly but more efficient (Liu & Wang, 2023). Hence, short video advertisements have received favor from many tourism suppliers in recent years. As far as the audience perspective is concerned, the destination elements appearing in short videos have an obvious effect on improving tourists' positive attitudes toward the destination, shaping the destination image, and attracting tourists' willingness to visit (Li et al., 2020). Short tourism videos have also been shown to have a significant mitigating and restorative impact on the tourism industry during emergencies (Femenia-Serra et al., 2022), possibly because the cultural features and landscapes of destinations in short videos are more likely to induce tourists to tourism offline after emergencies and be helpful in recovery (Zhang & Huang, 2022). However, even though scholars have continued to explore the impact factors on audiences or tourists in tourism short video advertisements, they do not categorize different tourism short video advertisements by content and study their roles on audiences. As a result, this study is dedicated to filling this research gap by categorizing the differences in content between humanistic and general promotions.

### 2.3. AIDA model

This study utilizes the Awareness, Interest, Desire, and Action (AIDA) model of advertisement measurement as the main conceptual framework (Strong Jr, 1925). AIDA is mainly used to separate the different phases of the audience's response when they watch an advertisement. It is also valid in tourism scenarios as well as in short tourism videos recently (Wu & Lai, 2023). Therefore, AIDA is applicable in the study of tourism short video advertisements. However, the difference in the effectiveness of short video advertisements on

content with humanistic and general promotions has not been verified in the AIDA model, and therefore such models will be adopted in this study. To better meet the specificity of tourism products, this study adopts the AIDA-based AIEDA (Awareness, Interest, Evaluation, Desire, and Action) model, a model with tourism advertisements as the only scenario, for a more comprehensive analysis as a theory model (Weng et al., 2021).

### **3. Methodology**

#### *3.1. Research Method*

Given that TikTok is the world's hottest short-video platform and has a diverse range of tourism advertisements, it was selected as the case study for this research (Guarda et al., 2021). Moreover, considering the numerous visual elements in short videos, video-elicitation interviews were applied as a tool for data collection to better evoke and restore users' reactions to watching short videos (Zehe & Belz, 2016). Video elicitation interviews have significant efficacy in obtaining potential ideas from the audience (Vassenden & Jonvik, 2022). However, it has not yet been widely used in tourism topics. Therefore, this innovative approach was used in this study to stimulate and unearth respondents' in-depth perceptions of short video tourism advertisements.

#### *3.2. Research design and data analysis*

Due to the relatively large number of short video audiences in the young and middle-aged groups, this study adopted a random sampling method to select 29 respondents under the age of 40. The respondents' views were obtained according to the five steps (Figure 1). In the first two parts, the researcher obtained permission for audio recordings and conducted interviews with warm-up questions. The warm-up questions centered around the respondents' use of TikTok. Then, the respondents were asked to watch 68 videos that were selected in advance by the researcher via the test TikTok account in a limited 15 minutes. These videos were collected in advance and integrated into the TikTok folder, containing tourism advertisements with humanistic content, tourism advertisements with direct promotional content, and general videos. After the watching, a follow-up semi-structural interview was conducted and finished with a recording. In this way, the audience's experience of watching was restored as much as possible to minimize distracting factors. The final data collected was transcribed into text and analyzed by Nvivo with open, axial, and selective coding to generate the following conclusions (Williams & Moser, 2019).

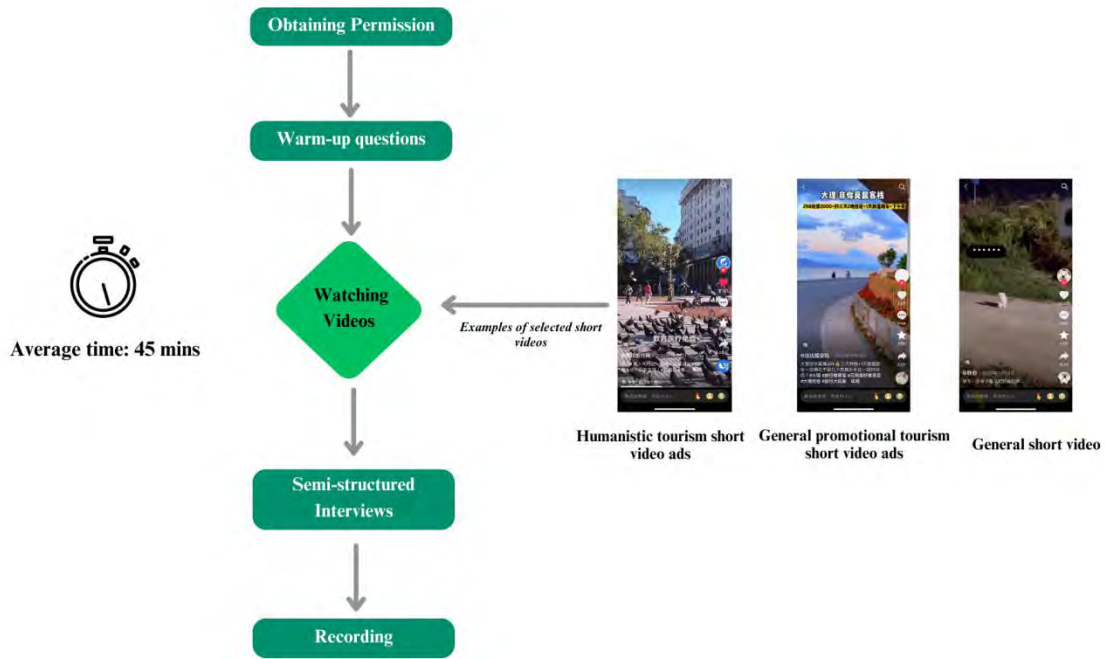


Figure 1 Data Collection Process (Source: author)

#### 4. Results

This study found that advertisements with general promotional content and advertisements with humanistic content are not the same in terms of influencing the audience's response to the short video advertisements (Figure 2). Namely, these two types of advertisements differ in terms of eliciting a phased response (AIEDA) from the audience.

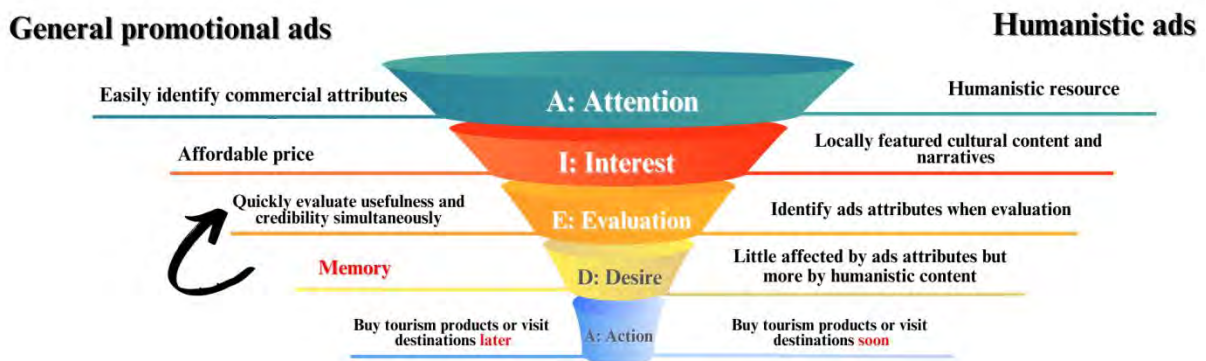


Figure 2 Difference in two contents short video advertisements (Source: author)

##### 4.1. General Promotional Advertisements



As shown in Figure 2, for general promotional advertisements, the researchers found relative ease in the recognition process. This is because the commercial attributes of advertisements for products that are sold directly are obvious, such as selling travel packages and hotel rooms (Interview 2). As for interest, respondents indicated that general promotional advertisements only generate interest when they are very affordable (Interview 11). This is because it is only after feeling the attraction in terms of price that respondents will enter the evaluation stage to analyze whether the product or destination of this tourism advertisement is useful or not. However, some respondents believe that the chance of usefulness and reliability in the evaluation stage occurs simultaneously (Interview 19), mainly because watching short videos is a very rapid psychological change, especially for short promotional information (Interview 23). After evaluating the general promotional advertisements, a portion of the respondents felt that they would have a desire to go or to buy for the promotional content. However, the audience does not immediately buy the tourism product or visit the destination. Instead, the audience will repeatedly switch between desire and evaluation, leaving a memory to purchase or visit later (Interview 15). This is a close illustration of the fact that the advertisement effects of general promotions take a longer period to reach the purpose of the promotion.

#### *4.2. Humanistic Advertisements*

Unlike general promotional advertisement content, advertisements with humanistic content were more difficult to recognize (Interview 25). This is mainly because the respondents' attention to the advertisements of humanistic resources is focused on the food, residents, and cultural landscape involved in the video and ignored the advertisement's content. Moreover, the interest generated in the process is the respondents' interest in the locally featured cultural content, not in the advertisements (Interview 17). What's more, when the short video advertisements are narrated by characters, respondents are interested in the cultural content while focusing on the content narrated by the characters (Interview 28). It is only when they enter the evaluation stage that respondents identify whether a short video with humanistic content is an advertisement or not, and such identification is based on whether the advertisement is useful and credible or not (Interview 12). In other words, when respondents perceive whether the short video is useful and credible, there is a shift in focus of the video from cultural content to advertisement content. However, this shift does not affect respondents' subsequent desires and behaviors (Interview 6). In this regard, although respondents uncovered the video to the advertising element at the time of the evaluation, there will still be a strong desire and intention to visit the video because of the strong interest in the cultural content of the advertisement during the second stage (Interest).

## **5. Discussion and Conclusion**

### *5.1. Discussion*

This study found different effects between general promotional advertisements and humanistic advertisements in influencing audience replies. For general promotional advertisements, commercial attributes are too obvious in a way that exacerbates advertisement boredom (Sinha & Foscht, 2016). In other words, when the audience immediately recognizes the advertisements, it is easy to become rebellious rather than interested. Unlike the past AIEDA phase (Weng et al., 2021), short tourism video advertisements with general promotional content will generate an additional memory phase after generating desire, which in turn will be repeatedly evaluated to generate behavior. Whereas humanistic content advertisements will pay much attention to the local context and culture in the short video (Kembara & Kennedy, 2021). As previously researched by Styvén

et al. (2020), local culture is more likely to produce emotional and behavioral changes in the audience. And narration deepens this effect (Haristian, 2020). This explains why cultural overtones in humanistic content advertisements quickly generate interest and a strong intention to visit despite subsequent detection of promotional intent.

### 5.2. Conclusions, Implications & Limitations

The current findings contribute to the research on the effects of short video advertisements on audiences. The study suggests that short video advertisements with general promotional content and short video advertisements with humanistic content do not have the same effect on travel scenarios. Although both types of content may lead audiences to purchase travel products or take a trip, the psychological changes that affect them are not the same. From an academic perspective, this study offers the potential to refine the tourism advertisement effect model (AIEDA) by adding memories before actions. In addition, the differences between the two types of content advertisements provide categorization directions for current advertisement research, and subsequent studies can continually differentiate advertisements in terms of content. For practical implications, destination marketing organizations and tourism product suppliers should make different marketing approaches based on the characteristics of the two contents of advertisements. Besides, they should produce both types of advertisements at the same time and enhance them through the corresponding characteristics to improve attractiveness. For example, humanistic content advertisements utilize the destination's unique cultural resources for promotion. Certainly, this study did not compare the effectiveness of these two types of short video tourism advertisements in terms of intensity, which is the limitation. Consequently, subsequent studies can use empirical research methods, such as experimental methods, to design experiments based on the characteristics of the two types of content to compare which one has a more significant effect on the audience.

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## **Unveiling the underlying reasons driving hotel administrative employees' resignation decision**

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### **Abstract:**

This study aims to identify underlying reasons driving hotel administrative employees' resignation decisions. A series of in-depth interviews with 15 administrative employees who have been working in the Hong Kong hotel industry were conducted. The qualitative data was analyzed through applying the content analysis method. The research discovered that the most likely reasons leading administrative hotel employees in Hong Kong to resign appeared to be lack of career advancement, unsatisfied compensation, and heavy stress. From the perspectives of both talent acquisition and retention, the text also provides for employers in the hotel industry with potential suggestions to attract and retain employees.

**Keywords:** Administrative employees; hotel employees; resignation; turnover

### **1. Introduction**

High employee turnover rate is a long-lasting problem existing in the hotel. To minimize the negative impact led by this phenomenon, numerous studies had been conducted for identifying the causes /reasons driving hotel employees' resignation decisions. While much scholarly attention has been drawn to frontline or guest-facing hotel staff (e.g., Raza, St-Onge, & Ali, 2021; Wen & Zhou, 2020), there remains a critical gap in the understanding about reasons leading non-guest-facing employees to resign from their hotels.

Administrative staff, as defined by Faulkner and Patiar (1997), encompass roles that usually have minimal or no direct interaction with guests. These include but not limited to those working in the sales and marketing, engineering, finance, and human resources divisions. Simons and Hinkin (2001) underscore that the substantial costs incurred by hospitality companies due to lost productivity, recruitment, selection, and training expenses make the high turnover rate of non-guest-facing staff a significant concern. To resolve this, understanding the underlying reasons driving hotel administrative employees' resignation decisions is imperative for hoteliers to develop effective precautionary or/and retention strategies.

The primary goal of this study is to identify underlying reasons leading to the resignation of hotel administrative employees. To achieve this goal, the qualitative research methodology and particularly in-depth interviews were conducted with administrative employees who have

been working in the Hong Kong hotel industry. The findings of this study will not only help enrich knowledge on hotel employees' turnover intention and resignation decision, but also identify possible solutions to the high turnover rate problem in the hotel industry.

## 2. Literature Review

Over the years, numerous research studies have been conducted with the goal of identifying the reasons driving hotel employees' resignation (e.g., Jung & Yoon, 2017; Nguyen, Hoang, & Luu, 2023; Park & Min, 2020). Park and Min (2020) illustrated that low job satisfaction and low organizational commitment being the strongest antecedents of hospitality employees' turnover intention. Demanding service work, including emotional exhaustion, depersonalization and overall job stress, are found to be major causes of hospitality employees' turnover (Park & Min, 2020). Role stressors, such as role ambiguity and role conflict, and negative aspects of emotional illness also result into job strains (Park & Min, 2020).

Jung and Yoon (2017) investigated the relationships among organizational error management culture, job satisfaction, and turnover intent among food and beverage employees in Korean luxury hotels. The researchers found and recognized the importance of active error management culture in controlling and facilitating turnover intent. Specifically, the findings presented in Jung and Yoon (2017) show that organizational error management culture contributes to higher job satisfaction and lower turnover intent among employees.

Duran (2008) examined the factors affecting employee resignation, and focused on the quality of organizational benefits and the subordinate-superior relationship. The findings in Duran's (2008) study revealed that certain organizational benefits, such as sick leave, vacation leave and monetary incentives, were highly valued by employees. Additionally, unfavored traits of supervisors (e.g., being uncaring and being unapproachable) contribute to the unfavorable interpersonal relationships within the company and employee turnover.

In a recent study conducted by Nyugen and Loo (2024), the researchers examined the resignation experience of hotel employees in Vietnam as well as the reasons behind their resignation decision. The researchers reported that employees experienced dissatisfaction first, which stimulated their intention to resign and re-evaluated their current jobs. Afterwards, their job dissatisfaction motivated them to search and compare different job alternatives. Meanwhile, Nyugen and Loo (2024) illustrated that employees made resignation decisions based on the support they obtained from third parties (e.g., family members, friends and ex-colleagues) and other stressors in the process from turnover intention to actual turnover.

Although there is a plethora of studies examining hotel employees' turnover intent and resignation decisions, the majority of prior studies focus on frontline or guest-facing employees. Conversely, scholarly attention and knowledge about non-guest-facing employees are comparatively limited.

## 3. Methodology

To identify underlying reasons driving hotel administrative employees' resignation, the qualitative research methodology and particularly in-depth interviews were conducted with administrative employees who have been working in the Hong Kong hotel industry. Through applying the convenience and snowball sampling approaches, a total of 15 hotel administrative employees – who had resigned and switched from one hotel to another hotel at

least once – were recruited to join the interview. The interview stopped when no additional reason leading to resignation can be discovered from the interviews.

In the beginning part of each interview, the interviewee was firstly asked to illustrate the details pertinent to the current job and previous job (e.g., job title, job duties). Afterwards, the interviewee was asked to illustrate reasons leading to their resignation decision. Probing questions were asked in order to acquire more in-depth information. All conversations being discussed during the interviews were recorded after seeking interviewees’ consent. The interviews were conducted in English to avoid translation error, except for Interviewee 10, where the interview was performed in Mandarin due to the lack of confidence in speaking English of the interviewee.

After completing the data collection, the conversations being discussed during the interviews were firstly transcribed verbatim. Member checking was then conducted in order to assure that no important points were missing. With regards to the data analysis method, in this study, content analysis was used to identify the key underlying reasons. All authors jointly analyzed the transcripts to identify the reasons leading hotel administrative employees to resign from their hotels. This approach can assure that specific researcher bias can be minimized.

#### 4. Results

Table 1 summarizes the profile of the interviewees who joined the in-depth interview. 13 of the 15 interviewees have been working in the hotel industry for five years or more, and over 70% of the participants have experienced resignation more than once throughout their career.

From the department perspective, 6 administrative departments are covered in this research. 7 participants are currently working in the Human Resources departments, followed by marketing, procurement, and finance with 2 participants each. 1 interviewee is invited from the Reservation and IT department to the research as well. In addition, the data suggested that the majority of the participants entered the same department after resignation, with an exception of Interviewee 14, who switched from Club Floor in the Rooms division to Learning and Development under Human Resources.

Table 1. Interviewees’ profile

ID	Years of working experience (in hotel)	Department	Original job title	New job title
1	3 years	Finance	Income audit clerk	Income auditor
2	5 years	Marketing	Marketing Assistant	Marketing Specialist
3	8 years	Information Technology	IT Support Technician	IT Manager
4	10 years	Human Resources	HR Coordinator	HR Supervisor
5	6 years	Purchasing	Purchasing Assistant	Purchasing Manager
6	5 years	Marketing	Marketing Specialist	Marketing Director
7	2 years	Finance	Clerk	<i>Did not disclose</i>
8	16 years	Human Resources	Assistant HR Manager	HR Manager

9	10 years	Human Resources	Senior HR Officer	<i>Did not disclose</i>
10	4 years	Reservation	Reservation Officer	Reservation Specialist
11	15 years	Human Resources	Assistant Manager L&D	L&D Manager
12	15 years	Human Resources	HR Manager	Assistant HR Director
13	12 years	Purchasing	Senior Purchasing Officer	Assistant Procurement Manager
14	10 years	Human Resources	Senior Concierge Club	Assistant L&D Manager
15	5 years	Human Resources	HR Officer	Senior HR Officer

The analysis of the interview data reveals intricate patterns of career progression and turnover timing within the hotel industry. A subset of interviewees reported moving to positions within the same department, with job duties that remained largely identical, albeit at a higher level.

#### 4.1. Increase in income

From the salary perspective, all 15 interviewees indicated that their monthly monetary income has been increased after resigning and switching to another hotel. As shown in Table 2, with the highest increase being 30% and the lowest being 5%, the majority of the interviewees received a salary raise between 10% to 19%.

Table 2. Increase in monthly income

Percentage increase in income	Frequency
Below 10%	3
10-19%	7
20-29%	4
30% or above	1

#### 4.2 Reasons behind resignation

The last part of the interviews investigated the interviewees' motivation to resign, and the results are presented in Table 3 below. 15 interviewees provided the research team with a total of 26 reasons leading each individual to resign. The most frequently appeared reason to resignation is career development, followed by unsatisfied compensation and intolerable high stress level at the previous organization successively. The desire for new exposure has also been listed as a motivation to resign from several participants.

Table 3. Reasons leading to resignation

Reasons of resignation	Quote from interviews	Frequency
Career development	Interviewee 9 "I have been working as Senior Human Capital Officer for nearly 2 years. I didn't see any chance in the near future that I can get promoted here. So, I decided	10



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	<p>to look for it elsewhere.</p> <p>Interviewee 13</p> <p>“In my previous company, I do repeated jobs over and over again. I didn’t see when I can promote to the next level. After thinking for months, I started to look for job vacancies that matches my skill and experiences level.”</p>	
Insufficient compensation	<p>Interviewee 2</p> <p>I entered hotel as a Marketing Assistant right after graduation. After accumulating experience, I can handle more tasks and take higher role. But my old hotel didn’t give me a salary that matches my work. So, I decided to seek for opportunities outside.”</p> <p>Interviewee 8</p> <p>“I worked in HR for more than a decade. This year is my 16th year. At that time, there was no promotion and no salary raise for me for like 2 years. With my experience and skills, I thought I deserve higher pay, and after many interviews, I found my current job here.”</p>	7
Heavy work stress	<p>Interviewee 10</p> <p>“The only reason I left is the workload. I worked over time almost every single day, and I had about 30 day-off balance that I couldn’t use because the department was so busy. I felt exhausted every night get back from home, and I really couldn’t bear the stress any longer.”</p> <p>Interviewee 14</p> <p>“I worked in operational departments for 8 years after graduation. I faced all kinds of guests every single day</p>	5

	again and again. I felt extremely tired handling all the guests requests, and sometimes the requests were ridiculous and I still had to show my profession and act like I was OK, but I wasn't OK. That's why I decided to back-of-house and use my experience to do learning and development."	
Desire for new exposure	<p>Interviewee 3                      "I am an IT worker. The skills is learned from school. It's actually experience that makes technician stands out. I would like to try something more, something new, like a more strategic role that focuses on things like strategic IT planning and cybersecurity management.</p> <p>Interviewee 12                      "I used to work in a very small hotel, and I really wanted to try some big brands and work in large properties.</p>	4

While career development received the most mentioning from the interviews, the lack of compensation is recognized as the primary reasons of 6 individuals that stimulated them to resign. Table 4 presented the number of times each reason is identified as primary, secondary, and the tired reason that leads the interviewees to resign from their previous employer.

*Table 4. Dominant reasons leading to resignation*

Reasons of resignation	Frequency appeared as primary reasons	Frequency appeared as secondary reason	Frequency appeared as the third reason
Career development	4	6	
Insufficient compensation	6	1	
Heavy work stress	5		
Desire for new exposure		3	1

#### Reason 1: Unsatisfied compensation

The comprehensive analysis of the interview data from 15 hotel industry professionals in Hong Kong provides a deeper understanding of the factors influencing administrative employee turnover. The dissatisfaction with compensation and benefits, as reported by

several interviewees (Interviewees 2, 5, 7), underscores the importance of perceived equity in the workplace. According to Adams' equity theory (1963), employees continuously assess the equity of their compensation relative to their inputs and the perceived rewards of others. When a discrepancy is perceived, it can lead to feelings of injustice and the motivation to seek a new job that provides a more equitable reward for their efforts.

#### Reason 2: Intolerable stress

Additionally, the push factors identified, such as excessive workloads, extended working hours, and limited career progression opportunities, are consistent with the job demands-resources model (Bakker & Demerouti, 2007), which presented that when job demands exceed the resources available to employees, it can lead to burnout and subsequent turnover. This is particularly relevant in the high-pressure environment of the hotel industry, where the expectation to deliver exceptional customer service can be relentless and exhausting (Interviewees 7, 8, 9).

#### Reason 3: Lack of career development opportunities

Likewise, the pull factors, such as the prospect of career advancement, higher income, and the pursuit of new challenges, are reflective of Vroom's (1964) expectancy theory, suggesting that individuals are motivated to engage in behaviors that they believe will lead to desired outcomes. The desire for career growth and the pursuit of roles that offer strategic importance and autonomy (Interviewees 1, 2, 3, 4, 5, 6) also align with the self-determination theory (Deci & Ryan, 1985), which emphasizes the role of intrinsic motivation in driving engagement and satisfaction in one's career.

## 5. Suggestions

Based on the analysis of the findings regarding career development, several practical strategies, addressing the nuanced needs of employees seeking adequate compensation, career advancement, and self-fulfillment, are suggested to enhance employee retention and satisfaction.

### 5.1 Talent acquisition

First, it is important to recognize and reward employees' contributions to the company. Zhang (2016) revealed that the higher the economic benefits that organizations can bring to individuals, including income and welfare, the lower possibility of turnover behavior. Hence, hotels are advised to provide satisfactory salary to their employees. As 7 out of 15 interviewees indicated that their salary was raised around 10-19% from resignation, the hoteliers are suggested to offer at least 10% more than their current wage to attract new talents.

### 5.2 Talent retention

At the same time, hotels may also consider offer extra benefits beyond monetary income. Implementing a comprehensive rewards system that includes non-monetary benefits, such as flexible working arrangements and recognition programs, can address the diverse needs and preferences of employees. For instance, the employers may contemplate the 4-day work scheme and the idea of work from home as adopted by Singapore in April 2024 (Xie, 2024). This holistic approach to rewards can help to create a more satisfying work experience that encourages employees to stay with the organization.

Simultaneously, from the career development perspective, hotels may also consider offer lateral moves and project-based assignments that provide employees with new challenges and opportunities to develop a broader and more advanced skill set. To tackle the issue of lacking career progression in the long run, this strategy is expected to be effective in retaining employees who are motivated by mastery and competence, as described by self-determination theory (Deci & Ryan, 1985).

## 6. Discussion and Conclusion

Through content analysis of the interview results, the research team discovered that insufficient compensation, lack of career development, and overwhelmed work, appeared as the most frequent reasons of resignation among the responses from the 15 interviewees. Therefore, to retain administrative employees, it is recommended to hoteliers to provide adequate reward- namely promotion and salary increase- to their employees as well as implement flexible working hours, recognition programs, and lateral moves and project-based assignments.

This paper invited 15 participants to the interview. The text aims to fill the knowledge gap of examining reasons behind resignation of administrative employees in the hotel industry with a concentration in Hong Kong. The research successfully identified the both push and pull factors that stimulates administrative hotel staff choose to resign and join another hotel.

For further analysis, it is suggested include greater number of interviewees and cover all administrative departments, including finance, sales and marketing, personnel, and engineering. Different departments face different obstacles during operation, and thus, employees from distinctive divisions in the hotel may suffer from diversified problems that stimulate them to resign. This research paper invites mainly from the personnel section with fewer participants working in other administrative departments.

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## **Bridging theory and practice: The experiential learning journey at a joint program between universities in China and Switzerland**

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### **Abstract:**

The present paper is a reflection on an internship conducted by students enrolled in a distinctive joint undergraduate program in hospitality management, which is offered collaboratively by Shanghai Business School and Ecole hôtelière de Lausanne (EHL) Hospitality Business School. The curriculum integrates theoretical knowledge with practical application, thereby providing students with diverse experiential learning opportunities through internships within the hospitality and pan-service industries. This program fosters a comprehensive understanding of the field and equips students for versatile career paths within the dynamic realm of hospitality.

**Keywords:** Internship Insights, Cross-Cultural Education, Industry Integration, Experimental Learning

### **1. Unique Curricular**

As students enrolled in the hospitality program at the College of Shanghai Lausanne Hospitality Management (SLH), we are honored to be the inaugural group of students in this program (SLH, 2021). After completing two years of undergraduate studies in China, we are currently undertaking an additional two years of study in Switzerland. This dual-location arrangement offers us a comprehensive and diverse understanding of the industry, blending Chinese and foreign educational pedagogies. Our curriculum integrates real-world practice into our learning journey. In the initial year, we gained fundamental theories and industry knowledge at school. This was followed by a six-month internship of the second year in frontline positions at luxury hotels in Shanghai, providing invaluable hands-on experience with classroom knowledge to real industry scenarios. After the internship, we resumed full-time studies for another year. Currently, as junior students, we are undertaking management positions in various sectors of the pan-service industry for the second part of our internship. Our focus is on acquiring management knowledge pertinent to pan-service industries. Throughout each phase, theory and practice are closely intertwined and combining the strengths of both Chinese and foreign.

### **2. Internship Experience**

In the first internship, one of us served as a Guest Relations (GR) Intern at Waldorf Astoria Shanghai on the Bund, while another interned as a Call Center (CC) Intern at JW Marriott at Shanghai Tomorrow Square.

The GR intern was responsible for collecting information regarding service-related issues and managing customer complaints. She was required to maintain strong relationships with guests through in-person consultations and online interactions. In certain instances, a comprehensive

understanding of all hotel facilities and services was necessary to identify opportunities for upselling and appropriate promotion.

The CC intern is responsible for managing incoming calls, effectively addressing guest requests, and providing valuable assistance to colleagues. Moreover, they are expected to listen to guests' feedback and ensure a satisfactory service experience by assisting with diverse needs such as reservation, service inquiries, and general support.

Regarding the second internship, one of us undertook a retail-focused internship at Fendi China Head Office and another served as a sales department intern at Terminexus (Shanghai) Co., Ltd.

The retail-oriented intern is tasked with providing support in training, which includes integrating or translating training materials and facilitating coordination efforts. Additionally, she will actively participate in training sessions and retail seminars by assisting with logistical arrangements, such as preliminary preparations. Furthermore, she should diligently follow up on Contract matters to ensure timely payment completion.

Interns in the sales department have responsibilities that include fundamental data processing, cleansing product names and brands, and organizing departmental documents. Ensuring the accuracy and integrity of data and maintaining well-organized and easily accessible documents are crucial. Additionally, they assist in processing payment applications and facilitate seamless financial procedures. Simultaneously, they are expected to fulfill other tasks assigned by the department leader to support overall operations and development.

### **3. Reflection**

John Dewey's theory of experiential learning, which underscores the paramount importance of practical application in the process of acquiring knowledge (Dewey, 1986), aligns seamlessly with our academic framework. Moreover, Wang Yangming, a philosopher in China, advocated for an educational philosophy centered around the "unity of knowledge and action," a principle that our program also embraces (Chen, 2015). Our programme prioritized this amalgamation by offering two six-month internships to students during their studies. This approach empowers students to engage with society and industry at an earlier stage and enhance their competitiveness as they chart their future careers.

After completing the initial internship in a frontline operational role within the hotel industry, firstly, we have gained a profound comprehension of hospitality sector and acquired fundamental knowledge regarding hotel operations. The fact that numerous students opt to continue their internships within the hotel industry indicates that this initial experience has positively influenced their career planning. Many students choose the positions at hotel group headquarters, such as Marriott International, Inc, or explore opportunities in various back-office roles like human resources. Secondly, some students shift towards a broader pan-service industries during subsequent internships, including finance and luxury sectors. This can be attributed to the variegation of courses offered by our programme, which not only encompass hotel-related subjects but also provide comprehensive education on all aspects of hospitality management. Consequently, we can meet the immediate needs of the hotel while having a broad view of world.

The most remarkable aspect of our programme's curricular design, in our perspective as students, is the genuine implementation of the "learning-by-doing" and "unity of knowledge

and action" theories throughout our four-year study. In the first year, we acquired fundamental industry knowledge, followed by an immersive six-month full-time internship in that provided us with a profound understanding of hotel operations. Subsequently, during the second year, we delved into professional hospitality management knowledge while honing critical thinking and data analysis skills through back-office internships in the pan-service industry. This experience not only clarified our desired career paths but also revealed numerous potential opportunities within the pan-service industries. Consequently, these two internship periods left an indelible mark on us as invaluable experiences. We believe that our programme possesses a promising future and that we, who are growing together with the College, will become reliable talents in the pan-service industry in the future.

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## **Necessity of tourism policy establishment in response to local population decline: in relation to fluctuations in tourist population and tourism trends**

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### **Abstract:**

This study originated from the limitation of previous research on tourism responses to population decline, which overlooked the universal impact of tourism trends across regions. Through quantitative and qualitative research, this study analyzes the relationship between changes in tourist populations due to local population decline and tourism trends. Based on the research criteria, it examines the policy responsiveness of both Imsil-gun and Uichang-gu. The results indicate that efforts by local governments to align tourism policies with trends impact rising tourist numbers amid depopulation. Consequently, it emphasizes the contribution to preventing the collapse of local tourism industries and local extinction.

**Keywords:** Local Population Decline, Tourism Trends, Tourism Policy, Local Government, Tourist Population, Response

### **1. Introduction**

As medical technology advances and life expectancy increases while the birth rate continues to decline, the demographic structure of South Korea is rapidly changing. Since 1970, South Korea's birth rate sharply declined to 0.72 births per woman by 2023. According to Korean Statistical Information Service (2024), South Korea faces severe aging and a low birth rate, with the birth rate persisting below 1.3 since 2002. It is expected that the elderly population nationwide will reach 40.1% by 2050, with overall population decline from 2025 onwards. (KOSIS, 2024) Population decline weakens the socio-economic conditions of regions and acts as a catalyst for local residents to migrate to other areas. (Lee et al., 2018) If such imbalance in population structure persists, it can lead to local extinction as the vitality and potential sustainability of the region weakens (Imsil-gun, 2023). Also, it can cause a decline in regional attractiveness and deteriorate the growth potential of the tourism industry. As such, the tourism industry is influenced by external factors such as population decline, and the flow of impacts due to changes in the external environment can be indicated as tourism trends. In this regard, researchers questioned if tourism trends impact the fluctuation of local tourist populations under depopulation.

This paper aims to analyze the relationship between changes in tourism population due to local population decline and tourism trends based on quantitative and qualitative research. This study particularly focuses on the 2023 tourism trends in South Korea, as officially

announced by Korea Tourism Organization (KTO) annually. Specifically, it concentrates on Local travel, Leisure Travel, Rural Tourism, Eco-friendly Travel, and Stay Tourism. The study utilizes qualitative research to analyze alignment between tourism policy responses and trends under local population decline in two specific regions, overcoming limitations of quantitative research. Moreover, it seeks to explore the directions for regions facing local extinction based on shifts in tourism trends. Thus, it aims to contribute to preventing the collapse of the tourism industry and local extinction, emphasizing the importance of tourism policies that reflect tourism trends.

## 2. Literature Review

### 2.1. A Tourism Studies Approach to Local Population Decline

Previous studies have explored the decline of local populations and its underlying mechanisms (Lee et al., 2018), as well as tourism strategies implemented in areas facing population decline by the Korea Convergence Tourism Institute (KCONTI, 2023). However, it is seen that they overlooked the crucial influence of “tourism trends” on population dynamics, focusing on local categorization. This study aims to fill the gap by examining the relationship between tourism populations and trends in regions facing population decline. Additionally, it explores the capacity of local governments to respond to these trends, based on existing discussions on the roles of local governments and the necessity for prompt policy responses (Kim et al., 2022).

The aiming hypothesis is that if regions align with tourism trends, tourism populations will increase even under local population decline. Local population decline encompasses national and regional decreases due to aging and population outflow. It focuses on local decline defining it as “the decrease in the resident population of a region resulting from changes in the population structure.” The figures defined as “tourist population” include domestic and international individuals engaging in tourism activities within South Korea. We utilized data from the “Regional Tourism Status” provided by the Korea Tourism Data Lab, which serves as an intuitional and objective indicator to gauge the level of tourism activity. The alignment of a region with tourism trends can be discerned through the local tourism responses implemented to increase the tourist population. The KCONTI (2023) defines such tourism responses as measures addressing issues in declining regions. In this study, the local government’s plans are considered “tourism policy responses” aimed at specific issues or regional development.

## 3. Methodology

### 3.1. Hypothesis Setting

To verify the hypothesis, data from 2019 and 2023 are utilized.

The official declaration of the COVID-19 pandemic on March 2020, led to a slowdown in global tourism activities until the first quarter of 2023. Following the World Health Organization (WHO) pandemic declaration on May 2023, United Nations World Tourism Organization (UNWTO) announced a tourism recovery rate of 80 to 95% by the end of the year, compared to 2019. Considering the modest 63% tourism recovery rate from 2019 to 2022, it is deemed appropriate to compare and analyze data from 2019, an unaffected year, with 2023, a stabilized year post-pandemic. Additionally, population decline data is used in conjunction with tourist population data for analysis. To maintain consistency, the same timeframe is used for data extraction. Based on this, comparative analysis of population and tourist population changes from 2019 to 2023 is conducted to select the research target areas.

**Table 1**

*Korean Tourism Trends and Content in 2019 and 2023*

2019	2023
B Break the Generation Gap	M Meet the Local
R Recreational Activities	O Outdoor / Leisure Travel
I Influential Contents	M Memorable Time in Rural
D Delicious Foods	E Eco-friendly Travel
G Go Anytime	N Need for Longer Stay
E East Coast	T Trip to Enjoy Hobbies



Quantitative research was conducted by identifying tourism resources and contents that align with the indicators established based on the above trends. However, a limitation was identified in considering contextual aspects through binary data analysis. To tackle this, qualitative research was conducted. It involves in-depth analysis of selected regions with clear comparative analysis criteria revealed in the quantitative research. In addition to it, as ‘G’ in 2019 and ‘T’ in 2023 reflect the subjectivity of tourists, it seems challenging to establish evaluation criteria considering them. Therefore, the entire study was conducted, excluding the 2019 G trend and the 2023 T trend.

3.2. *Quantitative Research*

**Table 2**

*Top 10% of Regions in South Korea by Population Decline Rate compared to 2019, in 2023: A Compilation of Region Names*

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

	General population statistics		
	2019Y	2023Y	Compared to 2019, in 2023
Changwon-si, Uichang-gu	258,582	213,342	-17.50%
Taeback-si	43,866	38,702	-11.77%
Gwangmyeong-si	316,552	280,197	-11.48%
Hadong-gun	46,574	41,606	-10.67%
Imsil-gun	28,902	25,956	-10.19%
Busan-si, Geumjeong-gu	239,062	215,590	-9.82%
Yeongdong-gun	48,738	44,195	-9.32%
Jangheung-gun	38,563	35,046	-9.12%
Cheorwon-gun	45,584	41,448	-9.07%
Boseong-gun	41,420	37,686	-9.01%
Hapcheon-gun	45,204	41,203	-8.85%
Yeongdeok-gun	37,361	34,055	-8.85%
Busan-si, Yeongdo-gu	116,711	106,548	-8.71%
Buyeo-gun	66,740	61,046	-8.53%
Gurye-gun	26,563	24,314	-8.47%
Changnyeong-gun	62,331	57,083	-8.42%
Haman-gun	65,700	60,203	-8.37%
Cheongju-si, Seowon-gu	203,209	186,302	-8.32%
Tongyeong-si	131,404	120,551	-8.26%
Jeongseon-gun	37,271	34,202	-8.23%
Seoul-si, Gangbuk-gu	313,954	288,113	-8.23%
Haenam-gun	70,354	64,575	-8.21%

First, out of the 226 local governments in South Korea, 22 regions corresponding to the top 10% were selected based on the calculated population decline rate from 2019 to 2023, arranged in ascending order.

**Table 3**

*Top 10% of Regions in South Korea by Tourism Population Increase Rate, among those with the Highest Population Decline Rates compared to 2019, in 2023*

	Tourist population Statistics		
	2019Y	2023Y	Compared to 2019, in 2023
Imsil-gun	6,447,739	8,526,323	32.24%
Hadong-gun	6,842,499	8,246,394	20.52%
Haenam-gun	7,882,937	9,226,400	17.04%
Busan-si, Yeongdo-gu	16,615,176	19,315,137	16.25%
Jangheung-gun	4,722,653	5,468,606	15.80%
Gurye-gun	5,490,052	6,283,655	14.46%
Haman-gun	9,743,478	11,043,245	13.34%
Cheorwon-gun	6,392,092	7,175,053	12.25%
Boseong-gun	6,595,562	7,280,191	10.38%
Yeongdeok-gun	9,568,192	10,508,251	9.82%
Jeongseon-gun	9,029,951	9,888,616	9.51%
Changnyeong-gun	9,229,391	9,804,109	6.23%
Hapcheon-gun	6,680,696	6,923,841	3.64%
Gwangmyeong-si	39,870,068	40,908,150	2.60%
Yeongdong-gun	6,608,910	6,768,657	2.42%
Taeback-si	5,282,740	5,410,009	2.41%
Buyeo-gun	10,685,658	10,793,178	1.01%
Busan-si, Geumjeong-gu	29,872,910	29,729,617	-0.48%
Cheongju-si, Seowon-gu	31,079,873	30,346,686	-2.36%
Tongyeong-si	16,758,108	16,133,366	-3.73%
Seoul-si, Gangbuk-gu	34,534,011	32,777,822	-5.09%
Changwon-si, Uichang-gu	38,725,378	33,158,290	-14.38%

The increased rates in tourism population from 2019 to 2023 for the selected top 22 regions were calculated and sorted in descending order. From this, the top 5 areas with significant increases in tourism population were designated as Group A, while the top 5 areas with significant decreases were designated as Group B.

To verify the hypothesis, the existence of tourism resources and tourism contents that align with tourism trends will be identified for the selected 10 regions. Quantitative research will be conducted to verify the hypothesis as follows.

**Table 4**

*Quantitative Research Evaluation Criteria - 1 (2019Y)*

KEYWORD	MAIN CONTENTS					
BRIDGE	B	R	I	D	G	E
	Multi-generation al Family Tourism	Leisure Tourism	Travel Content	Culinary Tourism	Integration of travel into daily life	Gangwon-do
	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes Leisure sports destinations	Expansion of travel video content on Instagram, YouTube, Facebook, etc	A trip to find food that appeared on a TV programme	Traveling at anytime as usual on an unusual day	Improved accessibility and tourism infrastructure after the 2018 Pyeongchang Winter Olympics
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?	Has the region been aired on a culinary programme on TV?	X	Does the region belong to Gangwon- do geographically?
Remarks (Which site was used)	Local government official website	Korea Tourism Data Lab Local government official website	YouTube Studio	Google, Naver, YouTube, etc		A map of South Korea
	1) Keyword search on local government official blog (official website)	1) Select Big data field - Set rankings for tourist attractions by region	1) YouTube Studio Log in - Analysis - Research	1) Check whether culinary TV programmes targeting the region were broadcasted in 2019	1) Check whether the region belongs to Gangwon- do on the map	
	2) Check what happened in 2019 related to the trend	2) Set 'year'(2019) - Set 'region'	2) Enter 'region name' in the search box			
		3) Select the 'Leisure Sports' category	3) Check whether related videos exist 4) Check whether the video was uploaded in 2019			

**Table 5**

*Quantitative Research Evaluation Criteria - 2 (2023Y)*

KEYWORD	MAIN CONTENTS					
MOMENT	M	O	M	E	N	T
	Local Tourism	Leisure Tourism	Rural Tourism	Eco Tourism	Stay Tourism	Hobby Tourism
	Unique travel experience	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience	Environmentally responsible travel	Collapsed boundary between work and daily life	My own hobbies and leisure activities
	Local restaurants, specialties, culture, and history experiences		Activities	Plogging, beach purification, upcycling, zero-waste, etc	Living in other regions for a long time	Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	X
Remarks (Which site was used)	Local government official website	Korea Tourism Data Lab (rankings of tourist attractions by region)	Korea Tourism Data Lab (rankings of tourist attractions by region)	Google, Naver, etc	Google, Naver, etc	
	1) Keyword search on local government official blog (official website)	1) Select Big data field - Set rankings for tourist attractions by region	1) Select Big data field - Set rankings for tourist attractions by region	1) Search for keywords such as plogging, beach clean-up, and upcycling related to the region	1) Search for keywords such as staying for a month and work-cation related to the region	
	2) Check what happened in 2023 related to the trend	2) Set 'year'(2023) - Set 'region'	2) Set 'year'(2023) - Set 'region'	2) Check what happened in 2023 related to the trend	2) Check what happened in 2023 related to the trend	
		3) Select the 'Leisure Sports' category	3) Select 'experiential tourism' - Check the list of tourist attractions corresponding to rural			

1) Verify if the region is experiencing population decline or growth among all local governments in South Korea.

2) Confirm if the region aligns with tourism trends.

- Determine the presence of tourism resources and content that align with the trends.

- Use “O” when both the “year” and “content or resource” criteria are met simultaneously. Use “X” if tourism resources and content aligned with the trends for the specified year are not identified.

3) Apply the method described in 2) to all 10 selected regions.

4) If there are more “O” marks in Group A than in Group B during this process, the hypothesis is verified through a quantitative study.

5) To quantify step 4., calculate the “Value (Vn)” and derive the “Average (A)” for each group. The equation of the relationship between the derived Vn and A is as follows:

**Table 6**

*Formula for Deriving Tourism Trend Alignment Index (TTAI)*

$$A = \left( \sum_{n=1}^5 V_n \right) \div 5^2 \times 100$$

A) Each group’s 5 regions are denoted by values representing the extent to which they align with a specific year’s tourism trends. These values are referred to as Value (Vn), with specific naming as V1, V2, V3, V4, and V5.

B)The alignment of tourism trends for the 5 regions is represented as a Percentage (%) using  $V_n/5 \times 100$ .

C) The conformity (%) of the 5 regions belonging to each group is added together, then divided by 5 to obtain the average value, which is then substituted into Average (A).

### 3.3. Qualitative Research

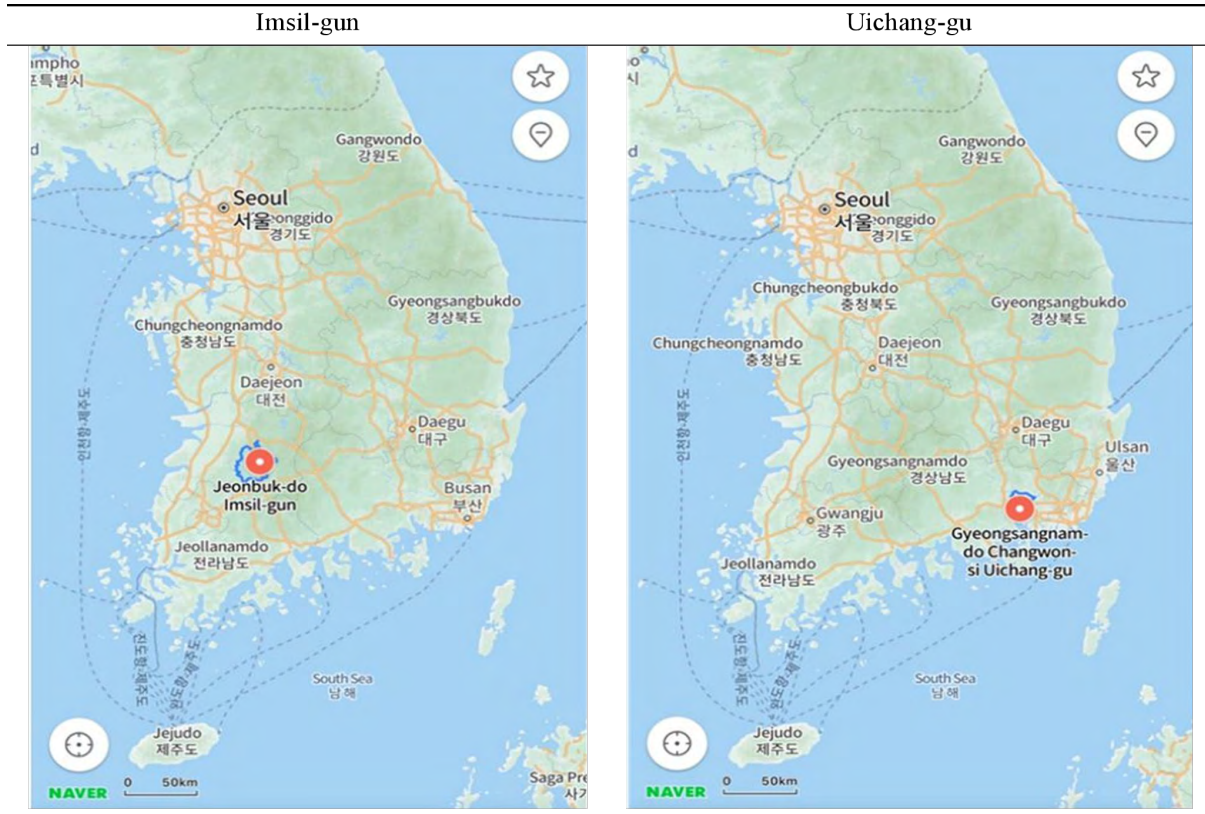
To overcome the limitations of quantitative research methods, qualitative research was conducted. Following the discourse emphasizing the necessity of regional policies and the importance of subjective policy implementation in regional development, local government policies will be utilized for qualitative research (Kim et al., 2022).

Qualitative research focuses on examining tourism policies for Imsil-gun and Uichang-gu, which represent the top-ranking regions in terms of tourist population increase/decrease rates within A group and B group respectively.

**Table 7**

*Geographical Locations of Imsil-gun and Uichang-gu*





To conduct an in-depth comparative analysis of the two selected regions, the study aims to narrow down the evaluation criteria of quantitative research, focusing solely on 2023 as the central point for analysis, rather than considering both 2019 and 2023. Considering the currency of information, the most recent data available for all relevant factors, including local population statistics, tourist population statistics and tourism trend data, is in 2023. Therefore, the analysis was conducted with a focus on 2023.

Considering this, it was identified whether local tourism policies post-2023 align with tourism trends. In this process, reference was made to local government tourism sector plans to foster contextual understanding. The hypothesis can be verified through qualitative research as follows:

- 1) Verify the tourism policy responses of Imsil-gun and Uichang-gu.
- 2) If Imsil-gun's tourism policy responses reflect tourism trends while Uichang-gu's do not, the hypothesis is verified.

## 4. Results

### 4.1. Quantitative research

Table 8

*Quantitative research results: Group A with 2019 Tourism Trend*

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

GROUP A	TREND KEYWORDS						VALUE	PERCENTAGE	AVERAGE
	B	R	I	D	G	E			
Imsil-gun	O	O	O	O	-	X	4	80%	
Hadong-gun	O	O	O	O	-	X	4	80%	
Haenam-gun	O	O	O	X	-	X	3	60%	72%
Busan-si, Yeongdo-gu	O	O	O	O	-	X	4	80%	
Jangheung-gun	O	O	O	X	-	X	3	60%	

**Table 9**

*Quantitative research results: Group B with 2019 Tourism Trend*

GROUP B	TREND KEYWORDS						VALUE	PERCENTAGE	AVERAGE
	B	R	I	D	G	E			
Changwon-si, Uichang-gu	O	O	O	X	-	X	3	60%	
Seoul-si, Gangbuk-gu	O	O	O	O	-	X	4	80%	
Tongyeong-si	O	O	O	O	-	X	4	80%	68%
Cheongju-si, Seowon-gu	O	O	X	O	-	X	3	60%	
Busan-si, Geumjeong-gu	O	O	O	X	-	X	3	60%	

**Table 10**

*Quantitative research results: Group A with 2023 Tourism Trend*

GROUP A	TREND KEYWORDS						VALUE	PERCENTAGE	AVERAGE
	M	O	M	E	N	T			
Imsil-gun	O	O	O	O	O	-	5	100%	
Hadong-gun	O	O	O	O	O	-	5	100%	
Haeam-gun	O	O	O	O	O	-	5	100%	96%
Busan-si, Yeongdo-gu	O	O	X	O	O	-	4	80%	
Jangheung-gun	O	O	O	O	O	-	5	100%	

**Table 11**

*Quantitative research results: Group B with 2023 Tourism Trend*

GROUP B	TREND KEYWORDS						VALUE	PERCENTAGE	AVERAGE
	M	O	M	E	N	T			
Changwon-si, Uichang-gu	O	O	O	X	O	-	4	80%	
Seoul-si, Gangbuk-gu	O	O	O	O	O	-	5	100%	
Tongyeong-si	O	O	O	O	O	-	5	100%	84%
Cheongju-si, Seowon-gu	O	O	O	X	X	-	3	60%	
Busan-si, Geumjeong-gu	O	O	O	O	O	-	4	80%	

The results of attempting to validate hypotheses through quantitative research are as shown in the table above. For the tourism trends of 2019 and 2023, items that were difficult to verify through data were marked with ‘-’ and excluded from the analysis process.

As a result of examining tourism factor conformity across regions in different years, Group A averaged 72% in 2019 and 96% in 2023, while Group B matched Group A’s 2019 average and reached 84% in 2023. However, it seems challenging to conclude from this method that Group A, with increasing tourist populations, significantly outperforms Group B, where tourist populations decrease, in conforming to tourism trends.

*4.2. Qualitative research*

Qualitative research complemented the limitations of verifying the hypothesis solely through quantitative research, enabling more meaningful testing. It assessed the local capacity for tourism policy response to external environmental changes.

**Imsil-gun**

As the local population decline in Imsil-gun persists, prompting official designation as a local population decline area, the local government initiates medium to long-term plans tailored to regional conditions. According to the “2022-2026 Imsil-gun Basic Plan for Local Population Decline” (2023), Imsil-gun aims to enhance rural tourism competitiveness through ecological resource convergence, envisioning a “Green Ocean Tourism City, Young Imsil-gun.” The strategy involves integrating ecological resources with tourism to address population decline, as detailed in the table below.

**Table 12**

*Imsil-gun Tourism Policy After 2023*

No.	Name	Duration	Background	Contents
1	2nd Eco-museum nearby Seomjingang River	2021-2025	Promotion of the Seomjingang River Renaissance following the successful establishment of the premium tourism belt centered around Okjeongho	Long-term planning for the development of the regional landscape around Okjeongho Establishment of a composite/stay-type tourism complex centering Okjeongho
2	Eco-bridge in Bungeoseom Islet, Okjeongho Lake	2024-2027	Rapid increase in visitors due to the opening of the Ecosystem Park and Suspension Bridge on Bungeoseom Islet Demand for a stable access route to Bungeoseom Islet	Course development linking the Eco Bridge on Bungeoseom Islet with the existing Suspension Bridge
3	Ecological Forest in Okjeongho Lake	2024-2027	Restoration and conservation of the ecological system in Okjeongho Forest Securing sustainable and eco-friendly tourism resources	Provision of experiential programs utilizing forest ecosystems Encouragement of stay-type tourism through the creation of healing spaces based on forest resources in Okjeongho
4	National Ecological Exploration Trail in Okjeongho Lake	2023-2027	Creation of a platform for environmental education based on the ecological resources of Okjeongho	Providing opportunities for experiencing ecological resources in Okjeongho Exploration and creation of sustainable hiking trails
5	Dog-Centric Camping Site	2023-2026	Expansion of the pet market Emergence of the trend of traveling with pets	Establishment as a distinctive landmark Expansion of the residential population through the creation of stay-type tourism spaces
6	International Fine Dog Theme Park	2023-2026	Era of a population exceeding 150 million pet owners	Establishment of a hub for the pet industry

Through Table #12, it can be observed that in 2023, the keywords emphasized by Imsil-gun are “eco-friendly” and “influx of residential population.” Specifically, it can be noted that “eco-friendly” is highlighted in the context of building tourism infrastructure around and about ecological resources such as Okjeongho Lake and Bungeoseom Islet. “Influx of residential population” can be observed in securing pets as a new target for tourism in Imsil and fostering a shift towards tourism where visitors stay for extended periods. In other words, the 2023 tourism trends emphasize Eco Tourism(E) and Stay-type Tourism(N), and the specific analysis of whether each project aligns with the 2023 tourism trends is as follows.

**Table 13**

*Imsil-gun Tourism Policy-Tourism Trends Conformity*

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

No.	Name	M(1)	O	M(2)	E	N
1	2nd Eco-museum nearby Seomjingang River	O		O	O	O
2	Eco-bridge in Bungeoseom Islet, Okjeongho Lake	O	O	O	O	
3	Ecological Forest in Okjeongho Lake	O	O	O	O	O
4	National Ecological Exploration Trail in Okjeongho Lake	O	O	O	O	
5	Dog-Centric Camping Site		O			O
6	International Fine Dog Teme Park		O			O

As depicted in Table #13, the six major projects evenly align with various tourism trends without favoring specific ones. Specifically, initiatives focused on Okjeongho Lake and Bungeoseom Islet integrate Eco Tourism(E) aspects while fostering forms of Leisure Tourism(O) like walking activities. Moreover, by pioneering pet tourism in response to emerging social trends, Imsil-gun plans to diversify the scope of tourist attractions and boost its own attractiveness. The strategies highlight Leisure Tourism(O) and Stay-type Tourism(N), aiming to attract more stay-type tourists through leisure activities involving domestic animals.

Imsil-gun has formulated a tourism policy response to the local population decline by focusing on eco-friendly travel based on its unique agricultural and livestock resources. Furthermore, efforts have been made to establish and revitalize the tourism industry related to domestic animals. All of its policies seek to increase the local tourism population by attracting a residential population influx, ultimately aiming to overcome the threat of local extinction. The case of Imsil-gun demonstrates that tourism policies aligned with evolving trends, can positively impact the expansion of tourism populations and offer a vital solution to local population decline.

#### Uichang-gu

Uichang-gu’s population has decreased by approximately 50,000 since 2020, accompanied by a declining proportion of adolescents and a rising number of elderly residents. Recognizing this trend, the Ministry of Public Administration and Security has identified Uichang-gu as one of 89 regions facing consistent population decline. While 11 of these regions, including Imsil-gun, have proactively established a “Basic Plan for Local Population Decline” for local revitalization, Uichang-gu follows a different approach. Instead, it annually releases a “Major Policy Plan” report, discussing departmental policy directions without a specific plan for population decline (Uichang-gu, 2023).

**Table 14**

*Uichang-gu Tourism Policy After 2023*

No.	Name	Duration	Background	Contents
1	Walking tours along Changwon Forest Trail	2023.4~2023.9	The need of Themes for walking events Enhancing the operation methods of direct agricultural markets	Forest walking events for parents and children.
2	Operation of Cultural Galleries	2023.12~2024.12	Promoting the activation of local cultural and artistic individuals. The public office as a multifunctional cultural space for empathy and communication.	Monthly exhibitions of cultural and artistic works based on themes.
3	Foot Bath Experience Center for Children	2024.2~2024.11	The need for healing spaces centered on demand.	Activities such as foot baths and sensory play Cultural and artistic events(family film festivals, etc.)
4	Management of Forest Trails within the Region	2024.1~2024.12	Establishing a rapid system for maintaining and managing forest trails.	Maintenance of hiking trails, dulle trails, and forest roads, including weeding and drainage repairs.
5	Management of Parks and Green Spaces	2024.1~2024.12	Providing comfortable rest and leisure spaces.	Landscape management for parks and green spaces Outsourced management of park and restroom cleaning Maintenance of facilities (electrical/fountain) Maintenance of roadside trees Operations team for park and green space management
6	Improvement of Facilities and Environment in Namsan Park	2024.1~2024.5	Modernizing facilities at the location where the annual festival is held.	Improvement project for aging park facilities
7	Hosting of the Cosmos Festival in Dong-eup Mujeom Village	2024.05~2024.10	Settling local festivals through cooperation between the public and private sectors.	Food market, specialty product sales, traditional farming experience
8	Development of tourist areas around Changwoneupseong Fortress	2024.01~2024.06	Establishing hotspots containing local content to attract MZ tourists.	Creation of trick art Construction of stone walls along the area of Changwoneupseong Fortress.

Keywords highlighted in Table #14 for Uichang-gu are “local culture” and “green environmental management.” Notably, the emphasis on “local culture” is evident in the development of cultural spaces and local festivals, and “green environmental management” is reflected in efforts to manage and enhance environmental areas like forests and hiking trails. Uichang-gu’s policies emphasize Local Tourism(M) and Leisure Tourism(O), with further analysis of project alignment with tourism trends detailed below.

Recognizing the importance of developing local cultural content, efforts are underway to promote projects oriented toward utilizing and maintaining local resources. Projects focusing on cultural arts events, local festivals, and improving open spaces. Apart from the policy for developing tourist areas around Changwon Eupseong, the others within Uichang-gu primarily focus on creating cultural elements and improving various facilities to prevent the outflow of existing residents.

**Table 15**

*Uichang-gu Tourism Policy-Tourism Trends Conformity*

No.	Name	M(1)	O	M(2)	E	N
1	Walking tours along Changwon Forest Trail	O	O			
2	Operation of Cultural Galleries	O				
3	Foot Bath Experience Center for Children	O				
4	Management of Forest Trails within the Region	O	O			
5	Management of Parks and Green Spaces	O	O			
6	Improvement of Facilities and Environment in Namsan Park	O	O			
7	Hosting of the Cosmos Festival in Dong-eup Mujeom Village	O	O	O		
8	Development of tourist areas around Changwoneupseong Fortress	O	O			

Table #15 illustrates that some policies favor particular tourism trends. The development of cultural spaces and a foot bath center aligns with local characteristics, emphasizing Local Tourism(M), while policies for forest and hiking trails emphasize walking tours, reflecting both Local Tourism(M) and Leisure Tourism(O). The evolution of local festivals preserves local culture and incorporates agricultural experiences, incorporating Local Tourism(M), Leisure Tourism(O), and aspects of Rural Tourism(M).



While Uichang-gu acknowledges the local population outflow issue in its overall “Major Policy Plan,” it lacks concerted efforts to align with tourism trends to address this issue. Although the recognition of the need for local cultural content is identified, policies predominantly focus on developing individual tourism elements like stone walls and local festivals rather than creating cohesive content. Therefore, passive tourism policies centered on managing existing resources have been conducted, with limited discussions on tourism policy responses to population decline. This analysis indicates that Uichang-gu’s tourism policy lacks a comprehensive reflection of tourism trends, hindering efforts to increase tourism amidst population decline.

## 5. Discussion and Conclusion

In conclusion, this study has verified the hypothesis that if regions align with tourism trends, tourism populations will increase even under local population decline. Qualitative research findings indicate that Imsil-gun is enhancing its attractiveness as a tourist destination based on its independent tourism plans reflecting tourism trends. This is identified as the reason for the increase in tourism population despite the sharp decline in local population. In contrast, Uichang-gu is implementing tourism policies focused on certain tourism trends with inconsistent business alignment. Not only did the tourism policy fail to address the issue of population decline, but it also passively reflected tourism trends. It is interpreted as the reason for the decrease in tourism population. The research findings verify the hypothesis and implies that local governments should establish tourism policies that reflect the shifts of tourism trends evenly while maintaining consistency among various plans.

This study can be seen as progressive in attempting to address the issue of population decline from a tourism perspective by considering tourism trends that universally impact entire regions. It represents a development from previous studies that viewed the issue of population decline solely from a micro perspective, focusing on local categorization. However, limitations in the range of data available are identified in terms of accessibility and timeliness. It seems that if detailed data such as consumer card usage had been available, it would have been possible to comprehensively analyze both the G trend in 2019 and the T trend in 2023. For future research, this study recommends carefully contemplating the unique identity of the region and changes in internal and external environmental factors, considering the complex interaction of a wide range of variables.

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## **Appendix: Quantitative Research**

### **Table A1**

*Investigation of 2019 Tourism Trends Keywords: Imsil-gun, Jeollabuk-do*

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

Main Contents			
Keyword	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc Leisure sports destinations such as surfing, luge, zip-lining, etc	Expansion of travel video content on Instagram, YouTube, Facebook, etc
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	2019 임실 N 치즈 축제 (2019 Limsil N Cheese Festival)  임실 산타 축제 (Limsil Santa Festival)  임실 치즈 테마파크 (Limsil Cheese Themepark)	전주 상그릴라 CC(8,375) (Jeonju Sanggurella CC)  전북 종합 사격장 (1,913) (Jeonbuk Comprehensive Shooting Range)  섬진강 자전거길 인증센터 (718) (Seomjin River Bike Path Certification Center)	[Youtube] 전라도 임실 여행 #1 - 임실 치즈 테마파크에서 치즈만들기 체험. 직접 만든 피자의 맛은 과연? (Cheese making experience at Limsil Cheese Theme Park) [Google] 맛있는 녀석들 221 화 (2019.05.17) (Tasty Guys - Episode 221)
Main Contents			
Keyword	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	[Google] 맛있는 녀석들 221 화 (2019.05.17)(Tasty Guys - Episode 221)	-	X

**Table A2**

*Investigation of 2023 Tourism Trends Keywords: Imsil-gun, Jeollabuk-do*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	임실 치즈 테마파크, 2023 한국관광의 별 선정 문체부장관상 수상 (Limsil N Cheese Festival) 임실 김장페스티벌 (Limsil Kimjang Festival)	전주 상그릴라 CC(14,567) (Jeonju Sanggurella CC) 전북 종합사격장 (2,970) (Jeonbuk Comprehensive Shooting Range) 섬진강 자전거길 인증센터 (913) (Seomjin River Bike Path Certification Center)	지희농장 (11) (Jihe Farm) 하림원종계농장 (6) (Harimwon Jonggye Farm)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 임실 성수산 “왕의숲 오토캠핑 & 플로깅” (Limsil Seongsusan Auto Camping & Plogging) [Google] 농협임실군지부, 임실치즈축제장에서 고향사랑기부제 등 사회공헌활동 (Donation Event at Limsil Cheese Festival)	[Google] 임실 섬진강 워케이션 팸투어 (Limsil River Workation Farm Tour)	-

**Table A3**

*Investigation of 2019 Tourism Trends Keywords: Hadong-gun, Gyeongsangnam-do*

		Main Contents		
Keyword	B	R	I	
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content	
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.	
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?	
Examples	하동군 송림공원에서 아이들과 모래썰매 타기 (Sand Sledding at Hadong Songnim Park) 알프스하동 “구재봉 자연휴양림” (Gujebong Natural Recreation Forest)	하동알프스레포츠 (3,239) (Hadong Alps Sports)  하동짚와이어 (2,608) (Hadong Zip Wire)  하동청소년수련원 (1,272) (Hadong Youth Training Center)	[Youtube] 섬진강 따라 떠나는 경남 하동 여행 (Traveling Along Seomjin River in Hadong) "[Youtube] 경남 하동 여행 코스 8선 섬진강 따라 여행하기 시네마틱 여행영상 (8 Recommended Travel Courses in Hadong)	
		Main Contents		
Keyword	D	G	E	
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do	
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc	
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?	
Examples	[Google] 맛있는 녀석들 236회 (2019.08.30) (Tasty Guys - Episode 236)	-	X	

**Table A4**

*Investigation of 2023 Tourism Trends Keywords: Hadong-gun, Gyeongsangnam-do*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	하동야생차박물관 (Hadong Wild Tea Camping Museum) 하동금성사 (Geumseong Temple) 이병주문학관 (Lee Byungju Literature Museum)	하동골프클럽 (3,288) (Hadong Golf Club ) 하동짚와이어 (3,183) (Hadong Zip Wire) 코리아짚와이어 (2,521) (Korea Zip Wire) 금오산랜드썰매장 (1,385) (Mt.Geumo Land Sledging Park) 회남재 숲길 (Hwanamjae Forest Trail)	해뜰목장 (1,721) (Haedul Ranch) 남경오가닉팜 (300) (Namgyeong Organic Farm) 소망농장 (70) (Somang Farm) 활천농장 (46) (Hwalcheon Farm) 화개녹차밭 (Hwagae Green Tea Plantation)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Toursim
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 플로깅하며 만나는 하동군 오감길 체험학습 (Hadong County Ogamgil Experiential Learning - Plogging) [Local Government] 하동 초교생 해양체험 수련활동 - 비치코밍 (Hadong Marine Experience Training Activities for Elementary School Students - Beachcoming)	[Google] 하동으로, 여행가자! - 경남에서 한 달 여행하기 (Let's Travel to Hadong! - One Month Traveling in Gyeongsangnam-do)	-

**Table A5**

*Investigation of 2019 Tourism Trends Keywords: Haenam-gun, Jeollanam-do*

Main Contents			
Keyword	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	해남미남축제 (Haenam Good-looking Man Festival)  제 22 회 흑석산 철쭉제 (22nd Mt.Heukseok Azalea Festival)  해남공룡박물관 - 가족단위 주간 캠프 (Haenam Dinosaur Museum - Family Unit Weekly Camp)	파인비치골프링크스 (12,141) (Pine Beach Golf Links)  송호학생수련장 (200) (Songho Student Training Center)  땅끝바다낚시터 (66) (Fishing spot at the end of the land's sea)  달마고도 (59) (Dalma Peak) 땅끝해맞이 축제 (The Sunrise Festival at the End of the Land)	[Youtube] 두륜산케이블카, 전라도해남여행 (Mt.Duryun Cable Car, Haenam Travel) [Youtube] 가을엔 해남에서 만나요! 해남 알짜배기 가을여행 (Best Autumn Trip in Haenam) [Youtube] 해남여행 Best 5 : 땅끝마을 가볼만한곳 (Top 5 Travel Destinations in Haenam: Land's End Village Must-Visit Places)
Main Contents			
Keyword	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	X	-	X

**Table A6**

*Investigation of 2023 Tourism Trends Keywords: Haenam-gun, Jeollanam-do*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	해남 미남 축제 (Haenam Good-looking Man Festival) 세계의 땅끝공원 (World's Land's End Park)  우수영관광지 / 해남공룡박물관 / 고산윤선도유적지 / 대흥사 (Usuyeong Tourist Site / Haenam Dinosaur Museum / Gosan Yoonseon Fortress Remains / Daheung Temple) 땅끝오토캠핑장 (Land's End Auto Camping Site) 땅끝황토나라테마촌 (Land's End Hwangto Village Theme Park)	파인비치골프링크스 (15,037)(Pine Beach Golf Links) 솔라시도 CC - 골프장 (13,214) (Solarsido CC - Golf Course) 송호학생수련장 (501) (Songho Student Training Center)  달마고도 (100) (Dalma Peak)  코리아둘레길 (Korea Dulle- gil)	보해매실농원 (2,574) (Bohae Plum Orchard)  해남관광농원 (64) (Haenam Tourist Farm)  해바라기농장 (35) (Sunflower Farm)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 캠핑박람회, 해남관광 성장 동력 삼는다 (Camping Exhibition) [Google] 걸어서 대한민국 한바퀴, 4544 km...6월 9일까지 '걷기여행주간'(Walking Around South Korea)	[Google] '남도에서 한 달 여행하기'(One Month Traveling in Jeollanam-do)  [Google] 해남 워케이션 숙소 (Haenam Workation Accommodations)	-  -



**Table A7**

*Investigation of 2019 Tourism Trends Keywords: Yeongdo-gu, Busan-si*

Main Contents			
Keyword	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	제 29회 영도다리축제 (29th Yeongdo Bridge Festival) 영도국립해양박물관 & 부산항축제 (Yeongdo National Maritime Museum & Busan Port Festival)	함지골청소년수련관 (1,583) (Hamjigol Youth Training Center) 영도관광사격장 (537) (Yeongdo Tourist Shooting Range)  해양스포츠교실 (90) (Marine Sports Classroom) 대양잠수 (20) (Daeyang Diving) 영도구룡축제 (Yeongdo Five-Dragon Festival)	[Youtube] Driving in Busan/korea
Main Contents			
Keyword	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	[Google] 2TV 생생정보 (2019.02.12) (2TV Fresh Information)	-	X

**Table A8**

*Investigation of 2023 Tourism Trends Keywords: Yeongdo-gu, Busan-si*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	제 31 회 영도 다리 축제 (31th Yeongdo Bridge Festival) 영도 해돋이 전망대 (Yeongdo Sunrise Observation Deck)	지골청소년수련관 (2,662) (Hamjigol Youth Training Center) 영도관광사격장 (1,621) (Yeongdo Tourist Shooting Range) 태종늬시 (202) (Taejong Fishing ) 해양스포츠교실 (183) (Marine Sports Class)	X

Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Toursim
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 2023 ‘환경아 놀자’ 개최 (2023 ‘Let’s Play, Environment!’ Event) [Google] 부산 ‘감지덕지’ 해양정화 투어 (Busan ‘Gamjideokji’ Marine Cleaning Tour)	[Google] ‘한 달 살아보니 살기 좋은 부산’ (Living in Busan for a Month) [Google] 부산 워케이션 거점 센터 (Busan Workation Hub Center)	-

**Table A9**

*Investigation of 2019 Tourism Trends Keywords: Jangheung-gun, Jeollanam-do*

		Main Contents		
Keyword	B	R	I	
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content	
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.	
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?	
Examples	연말연시 부모님과 함께 7080 추억 속으로 떠나는 여행 (7080 Nostalgic Trip)  겨울등산추천 : 장흥에서 가족과 추억 만들기 (Jangheung Winter Hiking) 아이와 함께 즐기는 겨울방학 ‘정남진 해양낚시공원’ (Cheongnamjin Marine Fishing Park)	JNJ골프 리조트 (14,626) (JNJ Golf Resort)  장흥국민체육센터 (140) (Jangheung National Sports Center)  장흥편백숲승마장 (39) (Jangheung Pine Forest Riding Club)  회령포 문화축제 (Hwaryeongpo Cultural Festival) 장흥 물축제 (Jangheung Water Festival)	[Youtube] 경기도 장흥 당일치기 여행코스 총정리 (One-day Trip Course in Jangheung, Gyeonggi-do)	
		Main Contents		
Keyword	D	G	E	
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do	
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc	
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?	
Examples	X	-	X	

**Table A10**

*Investigation of 2023 Tourism Trends Keywords: Jangheung-gun, Jeollanam-do*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	옛 교도소 ‘프리즈날레, 프리즈날레 2023’(Freeznale 2023) 장흥 하늘빛수목정원 가을향기 축제 (Jangheung Autumn Fragrance Festival) 장흥 키조개 축제 (Jangheung Cockle Festival)	JNJ골프 리조트 (19,497)(JNJ Golf Resort) 장흥국민체육센터 (187)(Jangheung National Sports Center) 장흥편백숲승마장 (113)(Jangheung Pine Forest Riding Club)	대산사슴농장 (Daesan Deer Farm) 천관산목장 (Mt.Cheongwan Ranch)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 장흥군, ‘자연아 놀자, 산들해 장흥 플로깅’ 운영 (Sandulhae Jangheung Plogging)	[Google] ‘남도에서 한 달 여행하기’ (One Month Traveling in Jeollanam-do)	-

**Table A11**

*Investigation of 2019 Tourism Trends Keywords: Uichang-gu, Gyeongsangnam-do*

Main Contents			
Keyword	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	창원북페스타 가족나들이 (Changwon North Festival)	창원국제사격장 (11,134) (Changwon International Shooting Range)  창원 CC(7,441) (Changwon CC) 의창스포츠센터빙상장 (1,075) (Uichang Sports Center Ice Rink) 2019 마금산온천축제 (의창구북면) (2019 Mt.Mageum Hot Springs Festival) 창원단감축제 2019 (2019 Changwon Persimmon Festival)	[Youtube] [전국을 달린다 - 창원] 여름, 시원하게 즐기자! 쿨한 창원 여행! (2019.07.10,수) ([Running Across the Nation] Changwon: Cool Changwon Travel)
Main Contents			
Keyword	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	X	-	X

**Table A12**

*Investigation of 2023 Tourism Trends Keywords: Uichang-gu, Gyeongsangnam-do*

Main Contents			
Keyword	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	천주산 진달래 축제 (Cheonjusan Azalea Festival) 원흥사 사화문화축제 (Wonheungsa Buddha's Birthday Cultrual Festival) 제 5 회 무점 마을 코스모스 축제 (5th Mujeom Village Cosmos Festival)	창원국제사격장 (21,446) (Changwon International Shooting Range) 창원 CC(12,659) (Changwon CC) 대산드림파크골프장 (4,221) (Daesan Dream Park Golf Course) 창원히트배드민턴센터 (1,217) (Changwon Hit Badminton Center) 의창스포츠센터빙상장 (1,151) (Uichang Sports Center Ice Rink)	다감농원 (Dagam Farm) 주남농부더하기 (Junam Farmer's Touch) 원효한우촌농장 (Wonhyo Hanwoo Village Farm) 주남허브체험농원 (Junam Herb Experience Farm) 내가키워팜 ("I Grow" Farm)
Main Contents			
Keyword	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Toursim
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	X	[Google] '일과 쉼을 동시에'...창원에도 워케이션 농촌체험휴양마을 조성 (Workation in a Rural Experience and Leisure Village)	-

**Table A13**

Investigation of 2019 Tourism Trends Keywords: Gangbuk-gu, Seoul-si

Keyword	Main Contents		
	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	서울 시립 과학관 (Seoul Metropolitan Science Museum)  경춘선숲길 야외 물놀이장 (Outdoor Water Play Area on the Gyeongchun Line Forest Trail)	오동근린공원 실내 배드민턴장 (1,803) (Odong Neighborhood Park Indoor Badminton Court))  강북롤러스케이팅장 (490) (Gangbuk Roller Skating Rink)	[Youtube] [KBSMC 크리에이터 - Jay-B] 어디까지 가봤니?: 강북삼성병원 서울건강센터 추천 테마여행 (Theme Travel Recommended by Seoul Health Check Center)

Keyword	Main Contents		
	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	[Youtube] 방탄맛집   생방송 투데이 강북구 아갑찜   BRAISED SPICY SEAFOOD (2019.05.08) [Youtube] 방탄맛집   수유시장 메밀국수   BUCKWHEAT SOBA NOODLES (2019.05.28)	-	X

**Table A14**

*Investigation of 2023 Tourism Trends Keywords: Gangbuk-gu, Seoul-si*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	천변라이프강북페스타 2023 (Cheonbyeon Life Gangbuk Festival 2023)  강북백맥축제 (Gangbuk White Wheat Festival)	오동근린공원실내배드민턴장 (4,471) (Odong Neighborhood Park Indoor Badminton Court)  북한산국제클라이밍센터 (1,278) (Mt.Bukhan International Climbing Center)  강북롤러스케이팅장 (768) (Gangbuk Roller Skating Rink)	모아스튜디오, 즐품공방, 풍요하리, 낭꽃디자인 등 공예체험 (체험관광) (Craft Experience)

Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	천변라이프강북페스타 2023 (Cheonbyeon Life Gangbuk Festival 2023)	오동근린공원실내배드민턴장 (4,471) (Odong Neighborhood Park Indoor Badminton Court)	-



Table A15

Investigation of 2019 Tourism Trends Keywords: Tongyeong-si, Gyeongsangnam-do

Keyword	Main Contents		
	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	<p>통영 해양관광공원 (Tongyeong Marine Tourism Park)</p> <p>통영 미륵산 봄 마실 (Tongyeong Mireuksan Spring Hike)</p> <p>욕지도 마을버스 (Yokjido Village Bus)</p> <p>통영 등대 낚시 공원 (Tongyeong Lighthouse Fishing Park)</p>	<p>스카이라인 루지 통영 (75,272) (Skyline Luge Tongyeong)</p> <p>동원로알콘트리클럽 (9,424) (Dongwon Royal Country Club)</p> <p>통영경찰수련원 (3,764) (Tongyeong Police Training Center)</p> <p>통영시청소년수련원 (1,363) (Tongyeong City Hall Youth Training Center)</p> <p>통영스카이워크 (782) (Tongyeong Skywalk)</p> <p>통영어드벤처타워 (725) (Tongyeong Adventure Tower)</p>	<p>[Youtube] 통영 200 번 갔다옴 진짜 통영 여행 시골이 통영인 추천 통영 여행지 [국내여행] (a truly rural recommendation for Tongyeong travel)</p> <p>[Youtube] 통영 먹방 여행 VLOG (Tongyeong Mukbang Travel VLOG)</p>
Keyword	Main Contents		
	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	<p>[Google] 생방송 투데이 2279 회 (19.03.05) (Live Today - Episode 2279)</p> <p>[Google] 동피랑 전복마을 - 놀라운 토요일 86 회 (19.12.07) (Amazing Saturday - Episode 86)</p>	-	X

Table A16

Investigation of 2023 Tourism Trends Keywords: Tongyeong-si, Gyeongsangnam-do

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	제 2회 한산도·망산 등반축제 (2nd Hansando-Mangsan Climbing Festival) 한산도 바다체험축제 (Hansando Sea Experience Festival) 제 17회 이순신장군배 국제요트대회 (17th Admiral Yi Sun-sin Cup International Yacht Race) 통영시 죽림만 해상 달집태우기 축제 (Tongyeong Jeongwol Daeboreum Festival) 제 2회 통영 어린이 낙서놀이 축제 (2nd Tongyeong Children's Doodling Play Festival) 제 62회 한산대첩축제 (62nd Hansan Victory Festival)	스카이라인루지통영 (32,262) (Skyline Luge Tongyeong) 동원로알컨트리클럽 (12,414) (Dongwon Royal Country Club) 더카트인통영 (5,651) (The Kart in Tongyeong) 통영경찰수련원 (4,359) (Tongyeong Police Training Center) 오션브리즈 (1,321) (Ocean Breeze) 통영시청소년수련원 (1,067) (Tongyeong City Hall Youth Training Center)	나폴리공원 (4,902) (Napoli Park) 뚝섬공원 (597) (Deumpoong Park) 맛기찬딸기농원 (189) (Delicious Strawberry Farm)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 통영시 제 17회 이순신장군배 국제요트대회 성료! (17th Admiral Yi Sun-sin Cup International Yacht Race)	[Google] 경남 통영 한 달 살기 신청방법 / 통영애 (愛) 온나 한 달 여행하기 (One Month Living in Tongyeong)	-

**Table A17**

*Investigation of 2019 Tourism Trends Keywords: Seowon-gu, Chungcheongbuk-do*

Keyword	Main Contents		
	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	청주 중앙 공원 (Cheongju Central Park) 용화사 (Yonghwa Temple) 청주 동물원 (Cheongju Zoo) 청주 신채호 사당 (Cheongju Sinchae-ho Shrine)	세레티니 CC(13,179) (Seretini Country Club) 에버힐 GC(1,315) (Everhill Golf Club) 인라인스케이팅장 (739) (Inline Skating Rink) 청주롤러스케이팅장 (666) (Cheongju Roller Skating Rink) 청주성화낚시터 (598) (Cheongju Seonghwa Fishing Spot)	X

Keyword	Main Contents		
	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	[Google] 굽돈 - 2tv 생생정보 (2019.07.19) (2TV Live Today)	-	X

**Table A18**

*Investigation of 2023 Tourism Trends Keywords: Seowon-gu, Chungcheongbuk-do*

Main Contents			
Keyword	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	제 101 회 어린이날 기념 청주 어린이 큰잔치 (101st Children's Day Celebration in Cheongju) 어린이와 함께하는 K-POP 랜덤플레이댄스 (K-pop Random Play Dance) 제 1 회 푸드트럭 축제 / 무심천 빛꽃축제 (1st Food Truck Festival / Musimcheon Cherry Blossom Festival)	세레니티 CC(35,684) (Seretini Country Club) 에버힐 GC(3,679) (Everhill Golf Club) 인라인스케이팅장 (1,609) (Inline Skating Rink) 청주실내바다낚시터 (782) (Cheongju Indoor Fishing Spot) YT 스포츠센터 (755) (YT Sports Center) 청주롤러스케이팅장 (748) (Cheongju Roller Skating Rink)	명성화훼 (183) 금호송어양식장 (154) (Geumho Trout Farm) 나무드림 (77) (Namu Dream) 열고개구절초농원 (36) (Yeolgogae Geuljecho Farm) 오손농장 (12) (Oson Farm) 토방농산 (3) (Tobang Agricultural Farm)
Main Contents			
Keyword	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	X	X	-

**Table A19**

*Investigation of 2019 Tourism Trends Keywords: Geumjeong-gu, Busan-si*

Keyword	Main Contents		
	B	R	I
Concept	Multi-generational Family Tourism	Leisure Tourism	Travel Content
Description	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc. Leisure sports destinations such as surfing, luge, ziplining, etc.	Expansion of travel video content on Instagram, YouTube, Facebook, etc.
Evaluation Index	Are there any family tourism contents available in the region?	Are there any leisure sports facilities available in the region?	Are there any travel video contents for the region?
Examples	선동상현마을~부영산 전망대, 황룡숲길, 회동댐 (Seondong Sanghyeon Village ~ Buongsan Observatory, Hwangtong Forest Trail, Hoedong Dam) 회동수원지 (Hoedong Reservoir Park) 홍법사 (Hongbeopsa Temple)	동래베네스트 GC(13,711) (Dongrae Benest) 부산 CC(12,926) (Busan CC) 스포원파크 SPO1 park(3,676) 부산광역시교육청학생인성교육원 (3,296) (Busan Metropolitan City Office of Education) BnBK파3골프클럽 (2,184) (BnBK Golf Club) 금정청소년수련관 (949) (Geumjeong Youth Training Center)	[Youtube] 대학생이 직접가본라라라페스티벌 & 부산금정거리예술축제 (Lalala Festival & Busan Geumjeong Street Art Festival) [Youtube] [테마기행, 길] 도심속숲길따라힐링여행_to 부산 (Healing Trip Along Urban Forest Paths)
Keyword	Main Contents		
	D	G	E
Concept	Culinary Tourism	Integration of travel into daily life	Gangwon-do
Description	A trip to find food that appeared on a TV programme	Everyone from Baby Boomers to Millennials enjoy together	Domestic travel for recreational purposes such as festivals, experiences, events, etc
Evaluation Index	Has the region been aired on a culinary programme on TV?	-	Does the region belong to Gangwon-do geographically?
Examples	X	-	X

**Table A20**

*Investigation of 2023 Tourism Trends Keywords: Geumjeong-gu, Busan-si*

Keyword	Main Contents		
	M	O	M
Concept	Local Tourism	Leisure Tourism	Rural Tourism
Description	Unique travel experience Local restaurants, specialties, culture, and history experience programmes	Leisure sports such as walking, hiking, surfing, golf, tennis, etc	A trip to the countryside for a real break and new experience Activities such as staying at farmhouses, walking along trails, rural vacation etc
Evaluation Index	Are there any distinctive local contents that reflect its own identity?	Are there any leisure sports facilities available in the region?	Are there any rural tourism contents available in the region?
Examples	2023 금정산성축제 (Geumjeong Fortress Festival) 2023 종교힐링문화축제 (Religious Healing Cultural Festival)	부산 CC(27,051) (Busan CC) 동래베네스트 GC(20,448) (Dongrae Benest) 스포원파크 SPO1 park(5,390) 회동수원지둘레길 (4,006) (Hwadong Suwonji Trail) 부산광역시교육청학생인성교육원 (3,904) (Busan Metropolitan City Office of Education)	허브랑야생화 (632) (Herbs and Wildflowers) 삼근주말농장 (203) (Samgeun Weekend Farm) 웰빙주말농장 5농장 (42) (Wellness Weekend Farm) 부산잔디나무공원 (37) (Busan Grass Tree Park) 한울도시농업공동체 (31) (Hanul Urban Agriculture Community) 일월농장 (18) (Ilwol Farm)
Keyword	Main Contents		
	E	N	T
Concept	Eco Tourism	Stay Tourism	Hobby Tourism
Description	Environmentally responsible travel Plogging, beach purification, upcycling, zero-waste, etc	Collapsed boundary between work and daily life	My own hobbies and leisure activities Sports, leisure, camping, and cultural experiences
Evaluation Index	Are there any eco tourism contents available in the region?	Is the form of stay tourism confirmed in the area?	-
Examples	[Google] 친환경 소재로 만든 관광안내지도 (Eco-friendly Tourism Map)	[Google] 부산형 워케이션 거점센터 (Busan-style Vacation Hub Center) [Google] 금정구 패스파인더 위성센터 (Geumjeong-gu Pathfinder Satellite Center)	-

## Impact of perceived value on CBA ticket purchase intention

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### **Abstract:**

In response to a notable 7.61% revenue downturn experienced by a subsidiary of the China Basketball Association (CBA) in 2022, this study meticulously examines the intricacies of ticket purchase intention. Utilizing a four-dimensional perceived value framework and employing a Likert-scale questionnaire administered to 383 participants, the research endeavors to provide valuable insights to assist the CBA in addressing the challenges associated with declining ticket sales within the dynamic landscape of the sports industry.

**Keywords:** Perceived value, Purchase intention, CBA basketball game, Sports industry

### **1. Introduction**

In 2022, the China Basketball Association (CBA) subsidiary experienced a concerning 7.61% revenue drop, mainly from ticket sales (Long Lions Basketball Club Co., Ltd., 2022). This financial setback necessitates an urgent investigation into the factors affecting ticket purchase intentions. Although perceived value significantly influences consumer behavior, its specific impact on CBA ticket sales remains unclear, demanding focused research (Smith & Colgate, 2007; Sheth et al., 1991). Building on Byon et al. (2013), this study aims to explore dimensions like stadium, ticketing services, and venue quality, examining their relationships

with ticket purchase intentions within the CBA context. The primary research question assesses these dimensions through a four-dimensional framework, providing valuable insights to revive ticket sales, enhance overall perceived value, and sustain industry growth.

## 2. Literature Review

### 2.1 *Ticket Purchase Intention*

Purchase intention is an individual's likelihood to buy a specific product (Bianchi et al., 2019). Researchers have extensively studied factors affecting purchase intentions, including psychological attitude, social norms, price, and trust (Bu et al., 2022; Lv et al., 2023). Bilal et al. (2023) emphasize that perceived value encompasses all factors and benefits in the purchasing process, playing a crucial role in consumer decision-making. It acts as a predictor of future purchase behaviors, revealing the intricate processes involved in individual decision-making.

Recent research establishes a clear link between purchase intention and perceived value in e-commerce (Peng et al., 2019). In sports management studies by Behnam et al. (2020) and Drayer et al. (2018), positive correlations are found between audience perceived value and purchase intention for sports event tickets. However, systematic investigation into spectator perceived value is lacking, particularly in the CBA context. This study calls for a thorough examination of the nuanced interaction between perceived value and purchase intention for CBA basketball ticket transactions, utilizing Sheth et al.'s (1991) comprehensive model. The model posits that factors influencing purchase intention are encompassed within the construct of perceived value.

### 2.2 *Perceived Value of the Basketball Game*

Transitional value theory posits that consumers prioritize perceived value in purchasing decisions (Kotler, 1996). Perceived value is a very important concept in marketing, especially in the period when the sports market competition is getting more and more white-hot. There are various views on the definition of perceived value, this paper will adopt Sheth's (1991) definition of perceived value, Sheth believes that perceived value does not only reflect the customer's perception of the quality and price of the product or service but also includes a variety of additional value provided by the product or service perceived by the customer, including functional, social, emotional, epistemic and contextual value and so on.

Functional value in sports team games is derived from perceived quality and anticipated performance (Sweeney & Soutar, 2001). Consumer behavior in this context correlates positively with stadium perception, service staff interactions, and team performance (Kunkel et al.). Social value, enhancing social standing, significantly influences consumer loyalty, engagement, perceived value, and purchase intention (Bauer et al., 2008; Wakefield, 1995). Emotional value, stemming from satisfaction in sports team engagement, shapes consumer-sports team dynamics (Sheth et al., 1991). And emotions of customers could encourage service providers to meet consumer requirements as much as possible (Heckhausen & Heckhausen, 2006). Epistemic value, reflecting the positive impact on curiosity and knowledge, influences consumer attitudes based on knowledge of sport, perceived importance, and emotion (Funk & Gladden, 2002). Especially offers a rich source of epistemic value for sports.



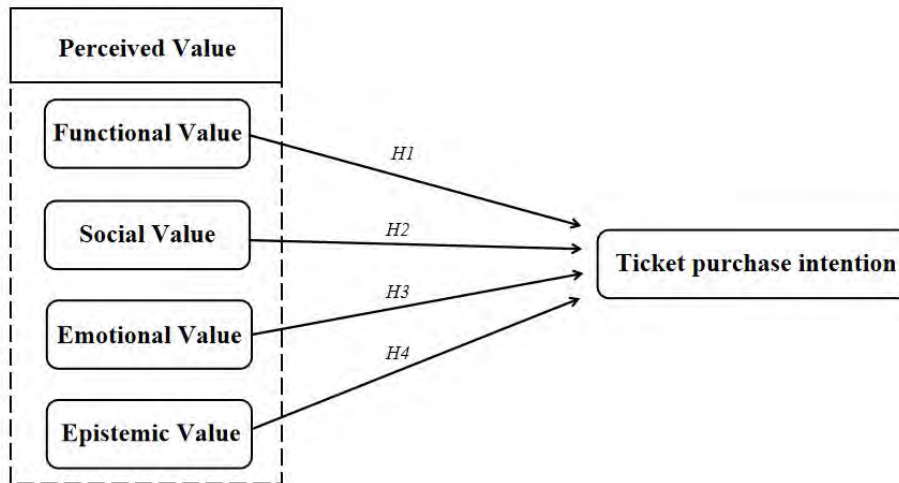


Figure 1. Proposed research model

### 3. Methodology

This study investigates the impact of four perceived value dimensions (functional, emotional, social, and epistemic) on purchasing intention for CBA game tickets. Employing a descriptive approach (Saunders et al., 2020) and probability sampling, the research aims for precision in addressing the research question. Emphasizing empirically-tested deductive hypotheses and quantitative techniques (Hassan et al., 2022), the study utilizes quantitative methods to scrutinize variable relationships (Stephen, 2023).

This research relies on primary sources, particularly data obtained through questionnaires. The sample, comprising 383 college students who attended CBA games or similar offline sports events, adheres to the minimum sample size formula with a 95% confidence interval (Kanore, 2019). Data collection utilizes a three-section questionnaire. Employing a seven-point Likert scale (Joshi et al., 2015). To assess the structural and measurement models, SmartPLS 4.0 with partial least squares (PLS) was employed (Gan & Wang, 2017).

### 4. Discussion and Conclusion

This study aims to assess how different aspects of perceived value impact the intention to purchase in the context of CBA. The theoretical model is based on Sheth's five-dimensional model (1991), focusing on exploring consumer behavior in CBA games and the sports industry, specifically emphasizing perceived value dimensions (Sheth et al., 1991).

The research seeks to examine the influence of functional, emotional, social, and epistemic values on purchase intention, addressing a gap in the literature by exploring the impact of social and epistemic value, which has been underexplored. In practical terms, understanding consumer behavior becomes crucial due to the declining trend in ticket sales for CBA games (Long Lions Basketball Club Co., Ltd., 2022). The study's findings can assist CBA sponsors in gaining a more comprehensive understanding of potential spectators' purchase intentions (Drayer & Dwyer, 2018).

Furthermore, the research proposes integrating consumer purchase intention into the offline setting of CBA games, suggesting that service providers should enhance individual perceived values to increase consumer purchase intent. This insight can be leveraged by CBA sponsors

and administrators to enhance consumers' perceived values, aligning them with team performance and service quality.

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## Analyzing push and pull motivation of creative tourism in Jakarta: The case of DIY perfume-mixing workshop

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### **Abstract:**

This study aims to examine the influence of push-pull motivation on tourist behavior in perfume-mixing workshop participants in Jakarta. The study used 130 respondents obtained through non-purposive sampling. From the results of data analysis conducted using PLS-SEM, researchers found that push motivation affects tourist behavior. The attitude variable is confirmed to mediate the effect of push motivation on tourist behavior. There is no effect of pull motivation on tourist behavior, either directly or mediated by attitude.

**Keywords:** Motivation, Tourist Intention, Creative Tourism, Perfume workshop

### **1. Introduction**

COVID-19 pandemic has significantly impacted the global tourism industry, leading to a decline in traditional tourism trends due to strict restriction (Sharma & Bhardwaj, 2022). Following the pandemic, there has been a rise in interest in creative tourism, a sector that offers unique and interactive experiences for travelers. Creative tourism involves participating in hands-on creative activities such as workshops, culinary experiences, and cultural activities with local artisans. This type of tourism appeals particularly to millennials and Gen Z travelers who seek authentic and meaningful experiences (Chen & Chou, 2019).

The shift towards creative tourism is driven by a desire for unique experiences, support for local communities, and preservation of cultural heritage. Additionally, creative tourism offers more flexibility, personalized experiences, and affordability compared to conventional tourism (Ketter, 2020). Travelers are drawn to creative tourism for its emphasis on authenticity and interaction, as well as its less complicated and more customizable travel arrangements (Khademi-Vidra & Bujdosó, 2020). This trend towards creative tourism reflects a growing demand for experiential and sustainable travel options post-pandemic.

Jakarta, with a population of over 10 million, is a thriving metropolitan area that has seen a rise in creative tourism. The presence of creative industry clusters has played a major role in the development of urban tourism in the city. Metropolitan areas like Jakarta are known for their vibrant atmosphere and sense of freedom, making them attractive destinations for tourists. One popular creative activity in Jakarta is Do-it-Yourself (DIY) workshops, where artisan start-ups offer a variety of engaging activities such as clay making, weaving, and perfume-making. These workshops have become a popular choice for people looking to spend their weekends in a creative way.

Some previous studies have analyze on creative tourism such as wineries (Back et al., 2021) and conventional tourist destinations (Chi & Phuong, 2022; Dean & Suhartanto, 2019). Khademi-Vidra & Bujdosó (2020) focused the research on home DIY activities. Therefore, this research will focus more on creative tourism in the form of DIY activities organized in one place and there is an instructor to provide direction.

Based on the phenomenon above, researchers believe it is important to study more deeply about motivation that drive the customers to join DIY perfume workshop as their alternative of recreation. For a local start-up perfume artisan, figuring out what is the most effective way to promote their business is definitely a challenge. Therefore, this research aims to find out the relation between pull-push motivation and intention to join DIY perfume workshop. Based on this research, the researcher expects that local perfume artisans can develop appropriate strategies for continuous improvement, especially in targeting the right customers.

## 2. Literature Review

### 2.1. Motivation

According to Salsabila & Alversia (2020), motivation is the factors that drive forces of behavior. In tourism research, motivation is a set of factors which composed of motives that underlie tourists to travel, such as trying new experiences and socializing with new people (Chi & Phuong, 2022). In tourism motivation research, there are generally two factors that motivate tourists to travel, namely push factors and pull factors. Push factors are the impulses from within individuals that can ultimately trigger their desire to travel. On the other hand, pull factors are factors that become attributes of a tourist destination so that it can attract tourists to visit (Dean & Suhartanto, 2019).

Several previous studies have found that tourist motivation affects tourists' intention to do city tourism (Chi & Phuong, 2022) and switch their preference to sustainable tourism in post-COVID19 era (Palacios-Florencio et al., 2021). Moreover, Back et al., (2021) found that pull motivations such as destination reputation, architectural design, and tourist location affect visitor interest in winery tourism. In contrast, Salsabila & Alversia (2020) found that push motivation has a positive effect on tourist intention, while pull motivation has no effect on attitude and tourist behavior. From some of these findings, the hypothesis of this study is formulated as follows.

H1 : *Push motivation significantly increases the tourist behavior in DIY Perfume workshop*

H2 : *Pull motivation significantly increases the tourist behavior in DIY Perfume workshop*

### 2.2. Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a theory commonly used in customer behavior research. TPB is an improvement from Ajzen's Theory of Reasonable Action (TRA). TPB states that individual behavioral intention is strongly influenced by three factors, namely attitude, subjective norms, and perceived behavioral intention (Ajzen, 1991). Salsabila & Alversia (2020) have also previously tested the effect of motivation on travel intention using TPB. In the model, the only factor related to motivation is attitude. Thus, this research model will only focus on the attitude variable as a mediator between motivation and tourist intention. Attitude is a scope that describes individual opinions, psychological tendencies, and evaluations of an object of activity in tourism (Lai et al., 2021). Salsabila & Alversia (2020) shows that the attitude variable is proven to be influenced only by push motivation, while pull

motivation is proven to have no effect on attitude. From these findings, the following hypothesis is formulated.

H3: *Push motivation significantly increases the attitude of tourist on DIY Perfume workshop*

H4: *Pull motivation significantly increases the attitude of tourist on DIY Perfume workshop*

H5 : *Attitude significantly increases the attitude of tourist on DIY Perfume workshop*

H6 : *Attitude significantly mediating the effect of push motivation on tourist behavior on DIY Perfume workshop*

H7 : *Attitude significantly mediating the effect of pull motivation on tourist behavior on DIY Perfume workshop*

### **3. Methodology**

#### *3.1. Measurement and Data Collection*

The process of data collection was conducted through Google Forms electronic questionnaire-based survey. The research focuses on the individuals who have joined a DIY perfume workshop session. Therefore, the sample methodology employed was the non-probability purposive sampling method. In the data collection process, researchers used close-ended questions. The questionnaire was conducted in Indonesian and consisted of 21 question items divided into 4 sections. The questions were adopted from Khademi-Vidra & Bujdosó (2020) and Salsabila & Alversia (2020). Respondents' answers were measured using a ratio scale which was manifested on a 5-point Likert scale. Data was obtained from 130 respondents through social media broadcasts and email distribution.

#### *3.2. Data Analysis Method*

The data analysis process was undertaken following the confirmation of the validity and reliability of all instruments. Researcher use the Partial Least Square – Structural Equation Modelling (PLS-SEM) conducted through smartPLS 4.0 which provides simultaneous analysis for a conceptual model. In addition, the researcher will also conduct a mediation analysis to test the Attitude variable that will mediate the relationship between Push and Pull Motivation towards Tourist Behavior.

### **4. Results**

#### *4.1. Profile of the respondents*

In this study, researchers have collected questionnaires from 130 respondents. Of the total respondents, 75.4% (98 respondents) were female. This shows that perfume-mixing workshops are currently preferred by women, which in general, women tend to be fonder of cosmetic products than men. Based on generation, 60% of the participants were gen Z born between 1996-2012, while the remaining 48 participants (36.9%) were millennial/gen Y and the remaining 4 participants were gen X. In terms of income, perfume mixing workshop participants are dominated by individuals who have an average monthly expenditure above Rp6,000,000 or belong to SES A consist of 66 respondents or 50.8%

Based on their occupation, DIY perfume workshop's participant is dominated by individuals who tend to have fixed and less flexible work schedules such as office workers and students. This shows that perfume mixing workshops in Jakarta tend to be in demand by individuals who have limited free time, making it impossible to do recreation or travel to distant areas.

4.2 Measurement Model Assessment

In the model, researchers retained items with factor loading above 0.60. Thus, the measurement model used in this study has met the internal reliability with Cronbach's Alpha, Composite Reliability, and Average Variance Extracted values that meet the requirements above 0.60. This model is also declared feasible from discriminant validity testing using HTMT with results below 0.9.

4.3 Structural Model Assessment

Before assessing the structural model or conducting hypothesis testing, the researcher has checked that the VIF value is <5 which indicates low multicollinearity, so that it can be continued with hypothesis testing because the parameter estimation results in SEM-PLS are robust. From the bootstrapping method with 5000 iterations, the researcher displays the path coefficient value and p-value through Figure 1. The path coefficient value shows how much the dependent variable value changes for every one point change in independent variable. If the p-value is less than 0.05, it can be stated that the dependent variable has a significant effect on the dependent variable (see Figure 1).

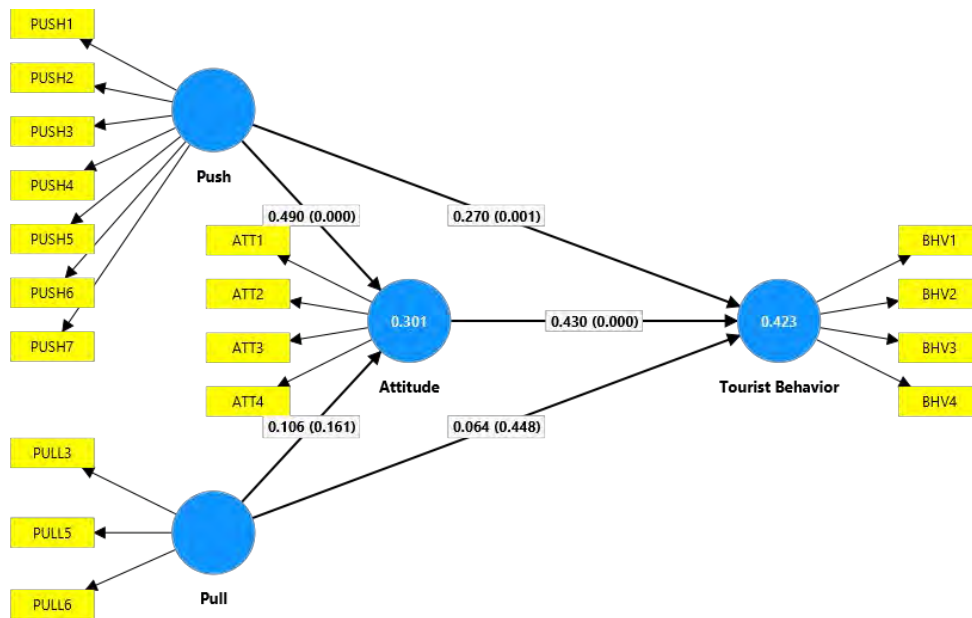


Figure 1.

Structural Model Assessment

In addition to testing the hypothesis using the p-value, researchers also measure the structural effect of each variable relationship using the f-square value with the interpretation provisions by Hair et al., (2019) with the results shown in table 1. For the mediation effect, the test was carried out using the Upsilon V value proposed by Lachowicz et al., (2018) as shown in table 2.

Table 1

Path Analysis and Structural Effect Measurement

Hypothesis	Path Coefficient	p-value	f square	Structural Effect
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H1: Push→Tourist Behavior	0.27	0.001	0.077	Moderate
H2: Pull→Tourist Behavior	0.064	0.448	0.005	Low
H3: Push→Attitude	0.49	0.000	0.264	High
H4: Pull→Attitude	0.106	0.161	0.012	Low
H5: Attitude→Tourist Behavior	0.43	0.000	0.224	High

Structural effect interpreted by f square value, where  $f^2 > 0.02$  is low effect,  $f^2 > 0.15$  is moderate, and  $f^2 > 0.35$  is high effect (Hair et al, 2019).

Table 2

Indirect Effect Size

Hypothesis	Path Coefficient	p-value	Upsilon n V	Structural Effect
H6: Push→Attitude→Tourist Behavior	0.21	0.000	0.0443 94	High
H7: Pull → Attitude→Tourist Behavior	0.046	0.185	0.0007 57	Low

$v > 0.01$  means mediation has low effect;  $v > 0.075$  means moderate mediation effect; and  $v > 0.175$  means high mediation effect (Lachowicz et al., 2018).

The effect of push-pull motivation on attitude shows an R-square of 0.29 which means it has a low influence, while the effect of push-pull motivation and attitude mediation shows an R-square value of 0.409 so that it can be categorized as a moderate effect. The SRMR value in the model shows 0.075 ( $< 0.08$ ) so that it can be stated that the model used is acceptable fit. From the blindfolding process, researchers found a predicted Q-square value of 0.272 for attitude and 0.265 for tourist behavior, which indicates that the predictive-relevance ability of this model is at a moderate level.

Based on the analysis above, researcher find that push motivation significantly increases tourist behavior and attitude, consequently H1 and H3 are accepted. However, this research found that Pull motivation variable has no significant effect on tourist behavior or attitude, therefore H2 and H4 are not accepted. Furthermore, Attitude is confirmed have a significant effect on tourist behavior, therefore H5 is accepted. As a mediator variable, Attitude mediates the effect of push motivation on tourist behavior significantly, but does not mediate the effect of pull motivation on tourist behavior, hence H6 is accepted and H7 is not accepted.

### 5. Discussion and Conclusion

This finding corroborates the results of Suni & Pesonen (2019), where push motivation will encourage someone to take part in interactive tourism which will help them to socialize with others. This study also confirms that Push motivation has a stronger influence when its influence is mediated by Attitude than direct influence. Creative tourism artisans can



implicate this finding by targeting potential customers who already have an interest in perfumery or DIY, given that push motivation is a pure factor that comes from within individual. In addition, promotion should also focus more on intangible aspects that are more relevant to customers, such as emphasizing new experiences and friendships, or promising increased skills or knowledge gained after attending this workshop (Pereira & Gosling, 2019).

This study confirms that the pull motivation variable does not have a significant effect on tourist behavior, either directly or when mediated by attitude. This finding is in line with the results of Dean & Suhartanto (2019), and justify this finding by confirming that pull intention will have a more significant effect on behavioral intention to revisit. Thus, creative tourism artisans are advised to continue to improve pull motivation factors, such as service quality, facilities and infrastructure. Although pull motivation will not increase behavioral intention in new tourists, pull motivation will increase the interest of existing tourists to visit again and become loyal to the brand.

### 5.2. Conclusion

This study concludes that push motivation has a significant effect on tourist behavior to attend DIY Perfume Workshop in Jakarta, both directly and mediated by Attitude. This finding indicates that creative tourism tends to be attracted by potential customer segments who have previously had an interest in a particular creative product or activity. Therefore, it is recommended for creative tourism artisans to first build customer interest in the product before promoting the workshop activity. This research also proves that pull motivation has no significant effect on tourist behavior directly or when mediated by attitude. This finding shows that no matter how good the facilities and experience are, it will not be enough to attract potential customers to join the workshop. However, this does not mean that they do not need to maintain the quality of existing services and facilities. Maintaining and improving facilities and service quality will help creative tourism to maximize customer satisfaction and increase the likelihood to revisit.

### 5.3. Limitations and suggestions for future studies

This research was only conducted on one creative tourism provider in Jakarta, so the findings here cannot be generalized. Thus, it is recommended for further studies by increasing the number of creative tourism fields studied and increasing the number of samples used to ensure that the results found can represent the real population. In addition, future researchers are expected to study using a qualitative approach to provide more practical implications that help creative tourism artisans to formulate more detailed strategies.

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**Exploring the asymmetric impact and relative competitiveness of service attributes on customer satisfaction and dissatisfaction: Impact asymmetry competitor analysis and two-factor theory**

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**Abstract:**

The vigorous market competition and increase in demanding customers urge the importance of service performance evaluation due to its critical impacts on customer satisfaction and dissatisfaction. Understanding customer satisfaction and dissatisfaction becomes a pivotal tool for evaluating service delivery and sustaining hotel business. While service attributes can have varying impacts on customer satisfaction and dissatisfaction due to customers' divergent expectation levels, the asymmetric impact of each attribute on customer satisfaction and dissatisfaction remains under-explored. Grounded by the two-factor theory, this study aims to explore the asymmetric impact of service attributes (room, service, cleanliness, location, and sleep) on customer satisfaction (CS) and dissatisfaction (DS) and the attributes' roles serving as a competitive advantage by leveraging impact-range performance analysis (IRPA), impact-asymmetry analysis (IAA), and impact asymmetry competitor analysis (IACA). The study extends the theoretical understanding of customer-perceived experience with the two-factor theory and provides the hotel industry with practical recommendations for strategic planning and resource allocation.

**Keywords:** Two-factor theory; Impact Asymmetry Analysis (IAA); Impact Asymmetry Competitor Analysis (IACA); Customer Satisfaction

**1. Introduction**

The intense market competition and globalization drive the growing importance of service performance assessment for the hotel business (Cibere et al., 2020). While prior research on performance measurement has focused on the managerial and operational aspects, much attention has been paid to customer evaluation of services with the development of SERVQUAL (Parasuraman et al., 1988). Customer evaluation becomes a vital criterion for performance measurement. Atkinson and Brown (2001) further highlight the pivotal role of customer satisfaction (CS) and dissatisfaction (DS) in performance evaluation, where the perceived service quality acts as the driving force. Consequently, studying CS provides a

better understanding of hotel service delivery, customer expectations, perceptions, and areas for further improvement. Hotels provide inclusive experiences to customers with a composition of multiple components, such as the physical environment (e.g., room, location), staff professionalism, and attitude (Panchapakesan & Ahn, 2020). Customers' experiences with each attribute collectively represent their experiences with the hotel. Thus, service attributes can be key factors affecting CS/DS, as many studies suggested (Cibere et al., 2020; Panchapakesan & Ahn, 2020; Truong et al., 2020).

However, as customers have divergent expectations of each service attribute, the impacts of the service attributes on CS/DS might not be symmetrical (Park et al., 2022). Furthermore, while customers' assessment of a business's service attributes is influenced by their experience with service attributes offered by its competitors (Albayrak, 2015), there has been a lack of studies incorporating competitor information to determine service attributes on CS/DS. Therefore, this study aims to (1) examine the asymmetric impact of service attributes on CS/DS based on the two-factor theory (Herzberg et al., 1959) and (2) explore the relative competitiveness of each service attribute incorporating competitor information. To achieve the research purposes, the following research questions are developed:

1. What are the roles of service attributes in creating CS/DS?
2. Do the service attributes serve as the competitive (dis)advantage, compared to its competitor?

The study theoretically contributes to the current understanding of CS/DS by applying the two-factor theory. Practically, this study encourages hotel management to reconsider its performance discrepancies, understand the role of each service attribute in creating CS/DS, and identify its competitive advantage for better strategic planning.

## 2. Literature Review

### 2.1. Customer Satisfaction (CS) and Dissatisfaction (DS)

Oliver (1980) defines CS as the fulfillment of a customer's expectations of products/services. Parasuraman et al. (1988) stated CS as the gap between the expected and perceived performance of products or services, with the five dimensions of service quality (SERVQUAL) measurement. CS reflects customers' perceived performance of products/services, which eventually influences customer loyalty (Salegna & Goodwin, 2005). For example, prior studies show a significant impact of CS on customer loyalty (e.g., Wolter et al., 2019). Customer loyalty is crucial to business success and resonates with business sustainability (Zietsman et al., 2019). For instance, positive word-of-mouth (WOM) and CS retain customers and further reach potential customers with experience sharing (Ali et al., 2021). Understanding CS/DS enables hotels to visualize their future profit, which is pivotal in the long term (Khan & Abdullah, 2019). Thus, how various service attributes influence CS/DS is critical.

Hotels provide a holistic experience beyond their primary function as an accommodation for sleep (Prabhu et al. 2020). Hotel guests evaluate the hotel's performance with their own expectations of different service aspects, such as room quality, staff's services, etc. (Ali et al., 2021). Panchapakesan and Ahn (2020) suggested that CS is affected by customers' evaluations of various aspects, as shown in the four significant attributes in customers' reviews: hotel-related, room-related, staff-related, and travel-related attributes. For instance, if the staff provides exemplary customer service, it leads to a positive evaluation of their

experiences, thereby increasing their revisit intentions (Sultan et al. 2020). Service quality is strongly tied to CS regarding service delivery and performance (Fick et al. 1995). Jeong et al. (2022) utilized customer-generated content and showed the significant impacts of service attributes on CS. The CS literature suggested that understanding the impacts of service attributes provides a clearer view on areas that need service improvement, thereby establishing a sustainable competitive advantage for hotels (Ali et al., 2021).

### *2.2. Two-factor Theory and Impact Asymmetry Analysis*

Customers have different degrees of CS/DS regarding service quality in every service encounter (Truong et al., 2020). Each service attribute's importance is divergent and imposes a different impact on CS/DS. The two-factor theory (Herzberg et al., 1959) suggested that one attribute contains a dichotomous role regarding CS/DS. Some attributes solely influence CS but not DS, and vice versa (Herzberg et al., 1959). The two-factor theory recommended distinguishing and examining each attribute's asymmetric impact on both CS and DS. Mikulic and Prebezac (2008) extended the two-factor theory to impact asymmetry analysis (IAA) with five distinct roles (delighter, satisfier, hybrid, dissatisfier, and frustrator) and a measure for impact magnitude. IAA provides in-depth insights into potential asymmetric effects of attributes on overall CS/DS and emphasizes the dominant impact for service-improvement strategies formulation (Mikulić & Prebežac, 2008). Due to its efficiency and effectiveness in examining the roles and impacts of individual attributes, many studies have adopted IAA (Back, 2012; Park et al., 2022).

### *2.3. Competitor Analysis*

Under vigorous market competition, understanding competitors' performance information and its relative importance for business is germane (Albayrak, 2015). Prior studies have solely focused on examining the effects of service attributes on CS, neglecting the competitor's performance measures. Keyt et al. (1994) suggested that an advantage formation relatively aligns with the competitors, thereby, competitors' information is essential for competitive advantage development. Using service attributes for competitor analysis provides a realistic picture of hotel performance to identify competitive (dis)advantages from customers' perspectives (Cibere et al., 2020). Maintaining high service quality and CS is critical to sustain business performance and customer retention. However, the unique characteristics of the hospitality industry (intangibility, heterogeneity, inseparability, and perishability) pose difficulty in maintaining consistent performance (Kahn et al., 2002). Considering that customers choose chain/branded hotels for consistent experiences, brand performance consistency is critical for hotels to drive customer retention and stay competitive in the market (Jeong et al., 2022). However, prior studies only evaluate the importance of attributes and focal hotels' performance, neglecting the impact of competitor information to develop differential (dis)advantage. Hence, evaluating the competitor's performance and attributes importance is necessary.

## **3. Methodology**

To answer the research questions, this study conducted impact-range performance analysis (IRPA), impact asymmetry analysis (IAA), and impact asymmetry competitor analysis (IACA) by integrating business analytics on Tripadvisor.com reviews of upscale hotels under the major hotel chains (e.g., Hilton, IHG, and Marriott) that were posted in the year of 2019. The year of 2019 was selected to account for the impacts of COVID-19. Given that the study aimed to conduct competitor analysis based on brand performance consistency, the data were collected to reflect all regions and divisions in the U.S. from Tripadvisor.com, hotel information (e.g., hotel name, address) and review information (e.g., review rating) were

collected, and the information was pre-processed to identify hotel brand/chain and hotel class, and to geocode the hotel location to examine the brand performance consistency across the U.S. The final data set contained 22,939 reviews covering 177 cities in 43 states of the U.S.

This study first conducted IAA to identify the role of five attributes on CS/DS, followed by brand performance consistency analysis to group hotel brands into high, medium, and low-performance consistency hotels as a base for competitor analysis (Jeong et al., 2022). After the consistency analysis, four hotel brands that had high-performance consistency and six hotel brands with low-performance consistency were retained for IACA (Table 1). Then, IACA was conducted to discover the competitive positioning of low-performance consistency hotels compared to their competitors (i.e., high-performance consistency hotels) (Albayrak, 2015; Mikulic et al., 2016; Park et al., 2022).

3.1. *Impact-Range Performance Analysis (IRPA) and Impact Asymmetry Analysis (IAA)*

The implication of IRPA is extended from the importance-performance analysis and the two-factor theory to investigate the performance attributes for in-depth evaluation. According to Back (2012), the development of IRPA required multiple regression analysis with dummy variables; two sets of dummy variables were coded for each attribute. As this study used big data at the property level (aggregated from the review level), if the attribute average score was equal to or less than the bottom 20%, then it was coded as 1, while any others were coded as 0; on the contrary, the second set is formed with the average score was equal to or higher than the top 20% (coded as 1), then others were coded as 0. The two dummy sets then regressed on CS, resulting in two coefficients for each attribute (Back, 2012). Namely, the absolute values of *penalty-indices* (PI) and *reward-indices* (RI), each attribute was aggregated to measure an attribute’s range of impact on CS (RICS). As Table 1 shows, the PI, RI, and RICS would be the fundamental scores of *impact-asymmetry* (IA) that quantified whether an attribute had a *satisfaction-generating potential* (SGP) compared to its *dissatisfaction-generating potential* (DGP) (Back, 2012).

**Table 1. Key Equations for and Categorization of IRPA, IAA and RICS**

<i>Equations of Impact-Range Performance Analysis (IRPA) and Impact Asymmetry Analysis (IAA)</i>	$RICS_i =  RI  +  PI $ (1) $SGP_i =  RI \text{ (or PI)}  / RICS$ (2) $DGP_i =  RI \text{ (or PI)}  / RICS$ (3) $IA_i \text{ index} = SGP_i - DGP_i$ (4)
<i>Categorization of IA (Back, 2012; Park et al., 2022)</i>	$0.7 < IA$ : Delighters $0.2 < IA \leq 0.7$ : Satisfiers $-0.2 < IA \leq 0.2$ : Hybrids $-0.7 < IA \leq -0.2$ : Dissatisfiers $IA \leq -0.7$ : Frustraters
<i>Categorization of RICS (Back, 2012; Park et al., 2022)</i>	$1.2 < RICS$ : High-impact $0.4 < RICS \leq 1.2$ : Moderate-impact $RICS < 0.4$ : Low-impact

According to Back (2012), IAA is conducted using the grand means of IA and RICS, IA scores were used as the criterion of various level service attributes categorization. As Table 1 shows, IA rating categorizers exemplified the CS/DS, while RICS categorizers determined the impact magnitude of each attribute on CS (Back, 2012).

3.2. *Impact Asymmetry Competitor Analysis (IACA)*

Following the approach by Jeong et al. (2022), the coefficient of variation (CV) was calculated for each attribute (i.e., location, sleep, cleanliness, room, and service) by brand. Then, the average CV was calculated. Hotels with an average CV less than .08 were coded as high-performance consistency, while those with greater than or equal to .15 were coded as low-performance consistency (Jeong et al., 2022). As this study aimed to conduct competitor analysis by comparing high- and low-performance consistency groups, medium-performance consistency group was excluded from further analyses. Importance difference (ID;  $I_{\text{Focal}} - I_{\text{Competitor}}$ ) is acquired from the dispersed comparison of focal and the competitors' performance (Albayrak, 2015), and a quadrant grid was created to identify the competitive (dis)advantages of the service attributes.

#### 4. Results

The results of brand performance consistency showed that four (out of 16; 25%) brands performed consistently across the U.S. region, while six (out of 16; 37.5%) performed inconsistently. Table 2 illustrates the descriptive statistics of service attributes' ratings.

**Table 2. Descriptive Statistics**

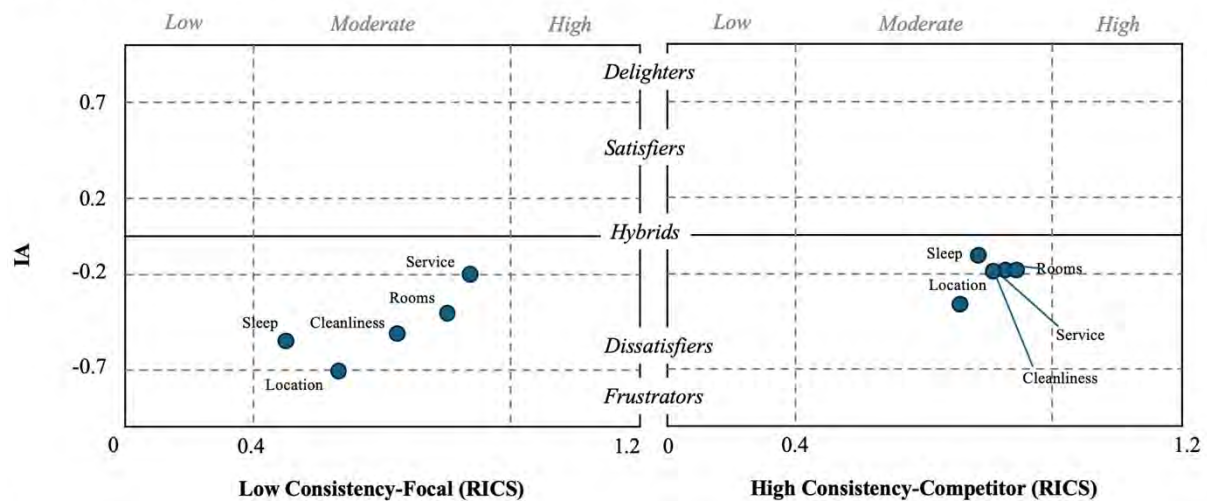
Consistency Level	Variables	Mean	SD
Low Consistency (Focal hotels)	Location	4.49	0.84
	Service	4.28	1.17
	Room	4.17	1.15
	Cleanliness	4.34	1.06
	Sleep	4.24	1.09
	Overall	4.08	0.36
High Consistency	Location	4.54	0.85
	Service	4.34	1.16
	Room	4.26	1.14
	Cleanliness	4.38	1.08
	Sleep	4.27	1.13
	Overall	4.20	0.35

Table 3 indicates the results of IAA, including each service attribute's impact (i.e., RICS) and its role on CS/DS. Figure 1 depicts the service attributes rating in the low-performance consistency brands, where service had the highest impact, followed by room, cleanliness, location, and sleep. It was found that all attributes moderately affected CS/DS. Service, room, cleanliness, and sleep were categorized as dissatisfiers, which had a higher influence on DS than CS. Meanwhile, location was a frustrator. On the contrary, for the hotels that performed with high consistency, room had the highest impact, followed by sleep, service, cleanliness, and location. Similar to low-performance consistency hotels, all attributes had moderate impacts on CS/DS. While room, service, cleanliness, and location were found to be dissatisfiers, sleep was a hybrid.

**Table 3. Results of Impact Asymmetry Analysis**

<i>Focal: Low Consistency</i>								
Variable	PRCA			IRPA			IAA	
	PI	RI	RICS	Impact	SGP	DGP	IA	Roles
Location	-0.647	0.107	0.754	Moderate	0.142	0.858	-0.717	Frustrators
Service	-0.642	0.409	1.051	Moderate	0.389	0.611	-0.222	Dissatisfiers
Room	-0.684	0.251	0.935	Moderate	0.269	0.731	-0.463	Dissatisfiers
Cleanliness	-0.683	0.176	0.860	Moderate	0.205	0.795	-0.590	Dissatisfiers
Sleep	-0.502	0.125	0.627	Moderate	0.199	0.801	-0.602	Dissatisfiers
<i>High Consistency</i>								
Variable	PRCA			IRPA			IAA	
	PI	RI	RICS	Impact	SGP	DGP	IA	Roles
Location	-0.588	0.287	0.875	Moderate	0.328	0.672	-0.344	Dissatisfiers
Service	-0.636	0.396	1.032	Moderate	0.384	0.617	-0.233	Dissatisfiers
Room	-0.661	0.407	1.068	Moderate	0.381	0.619	-0.238	Dissatisfiers
Cleanliness	-0.617	0.388	1.015	Moderate	0.386	0.614	-0.227	Dissatisfiers
Sleep	-0.606	0.430	1.035	Moderate	0.415	0.585	-0.170	Hybrids

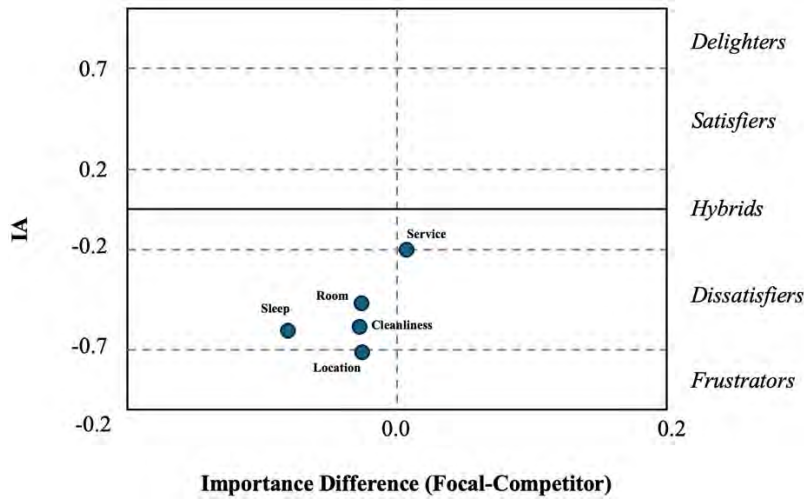
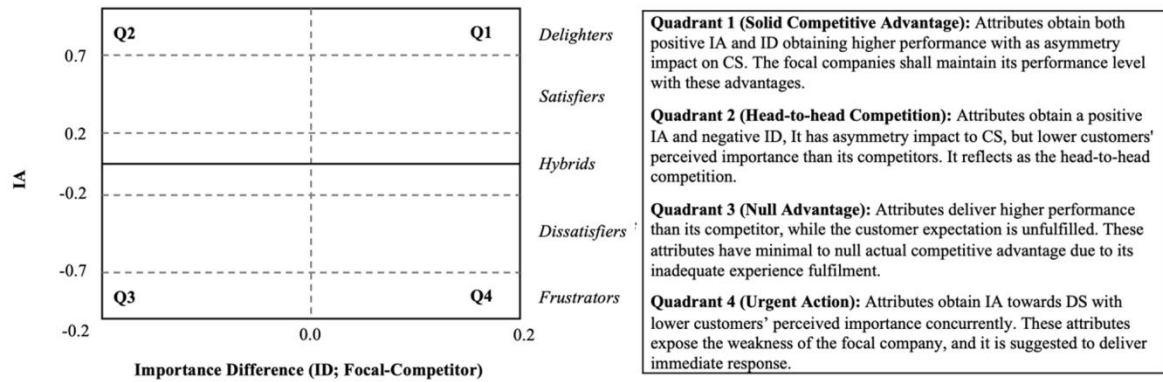
**Figure 1. Results of Impact Asymmetry Analysis**



Eventually, Figure 2 reflects the outcome of IACA for the examination of the competitive advantage of each variable (Mikulic et al., 2016). Considering the meanings of quadrant one (Q1) and quadrant four (Q4) in Figure 2, the focal hotel brands (i.e., low-performance consistency hotels) are recommended to consider their performance essentially. Service attribute was positioned as major weakness (Q4), while room, cleanliness, sleep, and location were identified as minimal advantages (Q3).



**Figure 2. IACA Grid and the Results of IACA**



## 5. Conclusion

This study extended the understanding of the two-factor theory by examining the asymmetric impact (IAA and IRPA) of service attributes on CS/DS, with the intertwined advantage and threat imposed (IACA) behind it. Theoretically, the findings showed that the five service attributes (room, service, cleanliness, location, and sleep) had asymmetric impacts on CS/DS, providing corroborated support to the two-factor theory (Herzberg et al., 1959). The findings deepened the understanding of how specific service attributes impact CS/DS disparately. Essentially, drawing on the two-factor theory, this study further extends the understanding of CS/DS and each attribute's competitive role with IACA.

Pragmatically, the hotels are recommended to understand the market overview and its strengths and weaknesses with the IACA. The attributes emphasized specifically the area for improvement to enhance the hotels' resource allocation and maximize cost-benefit. For instance, the findings suggested that hotels focus less on room, cleanliness, location, and sleep with minimal actual competitive advantages delivered due to inadequate experience fulfillment. On the contrary, service attribute was found to be a weakness of low-performance consistency hotels requiring urgent actions. The hotels are recommended to acquire the results for strategic decision-making, with an advanced understanding of the CS/DS dynamics and the significance of performance consistency in the industry.

Despite the theoretical and practical contributions of the findings, it had some limitations. The service attributes used in this study are pre-defined in Tripadvisor.com, which limited the customers' available criteria for performance evaluation. Consequently, it may not fully reflect customer expectations and perceived services. Future studies may include further information, such as text reviews.

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## **Tourists' perception of Hong Kong environmental public service advertisements**

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### **Abstract:**

Plastic pollution causes significant environmental concerns. This research strives to identify potential psychological barriers tourists face when watching environmental public service advertisements (PSAs). 100 tourists from mainland China were surveyed online. The findings suggest that tourists have limited access to, evaluation of, and self-regulation regarding moral responsibility, which leads to their diminished reaction to environmental PSAs, ultimately finding them unattractive. The final part of the article provides a profound reflection on the existing barriers and discusses theoretical and practical contributions.

**Keywords:** Pro-environmental behavior, Public service advertisements, Plastic pollution, Green tourism, Tourist

### **1. Introduction**

Plastic pollution is a severe environmental problem now. Tourism and leisure activities have significantly caused the accumulation of plastic in marine and coastal environments (Thushari & Senevirathna, 2020). Tourism activities are one of the main sources of the plastic pollution crisis, and the plastic pollution caused by tourism activities has brought many negative effects on the development of the tourism industry (Bayo et al., 2019; Cecchi, 2021; Jiale & Quoquab, 2023). 8 out of 10 tourists generate plastic waste, increasing to 8 million tons of plastic discharged into the oceans yearly (United Nations Environment Programme, 2024). In Hong Kong, the Environmental Protection Department (2023) reported that plastic waste is the second largest component of municipal solid waste (MSW). In 2022, the daily amount of MSW disposed of in landfills increased by 1.6% to 2,369 tonnes compared to 2021 (Environmental Protection Department, 2023). The Hong Kong authorities have actively adopted various measures for publicity and education, for example, using PSAs on the subway, streets, and social media to promote environmental protection, encourage plastic recycling, and reduce plastic usage at its source. The government also designed a mascot named "Big Waster" to promote pro-environment behavior in PSAs. However, the average daily quantity of plastic waste disposed of in Hong Kong's landfills has steadily increased each year. Also, the impact of environmental PSAs in Hong Kong on improving the pro-environmental behaviors of visitors to Hong Kong remains unknown. This research aims to explore the psychological barriers tourists encounter when viewing environmental PSAs

promoted in Hong Kong, which may hinder their willingness to reduce the use of plastic. Hence, this research strives to identify potential psychological barriers tourists face when watching environmental PSAs.

## **2. Literature Review**

### *2.1. Public Service Advertisements*

PSAs are supported by governments, businesses, and non-governmental organizations, which educate the public about environmental crises and encourage pro-environmental behavior (Jin & Zheng, 2023). PSAs provide unbiased, motivating information that enables individuals to respond to specific public concerns, such as environmental preservation (Mohamed et al., 2019).

### *2.2. Nudge theory*

Nudge theory indicates that the behaviors of an individual can be influenced by their subjective identities and surroundings (Olya et al., 2023). Nudging can gently lead people to make better choices and highlight the importance of decision autonomy (Liu et al., 2024).

### *2.3. Nudging and Pro-environmental behavior in tourism*

Using the nudge theory effectively enhances tourists' pro-sustainable behaviors (Olya et al., 2023). Adopting nudges can lead to lower costs, more effectiveness of behavioral changes, and less harm caused by visitors (Souza-Neto et al., 2022). An illustrative case is that nudging can increase customer reuse of towels, which benefits hotels by saving costs and energy. When hotels adopt some effective interventions, for example, reminding guests that most other guests reuse towels and requiring guests to put their towels in a laundry basket if they want new towels, it is helpful for guests to reuse towels (Demeter et al., 2022).

### *2.4. Choice architecture*

Choice architecture is an essential concept in nudge theory. It refers to how an option is presented and its impact on decision-making (Ensaiff, 2021). Choice architecture serves as an effective and widely employed behavior change technique that supports personally and socially desired choices across behavioral domains, geographic regions, and populations (Mertens et al., 2021). Choice architecture interventions seek to direct individuals toward socially and personally desirable conduct by designing environments that predict and incorporate individuals' decision-making limitations. In the concept of choice architecture, when people make a decision, they face three main psychological barriers: (1) Limited access to decision-relevant information, (2) Limited capacity to evaluate and compare choice options, and (3) limited attention and self-control (Mertens et al., 2021).

This research indicates that tourists who remain disinterested in environmental PSAs or continue using plastic products despite these advertisements are likely to encounter three psychological barriers.

## **3. Methodology**

### *3.1. Measurement*

The purpose of this study was to explore tourists' perceptions of environmental PSAs promoted by Hong Kong. This research uses an online investigation method. Online investigations were distributed on Credamo.com from 3 April 2024. Random 100 tourists from mainland China were surveyed online. There are 12 questions in the Interview protocol, which is shown below. The value of online survey research lies in its ability to generalize

findings from a sample to a meaningful population (Andrade, 2020). The question "Have you ever been to Hong Kong?" is aimed at screening tourists who have visited Hong Kong and have had an opportunity to learn about Hong Kong's environmental PSAs, with the goal of generalizing the findings to a meaningful population. Due to the small sample size and the utilization of a random online survey method, the results can only be considered exploratory. As a result, the samples were not analyzed by age, gender, or region.

### Interview protocol

1. Basic information (Age, Gender, Province, Occupation)
2. The frequency of travel in the past one year
3. Have you ever been to Hong Kong?
4. Have you noticed advertisements in your daily life related to plastic pollution?
5. Where have you seen environment PSAs?
6. How do you think of them?
7. Do you know the pro-environment mascot of Hong Kong named "Big Waster" ?
8. Can you share your first impression upon seeing a particular PSAs? Please summarize the purpose of this advertisement.



9. Please list 3-5 attractive aspects in the PSAs you've seen.
10. Please list 3-5 aspects that are not attractive in the PSAs.
11. Do you find it difficult not to use plastic during your journey?
12. Could you please give some suggestions to develop individual's Pro-environment attitude especially on plastic pollution?

## 4. Results

### 4.1. Profile of the respondents

Altogether, 100 responses were analyzed. Since the responders were focused on tourists who had been to Hong Kong before, the total sample size was 90. To analyze the content of the online investigation, upon distilling the qualitative data, similar categorical themes were defined, coded, and clustered to answer the research problems about respondents' attitudes towards PSAs in Hong Kong and their perception of the unattractive aspects of PSAs. The following tables analyze the respondents' descriptive information. Among respondents, 74% were male, 64% were aware of the Hong Kong environmental mascot "Big Waster," and the age group of the respondents was primarily concentrated between 31 and 40 years old.

Table 1. Descriptive analysis results

Category	Percentage
Gender	
Female	26%

Male	74%
Hong Kong tourism experience	
Visited HK	90%
Not Visited HK	10%
Knowledge of “Big Waster”	
Know	64%
Unknow	36%
Age Distribution	
0 - 20 years old	3%
21 - 30 years old	34%
31 - 40 years old	55%
41 - 50 years old	5%
51 - 60 years old	3%
Frequency of Travel per Year	
0 time	1%
1 - 3 times	62%
4 - 5 times	28%
5 - 10 times	5%
Above 10 times	4%

All the respondents involved in the survey stated that they noticed environmental-related PSAs in their daily lives.

#### 4.2 Four Major Psychological Barriers

Similar categorical themes were defined, coded, and clustered after distilling the qualitative data of questions 8, 9, 10, 11, and 12. There are four key categories of PSAs as tourists perceive: Limited access to decision-relevant information, limited capacity to evaluate and compare choice options, limited attention and self-control, limited reaction to moral responsibility, and nine sub-categories. Limited access to decision-relevant information has four sub-categories: Incomprehensibility, Information overload, Information Emptiness, and Personal irrelevance of information. Limited capacity to evaluate and compare choice options has one sub-category: Didactic tones. Limited attention and self-control have two sub-categories: Cliché and Uncontrollability. Limited reaction to moral manipulation has two sub-categories: Negative Information and Exaggerated Information (See Table 2).

Each sub-category has a specific definition that will be explained in detail, along with one example of a respondent to illustrate the points. In the online survey, responses regarding opinions on PSAs in daily life were categorized into four major categories and nine subcategories. Based on the responses provided, 17 respondents expressed their views on the complexity of PSAs. Some messages shown in PSAs often make it difficult to understand their true purpose, leading to comprehension barriers. 8 respondents specifically used the term "overload" to describe how excessive information in PSAs hinders understanding of the main ideas. 11 respondents used the term "hollow" to indicate that PSAs lack substantial content. 13 respondents believed that PSAs are not closely aligned with real life, thus failing to resonate with and connect personally with individuals.



One thing to note is that 27 respondents disliked PSAs that employ a preachy tone as one of their modes of expression. Among them, over 11 respondents specifically mentioned that the preachy tone makes them feel annoyed and resistant towards the advertisements. 31 respondents stated that PSAs lack originality, adhering to conventional norms regarding design concepts, color combinations, textual content, narrative techniques, etc. Furthermore, 1 respondent even mentioned that they are no longer willing to spare a glance at the content of PSAs due to their predictability. 6 interviewees mentioned that while they resonate with PSAs, they find them impractical and feel incapable of making a difference through their actions. They also expressed a need to know how to practice green behaviors. The responses of 23 interviewees demonstrated a limited moral responsibility towards PSAs. They became skeptical about their authenticity in the context of negative and exaggerated information in these advertisements. They also became numb and indifferent, no longer actively paying attention to such advertisements. Additionally, they experienced fear and suppression of emotions when confronted with negative information in PSAs.

Table 2. Four major psychological barriers in viewing PSAs

Categories	Sub-categories	Definition	Example (Direct quote)
Limited access to decision-relevant information	1. Incomprehensibility	Individuals or decision-makers lack sufficient understanding due to the inadequate availability or obscure information on PSAs.	Overly abstract or obscure information: Some PSAs attempt to convey messages through complex imagery or metaphors, but this approach often leaves me confused or struggling to understand. 【Interviewee 59】
	2. Information overload	Individuals or decision-makers are overwhelmed due to the massive volume of information	A large block of text stacked together. 【Interviewee 68】
	3. Information Emptiness	Individuals or decision-makers are perceived as empty in their understanding of PSAs due to information being scarce and insufficient.	It is too monotonous, lacks impactful words, and seems like a decoration without highlighting the key points. 【Interviewee 03】
	4. Personal irrelevance of information	PSAs are not pertinent to an individual's specific decision-making needs or interests.	It only tells you what to do without explaining why should I do. 【Interviewee 74】

Limited capacity to evaluate and compare choice options	1. Didactic tones	Didactic tones offer individuals specific guidance in decision-making by providing focused information without the need for direct comparisons between options.	Preachy text, stiff visuals, lack of sincerity, generic template. 【Interviewee 83】
Limited attention and self-control	1. Cliché	In the context of limited attention, clichés as mental shortcuts or automatic responses that overlook important details of PSAs.	The text is filled with clichéd rhetoric, lacks novelty and creativity, and fails to generate interest. 【Interviewee 92】
	2. Uncontrollability	The behavior of individuals or decision-makers following exposure to PSAs is uncontrolled, making it impossible to predict their specific actions.	Unrealistic, for example, an advertisement opposing whale hunting where ordinary people can't do anything. 【Interviewee 25】
Limited reaction to moral responsibility	1. Negative Information (Sentiment Information)	Presentation or dissemination of information that is deliberately negative to evoke specific emotional or moral responses.	Excessive negative information, over-commercialization. 【Interviewee 15】
	2. Exaggerated Information (Sentiment Information)	Presentation or dissemination of information that is deliberately distorted, exaggerated, or biased to evoke specific emotional or moral responses.	Overly exaggerated plotlines, inappropriate dialogue, outdated concepts. 【Interviewee 82】

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

In the concept of choice architecture, when people make a decision, they usually face three main psychological barriers: (1) Limited access to decision-relevant information, (2) Limited capacity to evaluate and compare choice options, and (3) limited attention and self-control (Mertens et al., 2021). Based on an online investigation of 100 tourists' perceptions of environmental PSAs promoted by Hong Kong, this research found that the fourth overlooked psychological barrier affecting tourists' decision-making is a limited reaction to moral responsibility. Building on the concept of choice architecture, this research extends existing psychological barriers. This research found that tourists' responses to environmental PSAs

would generate a moral manipulation emotion, which was not mentioned in previous nudge studies.

Also, publicity and education on environmental issues are taken too seriously. Pleasure-oriented interventions make pro-environmental behaviors more attractive by increasing happiness. Adopting a stamp-collecting game to motivate families to consume all the food they take from the buffet is an example of an effective happiness-focused intervention (Demeter et al., 2022). Suppose Hong Kong continues to use PSAs to promote pro-environment behavior in the future. In that case, it can design the advertisements to be interesting, or the green PSAs can combine education with entertainment.

When the government employs PSAs to encourage pro-environmental behavior, it should consider the potential moral cost stemming from loss aversion. People are disgusted by the didactic and authoritative messages in PSAs (Chan & Chang, 2013). Such negative emotional experiences could lead to moral disengagement, whereby individuals may feel less obligated to act responsibly towards the environment. To mitigate this risk, the government should carefully craft its messaging to emphasize the positive outcomes of pro-environmental actions while acknowledging the challenges and sacrifices involved. By striking a balance between promoting the benefits and addressing the potential losses, the government can foster a sense of moral responsibility and encourage sustainable behavior change without inadvertently triggering moral irresponsibility. People who experience positive moral and social emotions have significantly greater advertising effects than those who experience negative emotions, and they are also more likely to engage in proactive green environmental protection practices (Kao & Du, 2020).

### *5.3. Limitations of this study and suggestions for future studies*

The research focus of this study is the perception of PSAs among tourists who have visited Hong Kong. However, it is important to note that this research is based on an online investigation with only 100 responses, primarily from mainland China. This limited sample size and regional focus may not capture the perspectives of tourists from other countries or regions, thus potentially affecting the generalizability and accuracy of the results. Furthermore, this research only focuses on individuals' psychological barriers when making decisions. Further research should increase the number of online surveys and combine them with interviews to reduce the gap among interviewees regarding individual differences. Refining the survey questions aims to enhance the research's effectiveness and minimize variations in the interviewees' characteristics. Additionally, exploring solutions to improve environmental PSAs and promote sustainable behaviors among tourists would be a valuable direction for future research.

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# An Analysis of Customer Relationship Management (CRM) in High-end Hotel: A Case Study in China

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## **Abstract:**

In the past few decades, China's tertiary industry has rapidly flourished, and the hotel industry plays an important role in promoting national economic development and promoting the transformation of market economy structure. With the slowdown of China's economic growth, consumer behavior has also undergone significant changes, the good implementation of CRM has become the key for hotels to gain a clear competitive advantage. Based on the theories of customer satisfaction, this article conducts research on the current situation of CRM at G Hotel. Based on internship experience, conduct satisfaction and correlation analysis on the questionnaire results to identify the main issues with G Hotel CRM. Based on these problems, a comprehensive and industry-specific improvement strategy is proposed, providing a reference for CRM at G Hotel and even the entire hotel industry.

**Keywords:** Customer Relationship Management; Customer Satisfaction; Hotels

## **1. Introduction**

### *1.1. Research background*

Customers are the objects of hotel services, and their consumption behavior has brought opportunities for the hotel to make profits in accommodation, catering, entertainment, and other areas, and customer resources are a prerequisite for the long-term sustainable development of hotels in society. Therefore, customers CRM are paramount to hotels. The customer-centric hotel industry undoubtedly has advantages in CRM compared to other service industries. Although most hotels have realized the importance of CRM, it is difficult to achieve the expected results, they do not truly understand the deep management concept of CRM.

G Hotel has meet the same issue. The effectiveness of its CRM has never been as expected. The hotel needs to scientifically and reasonably improve its CRM process, and establish a considerate CRM system, and thus enhancing the hotel's core competitiveness and ultimately achieving long-term and stable development. This study looks at G Hotel's CRM, aiming to help G Hotel improve its CRM level.

### *1.2. Research objectives*

The study objectives are: 1) to identify the main problems in the case hotel's CRM; 2) to help the hotel improve its CRM by analyzing the status quo of G Hotel's CRM.

## **2. Literature review**

### **2.1. Conceptualizing CRM**

CRM was originally developed from the Relationship Marketing Theory in marketing, focusing on the customer value (Yuan & Wang, 2020; Pfajfar et al., 2022; Sedalo et al., 2022). Its evolution can be roughly divided into four stages: 1) late 1970s to early 1980s, the embryonic stage of CRM. In the early 1980s, the American academic circles proposed the concept of "contact marketing", which was one of the signs of the emergence of CRM. In 1983, the concept of "relationship marketing" was first proposed by American scientist Leonard L. Berry (Luo, 2023), which further developed the research on marketing theory; 2) late 1980s to mid-1990s, a period of further research on CRM. The research and exploration of CRM during this period is more profound than the first period, mainly focusing on sales, service, and other aspects related to customers. During this period, John J. Sviokla and Benson P. Shapiro's representative works "Exploring Customers" and "Keeping Customers" provided significant reference value for research, covering concepts and content related to Customer Value, Customer Loyalty and Satisfaction, and Customer Retention (Yang, 2008; Zhao et al., 2018; Wang et al., 2020); 3) mid-1990s to 2002, the rapid development period of CRM. During this period, there were abundant research achievements in CRM, and through the study of Value Creation Theories such as Customer Value Theory, Customer Value Chain, Customer Life Cycle Theory, Customer Satisfaction and Customer Loyalty Theory, a solid theoretical foundation was laid for CRM to gradually move towards the practical stage; 4) from 2002 to present, the stable development period of CRM. During this period, research on CRM include the correlation between customer value and enterprise value, which has integrated artificial intelligence into customer value assessment applications (He, 2022; Peng, 2023), and the lifelong value of customers has also received attention from academia and enterprises (Cheng, 2013; Sun, 2023).

### *2.2 Relationship marketing theory*

Relationship marketing was first proposed by Leonard L. Berry in 1982. Its definition is that relationship marketing is a model or process that attracts, maintains, and strengthens customer relationships; In 1985, American marketing expert Barbara B. Jackson believed from the perspective of industrial marketing that relationship marketing focused on attracting, developing, and retaining customer relationships; Gummesson (1990) believes that relationship marketing is the combination of viewing the entire market as a network, interaction, and relationships in the context of networked enterprise competition; Until 1996, Leonard L. Berry once again refined and optimized the definition of relationship marketing: relationship marketing aims to identify, establish, maintain, and promote relationships with customers to meet the goals of the enterprise and relevant stakeholders, and only terminate relationships through mutual exchange or commitment when necessary. It can be seen that relationship marketing always revolves around the close relationship between enterprises and customers, requiring effective two-way communication between enterprises and customers.

## **3. CRM at the G Hotel**

### *3.1 The G Hotel*

G Hotel belongs to the French International Hotel Group and was established in 2011. It covers an area of 30,000 square meters and features a classic combination of French elegance and Asian modern decoration. The hotel has a total of 33 floors and features 493 guest rooms, 17 conference rooms, a full-time self-service restaurant, a French style grill room, and a Chinese restaurant. In addition, it also has leisure facilities such as a SPA, fitness center, and professional hair salon, committed to providing guests with French lifestyle while offering exquisite services in all aspects.

### 3.2 Data Collection

The questionnaire is a customer satisfaction survey, which mainly focuses on the specific service items of the hotel's Front Office, Housekeeping, F&B Department, and Fitness Center for customers to rate. Customers were randomly selected from the hotel VIP customer group by using the hotel Opera customer profile and Guest Relationship Department member information profile. Ensure that the surveyed customers have a high level of participation in hotel services and their feedback can involve all departments included in the questionnaire. A total of 200 questionnaires were collected through email (customer letter) and invitation to guests to fill out during check-in. After sorting and screening, a total of 193 valid questionnaires were collected, with an effective rate of approximately 96.5%.

### 3.3 Descriptive statistics

As shown in Table 1-3, the proportion of male and female in the survey sample of this research is 40% and 60%, respectively. The age group is mainly concentrated in the post-80s and post-90s, and the two ranges of 25-34 years old and 35-44 years old account for 20.21% and 30.57% of the respondents, respectively. Besides, the average monthly income of the surveyed customer group is mainly concentrated in three ranges: 15001-25000 yuan, 25001-35000 yuan, and 35000-45000 yuan, accounting for 19.69%, 35.75%, and 20.21% respectively. Combined with the income level in Guangzhou, it basically meets the monthly salary level of the upper middle income group and also aligns with the hotel's consumer attribute positioning for customers.

**Table 1** Gender ratio of survey population

Gender	Number of people	Ratio
Female	114	59.07%
Male	79	40.93%

**Table 2** Age distribution of survey population

Age	Number of people	Ratio
Under 18 years old	5	2.59%
18-24 years old	33	17.1%
25-34 years old	39	20.21%
35-44 years old	59	30.57%
45-54 years old	49	25.39%
55 years old and above	8	4.15%

**Table 3** Monthly income distribution of survey population



Monthly income	Number of people	Ratio
8000 yuan and below	9	4.66%
8001-15000 yuan	29	15.03%
15001-25000 yuan	38	19.69%
25001-35000 yuan	69	35.75%
35001-45000 yuan	39	20.21%
Over 45000 yuan	9	4.66%

### 3.4 Reliability and validity tests

The value of Cronbach's  $\alpha$  is 0.977 ( $> 0.9$ ), indicating that the quality of data reliability is high (high credibility). KMO (Kaiser Meyer Olkin) and Bartlett tests were used for validity. In this study, the KMO value is 0.980 ( $> 0.8$ ). This indicates that the validity level is high (high dependability).

**Table 4** Reliability analysis (Customer satisfaction)

Number of items	Sample size	Cronbach' $\alpha$
26	193	0.977

**Table 5** Validity analysis (Customer satisfaction)

KMO value	Bartlett sphericity test		
	Approximate chi-square	df	P-value
0.980	4304.241	325	0.000

## 4. Analysis and Results

### 4.1. Overall customer satisfaction

The result section is divided into two dimensions: basic personal information of customers and customer satisfaction evaluation. The customer satisfaction evaluation involves four main customer service departments of the hotel: Front Office Department, Housekeeping Department, F&B Department and Fitness Center (as illustrated in Table 6-10).

**Table 6** Customers' overall satisfaction evaluation of Hotel "CRM"

Topic	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly dissatisfied
Overall satisfaction evaluation on the "CRM" of G Hotel	5.7%	19.17%	40.41%	23.32%	11.4%

**Table 7** Customers' satisfaction evaluation of Hotel "Housekeeping Department"

Topic	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly dissatisfied
Satisfaction evaluation on the "Housekeeping" of G Hotel	9.84%	14.51%	35.23%	28.5%	11.92%
The guest rooms are clean and tidy	8.29%	16.06%	34.72%	34.2%	6.74%
The facilities and equipment in the guest room can be used normally	7.25%	18.13%	37.31%	27.98%	9.33%
The service attitude of the Housekeeping staff is warm and cordial, and they will proactively greet you when they meet you	4.66%	14.51%	42.49%	27.98%	10.36%
The Housekeeping staff can accurately and efficiently meet your appropriate requirements or provide the items you need	6.74%	17.1%	38.86%	26.94%	10.36%
The Housekeeping staff proactively inquired about the expected cleaning time and cleaning standards during your stay	6.22%	19.17%	33.16%	31.61%	9.84%

**Table 8** Customers' satisfaction evaluation of Hotel "Front Office"

APacCHRIE 2024 Youth Conference (24-26 May 2024)

Topic	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly dissatisfied
Satisfaction evaluation on the "Front Office" of G Hotel	5.7%	17.62%	36.27%	30.05%	10.36%
Before check-in, the staff of the Front Office proactively call you to inquire about the relevant needs in terms of check-in, such as room arrangement, parking requirements, etc	5.18%	17.1%	43.01%	26.94%	7.77%
The Concierge staff are warm and friendly, and proactively provide you with guidance, luggage storage and other services	5.7%	18.65%	35.75%	29.02%	10.88%
The Front Desk staff proactively greets you and their service attitude is warm and cordial	5.18%	19.69%	34.2%	29.02%	11.92%
The Front Desk staff proactively provide you with information on the hotel's internal services, as well as the operating hours and specific locations of the facilities	6.22%	13.47%	39.98%	29.53%	11.4%
The Front Desk staff completes the check-in process efficiently and accurately, and elaborates on the information covered in the reservation	5.18%	19.69%	36.79%	27.46%	10.88%
Guest Relations staff proactively inquire about your personalized needs	8.29%	16.06%	40.41%	23.83%	11.4%
The Front Desk staff proactively inquire about your stay experience and hope to receive feedback when checking out	4.66%	18.65%	36.79%	30.57%	9.33%
The Front Desk staff proactively asks you if you need any other assistance during the check-out process	6.22%	16.58%	34.72%	34.2%	8.29%

**Table 9** Customers' satisfaction evaluation of Hotel "F&B Department"

APacCHRIE 2024 Youth Conference (24-26 May 2024)

Topic	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly dissatisfied
Satisfaction evaluation on the "F&B Department" of G Hotel	3.63%	18.13%	40.93%	25.39%	11.92%
The service attitude of the F&B staff is warm and cordial, and they proactively greet you	3.63%	21.24%	34.2%	28.5%	12.44%
The service efficiency of the F&B staff is high, such as they can complete the order quickly and accurately	6.22%	17.1%	36.79%	30.05%	9.84%
The catering quality provided by the F&B Department is generally good	7.25%	17.62%	35.75%	27.98%	11.4%
The dining environment is comfortable and tidy, and the tableware is placed in a standard manner	6.22%	17.62%	33.68%	30.57%	11.92%
The F&B staff proactively inquired about your dining experience	4.15%	17.1%	33.68%	33.16%	11.92%

**Table 10** Customers' satisfaction evaluation of Hotel "Fitness Center"

Topic	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly dissatisfied
Satisfaction evaluation on the "Fitness Center" of G Hotel	5.7%	14.51%	41.97%	26.42%	11.4%
The staff of the Fitness Center have a warm and cordial service attitude, and proactively provide you with guidance and other services	4.15%	25.39%	34.2%	27.46%	8.81%
The Fitness Center is clean and tidy with good sanitary conditions	7.25%	21.24%	34.2%	25.91%	11.4%
The safety measures and equipment of the Fitness Center are perfect	8.29%	16.06%	39.9%	23.32%	12.44%

As above mentioned, the average score of customer satisfaction of G Hotel is about 3.18, the satisfaction index is 43.04%, and the complaint index is 22.58%. The scores of the front office department and the housekeeping department, which are the most valued and interactive by customers, are only about 3.19 and 3.17 respectively, and even the score of the housekeeping department is lower than the overall average score. Therefore, through the



analysis of customer satisfaction, the hotel can understand customers' expectations and needs from the perspective of customers, find out and improve the existing problems in service, so as to promote the process of establishing loyalty with customers, and realize the optimization and improvement of CRM level.

4.2. Relationship between overall satisfaction of CRM and departmental satisfaction

Using correlation analysis to study the correlation between overall customer satisfaction with hotel CRM and satisfaction with front desk, housekeeping, catering, and fitness centers, using Pearson correlation coefficient to indicate the strength of the correlation.

As shown in Table 11, the Pearson correlation coefficients between customer satisfaction with the front desk, housekeeping, catering, fitness center and overall satisfaction with hotel CRM are 0.608, 0.648, 0.601, and 0.610, respectively. The p-values are all less than 0.01, indicating a significant positive correlation. This illustrates that customer satisfaction with the front desk, housekeeping, catering, and fitness center all affect the overall satisfaction with hotel CRM. According to the satisfaction survey results, it is known that CRM has not produced good results in customer service. Therefore, hotels should carry out targeted service optimization and improvement within each department to increase customer satisfaction with each department and enhance the level of CRM.

**Table 11** Relationship between customers departmental satisfaction and overall CRM satisfaction

Pearson correlation analysis	
	Overall satisfaction evaluation on the "CRM" of G Hotel
Satisfaction evaluation on the "Front Office" of G Hotel	0.608**
Satisfaction evaluation on the "Housekeeping" of G Hotel	0.648**
Satisfaction evaluation on the "F&B Department" of G Hotel	0.601**
Satisfaction evaluation on the "Fitness Center" of G Hotel	0.610**

\* p<0.05, \*\* p<0.01

The correlation analysis was conducted between customer satisfaction with the "Front Office" and the service items provided by the "Front Office (FO)". There is a significant positive correlation between each service item and customer satisfaction with the front office department (p-values are all less than 0.01). The Pearson correlation coefficient of "The Front Desk staff proactively inquire about your stay experience and hope to receive feedback when checking out", with a value of 0.674, indicating that customers hope to receive attention from front desk staff when checking out, and are eager to be asked about their accommodation

experience to praise the hotel or respond to problems. This also involves the process of "retaining customers" in CRM (as shown in Table 12).

Besides, the Pearson correlation coefficients of "The Front Desk staff completes the check-in process efficiently and accurately, and elaborates on the information covered in the reservation" and "The Front Desk staff proactively greets you and their service attitude is warm and cordial" are relatively high, with 0.656 and 0.650 respectively. These two points mainly involve the standardized service process of hotel Front Desk staff, when means service efficiency and service attitude. Based on internship experience, it can be seen that there is a high frequency of complaints from guests about the cold attitude of the Front Desk staff and the delay in Front Desk check-in. As the first step of deep contact between the hotel and guests, check-in should be highly valued by the hotel management. By continuously improving the standardized service process of the Front Desk department and supervising the execution of staffs, the hotel's CRM level can be improved.

**Table 12** Relationship between FO's service attributes and customers' corresponding satisfaction

Pearson correlation analysis	
	Satisfaction evaluation on the "Front Office" of G Hotel
Before check-in, the staff of the Front Office proactively call you to inquire about the relevant needs in terms of check-in, such as room arrangement, parking requirements, etc	0.614**
The Concierge staff are warm and friendly, and proactively provide you with guidance, luggage storage and other services	0.618**
The Front Desk staff proactively greets you and their service attitude is warm and cordial	0.650**
The Front Desk staff proactively provide you with information on the hotel's internal services, as well as the operating hours and specific locations of the facilities	0.640**
The Front Desk staff completes the check-in process efficiently and accurately, and elaborates on the information covered in the reservation	0.656**
Guest Relations staff proactively inquire about your personalized needs	0.649**
The Front Desk staff proactively inquire about your stay experience and hope to receive feedback when checking out	0.674**
The Front Desk staff proactively asks you if you need any other assistance during the check-out process	0.593**

\* p<0.05, \*\* p<0.01

The Housekeeping department is the foundation of a hotel's existence and also the main revenue generating department. Therefore, the Housekeeping department needs to ensure high service quality to ensure customer satisfaction and the hotel's image. The correlation analysis was conducted between customer satisfaction with the "Housekeeping Department" and the service items provided by the "Housekeeping Department (HD)".

As shown in Table 13, There is a significant positive correlation between each service item and customer satisfaction with the "Housekeeping Department" (p-values are all less than 0.01). The Pearson correlation coefficients of "The Housekeeping staff proactively inquired about the expected cleaning time and cleaning standards during your stay" and "The service attitude of the Housekeeping staff is warm and cordial, and they will proactively greet you when they meet you" are relatively high, with 0.673 and 0.672, respectively. These two service items are similar to the content involved in the Front Desk service items mentioned above: Guests hope to feel valued during their stay. G Hotel always emphasizes the

importance of making guests feel at home, which is also the significance of hotel service. The Pearson correlation coefficient for "The guest rooms are clean and tidy" is 0.654. The guest room is the place where guests spend the longest time in the hotel, and the hygiene of the guest room not only affects the comfort level of the guest room, but also greatly affects the guest's check-in experience. Based on internship experience, it can be seen that most of the complaints received in the Housekeeping Department come from hygiene issues, such as stains on bedding, Inadequate dusting work, and the presence of garbage in the room. These issues directly affect the mood of guests throughout their stay, thereby reducing their satisfaction with the Housekeeping Department. Therefore, in CRM, hotels should strengthen the management of the Housekeeping Department and pay more attention to guest room hygiene.

**Table 13** Relationship between HD’s service attributes and customers’ corresponding satisfaction

Pearson correlation analysis	
	Satisfaction evaluation on the "Housekeeping" of G Hotel
The guest rooms are clean and tidy	0.654**
The facilities and equipment in the guest room can be used normally	0.627**
The service attitude of the Housekeeping staff is warm and cordial, and they will proactively greet you when they meet you	0.672**
The Housekeeping staff can accurately and efficiently meet your appropriate requirements or provide the items you need	0.625**
The Housekeeping staff proactively inquired about the expected cleaning time and cleaning standards during your stay	0.673**

\* p<0.05, \*\* p<0.01

The correlation analysis was conducted between customer satisfaction with the "F&B Department" and the service items provided by the "F&B Department (F&B)". As shown in Table 14, there is a significant positive correlation between each service item and customer satisfaction with the F&B Department (p-values are all less than 0.01). The Pearson correlation coefficients for "The service efficiency of the F&B staff is high, such as they can complete the order quickly and accurately" and "The dining environment is comfortable and tidy, and the tableware is placed in a standard manner" are high, with values of 0.674 and 0.671, respectively. This indicates that customers have high requirements for the standardized service process of F&B staff and the operational standards of the restaurant during dining. Therefore, the F&B Department needs to pay attention to standardized service training for staffs and improve the standardized layout of items in the restaurant to ensure a good dining experience for customers and overall satisfaction with the department.



**Table 14** Relationship between F&B’s service attributes and customers’ corresponding satisfaction

<b>Pearson correlation analysis</b>	
	Satisfaction evaluation on the "F&B Department" of G Hotel
The service attitude of the F&B staff is warm and cordial, and they proactively greet you	0.612**
The service efficiency of the F&B staff is high, such as they can complete the order quickly and accurately	0.674**
The catering quality provided by the F&B Department is generally good	0.659**
The dining environment is comfortable and tidy, and the tableware is placed in a standard manner	0.671**
The F&B staff proactively inquired about your dining experience	0.666**
* p<0.05, ** p<0.01	

The correlation analysis was conducted between customer satisfaction with the "Fitness Center" and the service items provided by the "Fitness Center (FC)". As shown in Table 15, there is a significant positive correlation between each service item and customer satisfaction with the "Fitness Center" (p-values are all less than 0.01). The Pearson correlation coefficient of "The safety measures and equipment of the Fitness Center are perfect" is the highest, with a value of 0.622. As one of the public facilities of the hotel, the safety issues of the Fitness Center are particularly critical, such as the risk of drowning in the swimming pool, collision and injury in the gym, which can endanger the personal safety and even the life safety of guests. Therefore, the hotel should pay attention to the safety issues of the Fitness Center, and deeply realize that safety guarantee is a prerequisite for guests to have a good stay experience and the foundation for CRM.

**Table 15** Relationship between FC’s service attributes and customers’ corresponding satisfaction

<b>Pearson correlation analysis</b>	
	Satisfaction evaluation on the "Fitness Center" of G Hotel
The staff of the Fitness Center have a warm and cordial service attitude, and proactively provide you with guidance and other services	0.599**
The Fitness Center is clean and tidy with good sanitary conditions	0.599**
The safety measures and equipment of the Fitness Center are perfect	0.622**

\* p<0.05, \*\* p<0.01

## 5. Discussion and Conclusions

### 5.1 Discussion of key findings

The scientific and effective supervision mechanism is one of the key factors in measuring the level of CRM, but G Hotel has some shortcomings in this aspect. Although the hotel has provided personalized service training to staffs, their execution effect is not good. This situation should be corrected and improved through the supervision mechanism in a timely manner to achieve the optimum training effect. However, based on the internship experience, it is evident that hotels lack a supervisory mechanism, which often leads to staffs developing a sense of inertia in the service process, neglecting personalized services to simplify the service process. Therefore, even if personalized service training is conducted every month, if the service effect is not supervised, the optimum training effect cannot be achieved, resulting in a stagnant level of CRM.

### 5.2 Suggestions and conclusions

Hotels should provide precise and high-quality personalized services to different customers while improving service quality and level, and improve overall customer satisfaction to promote the improvement of CRM level. Besides, four strategies are proposed: 1) Prioritize CRM and improve CRM related training; 2) Strengthen hotel humanistic care and cultivate staff service enthusiasm; 3) Optimize customer profile establishment and classify customer information; 4) Establish CRM supervision and incentive mechanisms.

### 5.3 Limitations and future research

This article mainly uses G Hotel as a case study to conduct preliminary research for future research, in order to test the generalizability of the industry. However, the sample size currently surveyed is still insufficient, and the research findings do not have sufficient universality. So in the future, it is hoped that the hotel industry can improve its research and practice of CRM, so as to gradually find common problems and common promotion strategies for the entire industry in CRM.

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# Get what you pay for matter? - An experiment study of option framing strategies and flight duration on Gen-Z purchase intention in low-cost carriers

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## **Abstract:**

The COVID-19 pandemic has significantly impacted global tourism, decreasing air travel and enhancing budget-consciousness among travelers. In response, low-cost airlines have become favored choices for budget-conscious young travelers. This study explores how Gen-Z consumers optimize flight experiences through option framing strategies. Additive framing allows customization of basic packages, while subtractive framing offers flexible packages. Addressing literature gaps, the study provides insights into option framing's influence on consumer behavior, aiding airlines in aligning with evolving traveler preferences. Gathering data from 240 Generation Z consumers in Taiwan, the study aims to refine low-cost airlines' marketing strategies post-pandemic.

**Keywords:** Option framing strategies, Flight Duration, Generation-Z, Purchase Intention, Low-Cost Carriers

## **1. Introduction**

The post-pandemic era has seen significant changes in travel trends, especially among younger generations favoring low-cost carriers (LCCs) due to budget constraints (OAG, 2023). Generation Z (Gen Z), shares preferences that align with LCC offerings (McCullough, 2022; Hedges, 2024). Research shows that Gen Z prioritizes affordability, prompting airlines to adapt strategies to cater to them (NTU COOL, 2022). This can be done through option framing. Option framing presents consumers with choices to add or subtract optional features from a package. It has been widely used in various industries, but little research has been done on option framing in-flight packages. This study aims to investigate the impact of option framing strategies and flight duration on GenZ travelers' purchase intentions for online flight packages on LCCs, providing insights into their preferences and informing effective marketing strategies. TigerAir Taiwan serves as an example of option framing in LCCs as it offers 3 tiers; Tigerlight represents the basic fare, offering only a seat and hand baggage compartment, with additional costs for services like seat selection and checked baggage.

Tigersmart includes added amenities at a higher price, such as seat selection and checked cabin luggage, and Tigerpro with all the services at a premium rate. (TigerAir, 2023)

## 2. Literature Review

### 2.1 Generation Z

Gen Z is defined as people born between the late 1990s and early 2010s. This tech-savvy group prioritizes diversity, inclusivity, and financial prudence (Britannica, 2024). Influenced by social media and advertising, Gen Z travelers exhibit a pronounced inclination toward budget-conscious decision-making, often switching airlines for budget-friendly options (OAG, 2023). They prioritize value-driven experiences and are highly price-conscious. Described as fiscally conservative, they prioritize value for money (Dorsey 2021, Expedia Group Media Solutions, 2018). As this behavior aligns with LCC offerings (McCullough, 2022; Hedges, 2024), LCCs are adapting, with Spirit Airlines rebranding as an ultra-LCC (NTU COOL, 2022) and budget airlines like TigerAir experiencing growth (Student Beans, 2023). Gen Z drives future tourism trends, reducing non-essential spending for travel (Oh et al., 2021; Torocsik et al., 2014) They prefer LCCs over traditional airlines, showing high brand loyalty and traveling frequently (Rodríguez & O'Connell, 2017; TravelPerk, 2024; Phocuswire, 2023)

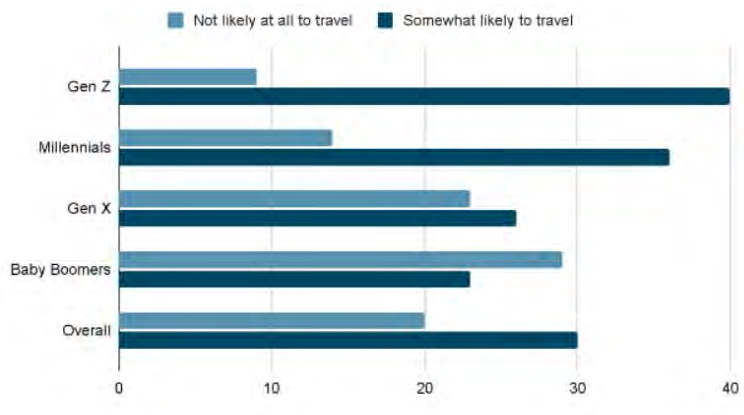


Fig.1: Willingness to travel

Source: <https://www.bankrate.com/finance/credit-cards/how-gen-z-travels/#post-pandemic-travel>

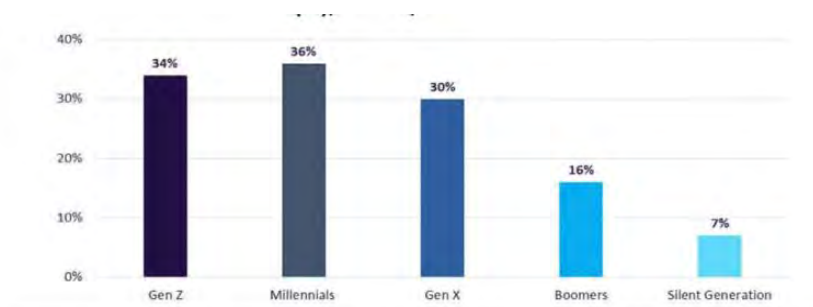


Fig. 2 Generations that are “extremely” concerned about their financial situation

Source: <https://www.travelpress.com/buy-now-pay-later-could-appeal-to-gen-z-millennials/>

### 2.2. Low-cost carriers

LCCs emerged in the 1970s, reaching Asia in the 2000s, with Southwest Airlines in the US often credited as the pioneer (Lawton & Solomko, 2005; Lerrthairakul & Panjakajornsak, 2014). They aim to drastically reduce airfare costs, differentiating from full-service carriers (FSCs) by outsourcing and operating from uncongested low-charge airports, operating with one aircraft type, and eliminating many traditional passenger services (Baker, 2013). Ancillary services like food sales constitute a significant part of LCCs' revenues, along with extra luggage fees and travel insurance (Doganis, 2006). According to Baker (2013), not providing meals on flights saves \$5 to \$10 per passenger, equating to 3.2% of the average carrier's operating cost. This strategy ensures that passengers only pay for the products and services they use (Daft & Albers, 2012). The rise of LCCs has led FSCs to launch low-cost subsidiaries to remain competitive (CAPA, 2013). It has also raised questions about their impact on legacy airline networks. Successful LCCs have emerged as some of the most profitable airlines, challenging the traditional dominance of legacy carriers. A few LCCs in South Korea offer service quality comparable to FSCs while maintaining lower fares, attributed to specific conditions like operating from primary airports, providing complimentary in-flight services, and offering seating assignments (Yu, 2009)

Characteristic	Low cost carriers	Legacy carriers
Brand	One brand: low price	Extended brand: price/service
Price	Simple pricing structure	Complex pricing structure
Distribution	Internet, direct booking	Internet, direct, travel agent
Checking in	Kiosk, e-tickets	Kiosk, Paper tickets, e-tickets
Network	Point-to-point	Hub-and-spoke
Classes	One class	Multiple classes
During flight	No frills	Frills (free food & beverages)
Aircraft usage (load factor)	Very intensive	Average – intensive
Aircraft type	One type	Multiple types
Turnaround times	30 minutes or less	Slow: congestion/complexity
Customer service	Generally underperforms	Full service, offers reliability
Airport	Secondary	Primary
Operational activities	Focus on core – flying	Flying, cargo
Target group	Leisure, price and time sensitive travelers	Business and leisure travelers
Services	No frequent flyer program or passenger lounge	Frequent flyer program and passenger lounge

Fig. 3 Several Different Features between LCCs and Legacy Carriers (Baker 2013)

### 2.3. Flight Duration

Flight duration significantly influences passenger preferences and behaviors, categorized into long-haul and short-haul flights. Long-haul flights cover extensive distances, often international, catering to travelers seeking intercontinental journeys. In contrast, short-haul flights connect nearby cities or destinations within a region, offering shorter durations. Passenger preferences vary based on flight duration, with long-haul passengers prioritizing convenience and simplicity, often traveling alone or with a spouse (IATA, 2022; McKercher, 2008). Flight duration also affects passengers' willingness to pay for additional services, with longer flights correlating with increased investment in amenities like seat selection and in-flight meals (Chiambaretto, 2021). Research suggests that Gen-Z passengers' purchase intention for additional services on LCCs is higher for long-haul flights due to the desire for enhanced comfort and convenience (Warnock-Smith et al., 2017).



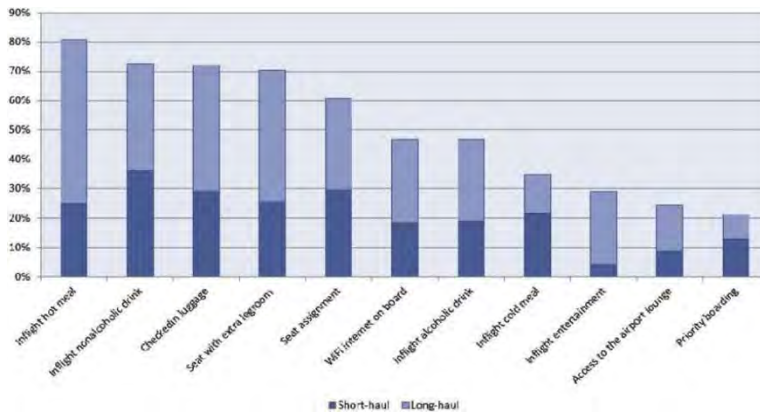


Fig.4: Willingness to use a-la-carte products by length of flight (Warnock-Smith, et al, 2017)

**H1:** Consumers' purchase intention for add-on services offered by airlines will be influenced by the flight duration.

#### 2.4. Option Framing Effects

The concept of option framing, extensively utilized in various industries, holds significant potential within tourism, media, and advertising to shape perceptions of destinations (Dell'Orto et al., 2004; Santos, 2005; Pan, et al, 2011). This research aims to apply option framing within the aviation industry, drawing from existing findings that consumers tend to choose more expensive options under a subtractive frame (Levin, et al. 2002; Park, et al., 2000). This is consistent with prior research in areas such as cars, computers, and insurance (Biswas & Grau, 2008; Jasper & Ansted, 2008; Park et al., 2000).

Option framing is a distinctive form of framing that shows consumers optional product features in "add" vs "subtract" options. In other words, customers can choose to add desirable options while starting with a product's base model or to remove unpleasant features while starting with a model that has all available choices. (Biswas, 2009). Given the rising trend of passengers customizing online vacation packages by adding or eliminating components, examining the effects of option framing on package decisions becomes imperative. This research contrasts additive framing, allowing customers to add elements to a base travel package, with subtractive framing, enabling customers to remove items from full travel packages (Park et al., 2000). Studies indicate that customers exhibit greater sensitivity to losses associated with subtracting options than from loss of wealth associated with additive options. (Hardie et al., 1993; Tversky & Kahneman, 1991; Chen, 2019). Therefore, we hypothesize that when presented with subtractive framing instead of additive framing, travelers are more likely to demonstrate higher purchase intentions for online flight packages.

**H2:** Consumers' purchase intention for online flight packages on LCCs will be higher when presented with subtractive framing compared to additive framing.

#### 2.5. Purchase Intention

Purchase intention is closely associated with consumer behavior, perceptions, and attitudes, serving as a reliable predictor of the likelihood of a purchase, especially considering the significant impact of price (Gogoi, 2013). Chang and Wildt (1994) noted that purchase intentions are formed in anticipation of a forthcoming transaction, but value judgments can be formed independently of actual participation, making purchase intention a crucial predictor of actual purchase behavior. This research defines purchase intention within the airline industry as the extent of a consumer's willingness to acquire a customizable flight package.

Understanding purchase intention in the context of customizable flight packages is essential for airlines to tailor their marketing strategies effectively and meet the evolving preferences of travelers, particularly within the Gen-Z demographic.

### 3. Methodology

#### 3.1. Research Design and Framework

The purpose of this study, drawing upon the option-framing theory proposed by Park et al. (2000), is to investigate the impact of different framing strategies on consumer purchase intention, specifically focusing on flight packages on Gen Z.

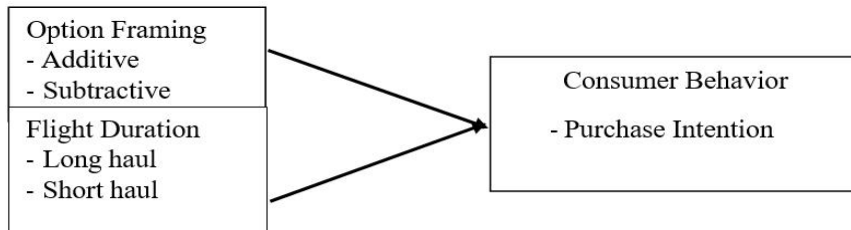


Fig. 5: Research Framework

Utilizing a conceptual research framework, this study employs a factorial design with complete randomization to investigate how factors such as option framing and flight duration influence consumer selection of flight packages. Tigerair Taiwan's offerings Tigerlight, Tigersmart, and Tigerpro serve as experimental stimuli, enabling consumers to customize their packages by "adding" or "subtracting" services according to their preferences. Employing an independent sample design, a 2x2 group matrix questionnaire will be designed with four different scenarios. Subjects will be randomly assigned to one scenario to ensure independence. Targeting 240 valid questionnaires, each scenario will have 60 questionnaires. Statistical analysis will be used to assess the data collected. The sample will include Taiwanese and international students from Tunghai University International College, with Traditional Chinese and English questionnaires available.

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## **The effectiveness of social media in promoting tourist destinations: A sequential explanatory study for Binondo-Intramuros bridge as a potential tourist destination**

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### **Abstract:**

This study examines social media's effectiveness in promoting the Binondo-Intramuros Bridge in Manila, Philippines as a tourist destination. It involved 148 respondents to understand various experiences. The findings reveal three key themes; "*Social Media Visibility*," "*Trust and Credibility*," and "*Authenticity*," particularly in Facebook, plays a crucial role in attracting tourists.

**Keywords:** *Binondo-Intramuros Bridge, Social Media Visibility, Trust and Credibility, Authenticity, Effectiveness*

### **1. Introduction**

Over the last decade, social media usage and technological advancements have significantly increased worldwide. Social media, a term widely used today, first appeared in 2004 with LinkedIn's social networking application (B&C, 2010). These applications are primarily online technology tools that allow people to communicate easily, utilizing the internet to share and discuss information. These platforms, such as Facebook, Instagram, TikTok, YouTube, and Twitter, have become powerful tools for tourism providers to connect with stakeholders and reach a vast audience (Stanciu and Costea, 2012). It enables users to share opinions through blogging, social networks, photo and video sharing, and more (Mayfield, 2008).

Bridge tourism isn't a universally recognized term, but it refers to the phenomenon of bridges themselves becoming tourist destinations. The Tower Bridge in the United Kingdom is an example of a destination that became more popular through social media. A survey conducted by Grand Central Rail uncovered it was featured in over 5.5 million posts on Instagram and Facebook. The Binondo-Intramuros Bridge's was constructed as one of the ten infrastructures within the "Build, Build, Build" program undertaken in collaboration with China's "Belt and

Road Initiative". The Bridge holds significant symbolism and was set to provide a figural representation of the Filipino - Chinese Friendship. (Duarte, et al., 2020).

Understanding the relationship between social media and the Binondo-Intramuros Bridge's emergence as a tourist spot can enrich our understanding of modern tourism dynamics and the effectiveness of digital platforms in influencing travel trends. This study aims to (1) to determine the profile of visitors in bridge tourism activity and the extent of their social media participation, (2) to identify the types of social media content that are most effective in attracting tourists to the bridge, (3) To understand how social media influences tourists' decision-making process regarding visiting the Binondo-Intramuros Bridge.

## 2. Literature Review

### 2.1 Social Media

A study by Kaplan & Haenlein (2010), offers a more technologically savvy definition stating that 'social media' is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, enabling users to create and exchange User-Generated Content. "Web 2.0 refers to the principles and practice of facilitating information sharing and social interaction by users generating, altering, and uploading web-based content" (Liburd and Christensen, 2013). With the rise of Web 2.0 and social media platforms, User-Generated Content (UGC) has grown in popularity (Riegner, 2007). According to Dixon (2022), the country with the most time spent on social media per day is the Philippines, with online users spending an average of 3 hours and 53 minutes on social media each day. Moreover, the widespread usage of these platforms allows individuals to exert influence over others when it comes to trends, issues, and viral contents.

### 2.2 Tourism, Destination, and Architecture

UNWTO defines tourism as "a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." They can be recognized as a perceptual concept, interpreted subjectively by visitors, where a variety of products, services, and experiences are offered locally (Buhalis, 2000). On the other hand, Victoria State Government (2023), defines a tourist destination as a "place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.<sup>78</sup>" Some people view tourism as a means of relaxation or leisure, while others value it for academic study and research. However, for many, tourism is a source of livelihood—a business that generates revenue for millions of people worldwide. Architecture has been a long part of this tourism. According to Edwards et al. (2016), "architecture" is included in tourists' reasons for visiting destinations along with "qualities of place and culture", "people," "food," "culture," and "diversity". The architectural design presented by the structure is crucial in shaping landscapes with their signature features that contribute to the sense of place thus attracting visitors (Edwards et al., 2008).

### 2.3. Tourist response to social media promotion

To understand how tourists who visited the Binondo-Intramuros Bridge perceive and experience social media's influence on their decision to visit, Mehrabian and Russell's Stimulus-Organism-Response Theory (SOR) was used. According to Ul Islam & Rahman (2017), this paradigm has gained traction and usage when analyzing social media engagement and behavior.

This theory provides understanding of how stimuli influence one's emotions, and behavior, leading to reactions or responses. According to the theory, this is composed of three-step

process. ‘Stimulus’ refers to any external factors in the environment that grabs one’s attention. ‘Organism’ refers to the internal assessment of stimulus together with individual characteristics. Lastly, ‘Response’ is the emotional and behavioral result of the processing of the previous two factors.

### 3. Methodology

#### 3.1. Measurement

This study utilized a mixed-methods approach, combining qualitative and quantitative research to achieve the goal of determining social media's impact on Binondo-Intramuros Bridge tourism. A convenience sampling procedure was used to select the respondents for this study.

#### 3.2. Data collection

Following the completion of the questionnaire, it underwent content validation by the researchers' research professor. The quantitative research instrument was also subjected to reliability testing using 15 pilot survey respondents. In the quantitative phase of the study, the researchers conducted a survey in the area.

In the qualitative phase, the researchers conducted interviews exploring the participants' experiences of visiting the Binondo-Intramuros Bridge and their recommendations. After integrating the results from both quantitative and qualitative phases, they were presented through interpretation and explanation.

#### 3.3. Statistical tools

In the quantitative process, the survey results were quantified using the following statistical tools:

#### 1. Relative Frequency or Percentage Frequency ( $Pf=f/n \times 100$ )

Where; Pf= Percentage frequency, f= frequency, n = sample

#### 2. Weighted mean ( $WM = \Sigma wx/\Sigma w$ )

Where: w = the weights, x = the value.

#### 3. Standard Deviation ( $SD= \sqrt{((\Sigma f(w- X )^2 )/n)}$ )

Where: SD = standard deviation, f = frequency , n = sample, X = mean

#### 4. Five-Point Likert Scale

1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21– 5.00	Strongly Agree

In the qualitative process, the researchers employed thematic analysis as the method for qualitative data analysis to identify themes and patterns within the data.

### 4. Results

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

*4.1. Profile of the Respondents*

*4.1.a. Age*

<b>Age Group</b>	<b>Frequency</b>	<b>Percent</b>	<b>Ranking</b>
13 – 16 years old	3	2.02%	3
18 – 30 years old	136	91.89%	1
31 - 40 years old	3	2.02%	3
41 – 50 years old	2	1.35%	4
60 years old and above	4	2.07%	2
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.1.b. Gender*

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Ranking</b>
Male	83	56.08%	1
Female	65	43.92%	2
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.1.c. Place of Origin*

<b>Place of Origin</b>	<b>Frequency</b>	<b>Percent</b>	<b>Ranking</b>
<b>Metro Manila</b>			
Manila	77	52.02%	1
Caloocan City	8	5.40%	5
Malabon City	11	7.43%	2
Valenzuela City	2	1.35%	10
Marikina City	1	0.68%	12
Makati City	2	1.35%	10
Parañaque City	7	4.73%	19
Pasay City	5	3.38%	7
Las Piñas City	2	1.35%	10
Pasig City	5	3.38%	7
Quezon City	10	6.76%	3
Olongapo City	1	0.68%	12



**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

<b>Province</b>			
Cavite	1	0.68%	12
Bulacan	8	5.40%	5
Batangas	1	0.68%	12
Pampanga	4	2.70%	8
Sorsogon	1	0.68%	12
Tawi-Tawi	1	0.68%	12
<b>International</b>			
Iceland	1	0.68%	12
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.1.d. Travel Motivations*

<b>Reasons of Visiting</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
Leisure	129	78.66%	1
Education/ Seminar	1	0.61%	7
Visit Friends/ Relatives	4	2.44%	4
Business	3	1.83%	5
Religious/ Cultural Celebration	2	1.22%	6
Sports	14	8.54%	2
Others	11	6.71%	3
<b>Total</b>	<b>164</b>	<b>100%</b>	

*4.2 Social Media Exposure*

*4.2.a. Familiarity and Frequency of Using Social Media*

<b>Are you familiar with using social media?</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
Some parts of it	9	6.08%	3
Yes, although it's regulated	30	20.27%	2
Yes, it's part of my routine	109	73.65%	1
<b>Total</b>	<b>148</b>	<b>100%</b>	

<b>What social media platforms do you usually/actively use?</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
Facebook	127	38.13%	1
Instagram	60	18.02%	3
Youtube	46	13.81%	4
Tiktok	68	20.42%	2
Twitter	30	9%	5
Others	2	0.60%	6
<b>Total</b>	<b>333</b>	<b>100%</b>	

<b>How often do you use social media platforms?</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
Multiple times a day	128	258 86.49%	1
Once a day	13	8.78%	2
Few times a week	6	4.05%	3
Rarely or never	1	0.68%	4

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

<b>How long do you use social media?</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
1 hour	7	4.73%	5
2-3 hours	27	18.24%	4
3-5 hours	48	32.43%	1
5-8 hours	37	25%	2
9 or more hours	29	19.59%	3
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.2.b. Purpose of Social Media usage*

<b>What is your purpose for posting social media?</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Ranking</b>
Entertainment	85	36.32%	1
Socialization	51	21.79%	3
Sharing memories and thoughts	67	28.63%	2
School-related	24	10.26%	4
Business-related	7	2.99%	5
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.3. Perception of Audience on Binondo-Intramuros Bridge*

*4.3.a. Frequency of Visit*

<b>Is this your first time visiting the bridge?</b>	<b>Frequency</b>	<b>Percent</b>	<b>Ranking</b>
Yes	112	75.68%	1
No	36	24.32%	2
<b>Total</b>	<b>148</b>	<b>100%</b>	

*4.3.b. Source of Information about Binondo-Intramuros Bridge*

<b>Where have you learned/heard about the bridge?</b>	<b>Frequency</b>	<b>Percent</b>	<b>Ranking</b>
Friends and Family	55	37.16%	2
Social Media	62	41.89%	1
Local Knowledge	28	18.92%	3
Others	3	2.03%	4
<b>Total</b>	<b>148</b>	<b>100%</b>	

4.3.c. Exposure to Promotions or Information about the Binondo-Intramuros Bridge

Do you come across any promotions or information about the Binondo-Intramuros Bridge?	Frequency	Percent	Ranking
Yes, frequently	62	41.89%	1
Yes, occasionally	54	36.49%	2
No, I haven't	24	16.22%	3
I'm not sure	8	5.41%	4
<b>Total</b>	<b>148</b>	<b>100%</b>	

4.3.d. Social Media Platforms Encountering Binondo-Intramuros Bridge Promotions or Information

Which social media platforms have you seen promotions or information about the Binondo-Intramuros Bridge?	Frequency	Percentage	Ranking
Facebook	134	66.34%	1
Instagram	13	6.44%	3
Youtube	13	6.44%	3
Tiktok	34	16.83%	2
Twitter	5	2.48%	4
Others	3	1.49%	5
<b>Total</b>	<b>333</b>	<b>100%</b>	

4.3.e. Frequency of Bridge Visitation in Response to Social Media Promotions or Information

Have you visited the Binondo-Intramuros Bridge as a result of seeing promotions or information on social media?	Frequency	Percent	Ranking
Yes	109	73.65%	1
No	39	26.35%	2
<b>Total</b>	<b>148</b>	<b>100%</b>	

4.3.f. Audience Engagement

Statement	VM	SD	VI
I actively engage with social media content related to the tourist destination by liking, commenting, and sharing it to express my interest.	4.23	0.909	SA
I share my travel experiences on social media by posting photos, videos, and stories.	4.03	1.11	A
I use social media to follow and connect with influencers and travel bloggers who provide insights about tourist destinations.	3.92	1.04	A
I seek out photos on social media platforms to find the most instagrammable spots in tourist destinations.	4.03	1.05	A
I rely on social media to gather information and plan my itinerary before visiting a tourist destination.	4.05	1.08	A
<b>Sub-Mean</b>	<b>4.05</b>	<b>1.04</b>	<b>A</b>

4.3.g. Advertisement Intensity

Statement	VM	SD	VI
Social media generates significant interest and attracts more visitors to tourist destinations.	4.38	0.874	SA
Social media greatly boosts the visibility and popularity of tourist destinations.	4.36	0.967	SA
Social media helps tourist destinations reach a broader and more targeted audience.	4.34	0.882	SA
Social media can build trust and credibility in tourist destinations through reviews and testimonials.	4.23	0.839	SA
Social media allows geo-tagging and gives specific geographic locations of tourist destinations.	4.35	0.881	SA
<b>Sub-Mean</b>	<b>4.33</b>	<b>0.889</b>	<b>SA</b>

4.3.h. Advertisement Intensity

Statement	VM	SD	VI
I want to visit the Binondo-Intramuros Bridge to admire its architectural beauty.	4.36	0.814	SA
I want to visit the Binondo-Intramuros Bridge to enjoy its panoramic views of the surrounding.	4.35	0.846	SA
I want to visit the Binondo-Intramuros Bridge to capture stunning photographs.	4.26	0.905	SA
I want to visit the Binondo-Intramuros Bridge to experience the connection between the two historic neighborhoods.	4.25	0.9	SA
I want to visit the Binondo-Intramuros Bridge to engage with other visitors.	3.87	1.2	A
<b>Sub-Mean</b>	<b>4.22</b>	<b>0.934</b>	<b>SA</b>

4.3.i. *Revisit Intention to the Binondo-Intramuros Bridge*

Will you be visiting the Binondo-Intramuros Bridge again?	Frequency	Percent	Ranking
Yes	134	90.54%	1
No	2	1.35%	3
Maybe	12	8.11%	2
<b>Total</b>	<b>148</b>	<b>100%</b>	

4.3.j. *Satisfaction to the Architectural Beauty of Binondo-Intramuros Bridge*

Satisfaction to the Architectural Beauty Binondo-Intramuros Bridge?	Frequency	Percent	Ranking
5 - Very Satisfied	80	54.05%	1
4 - Satisfied	51	34.46%	2
3 - Neutral	17	11.49%	3
<b>Total</b>	<b>148</b>	<b>100%</b>	

## 5. Discussion and Conclusion

### 5.1. Discussion and implications

Based on the survey results of 148 respondents, it is evident that the age group of 18 to 30 years old compose most visitors to the Binondo-Intramuros Bridge. Additionally, the survey highlights a trend wherein men are more inclined to visit the destination compared to women. The study indicates that a significant number of respondents originate from Manila City. Moreover, the primary motivation behind their visits to the bridge is for leisure purposes.

The survey data provides useful information into social media exposure and habits of the respondents. It is evident that most of the respondents are familiar with social media and seamlessly integrate it into their daily routines. Among the various social media platforms, Facebook emerges as the most actively and widely used platform among the various options available. In terms of usage frequency, a significant number of respondents access social media multiple times a day with most of them having 3-5 hours daily duration of usage for these platforms. Furthermore, the study highlights that the primary motivation behind their social media engagements is for entertainment purposes.

The perception of the audience towards the Binondo-Intramuros Bridge as a potential tourism destination is explained through the survey findings. Out of the 148 respondents in the study, most of them stated that it was not their first time visiting the bridge, suggesting that the bridge appeals to repeat guests. The study also examined various sources of information about the bridge, with respondents mentioning friends & family and social media platforms as significant sources for learning about it. Moreover, the study dived into respondents' exposure to promotions about the Binondo-Intramuros Bridge on social media, revealing that respondents frequently came across these contents on their social media feeds. Among the various platforms, Facebook played a prominent role for promotions or information about the bridge. Interestingly, an evident observation emerged from the study regarding the impact of social media promotions on the audiences' intention to visit the bridge. A significant majority of the respondents admitted to visiting the bridge in response to promotional contents they are seeing in social media platforms. These findings highlight the influence of social media in

attracting visitors to the Binondo-Intramuros Bridge, depicting the importance of leveraging digital platforms for promotional efforts.

The visitors to the bridge were surveyed regarding their insights into audience's engagement, advertisement intensity, intention to visit, revisiting intension, and satisfaction with the architectural beauty of the Binondo-Intramuros Bridge. On the audience's engagement of social media, the majority expressed their active involvement by liking, commenting, and sharing content related to the bridge. On the other hand, the respondents' perceptions regarding social media's advertising intensity for tourist destinations are evident. The results strongly affirm the positive impact of social media platforms on promoting tourist destinations' visibility and popularity. The respondents' intention to visit the Binondo-Intramuros Bridge is also explored. The majority strongly expressed their intention of seeing the Binondo – Intramuros Bridge's architectural beauty and allure. Furthermore, a remarkable number of respondents stated that they are likely to revisit the Binondo-Intramuros Bridge. Regarding the satisfaction of the architectural beauty of the bridge, most of the respondents express that they were very satisfied.

On the perception of the audience towards social media, a significant majority stated that the importance of social media in promoting potential tourist destinations such as the Binondo-Intramuros Bridge mostly revolves around "Social Media Visibility". Social media platforms have proven to be instrumental in increasing the visibility and popularity of the bridge among tourists, making it more accessible and known to potential visitors. Moreover, social media can also establish "Trust and Credibility" by sharing reliable information regarding the destination. The information regarding the bridge that is received by the audiences about its beauty instilled confidence to tourists that it is worthy of visiting. Furthermore, social media's capacity to showcase the destination's aesthetic and architectural allure serves as a powerful tool to entice potential visitors. Moreover, the concept of "Trend Following" highlights how social media's influence drives individuals to visit popular destinations based on their current popularity on these platforms. This trend-following behavior demonstrates the significant impact of social media in shaping travel decisions and attracting individuals to visit the bridge.

### *5.2. Conclusion*

Overall, the research indicates the relevance of social media in the promotion of potential tourist destinations, demonstrating that it can play an integral part in driving tourism and developing interest in particular locations such as the Binondo-Intramuros Bridge. It enhanced the bridge's popularity, enticing tourist visits to the bridge. This also serves as a cornerstone to officially develop the bridge, supporting it with more businesses, tourism activities, and facilities that would cater proper bridge tourism. As social media continues to evolve, it will remain a powerful tool for the tourism industry to grow.

### *5.3. Limitations of this study and suggestions for future studies*

To the marketing industry, the findings of this study dives into social media being used as a promotional medium for tourism. Shaping new opportunities and enhancing existing marketing frameworks with the addition of social media promotion can be impactful and may be applied into different tourism regions.

For students, the trend of architectural structures and its connection to tourism has long been on going. However, limited studies and research has been conducted regarding this. It is highly suggested to conduct more studies about various architectural structures in the

Philippines and how can it be developed from a simple functioning structure to a potential significant economic opportunity.

To the local government unit of Manila, based on the research findings, it is important to conduct an assessment on these aspects: economic opportunities, interests, social media partnerships, and activities. It is no doubt that Binondo – Intramuros Bridge has a considerable presence in social media and is undeniably a “potential tourist destination”, Economic opportunities are present in the bridge and could be employed such as building a store or adding local businesses that could benefit the local community.

For future researchers, social media and tourism in addition to architectural structures is still vague and has no pinpointed identifiable factors. Venturing into using different theories and frameworks would be an opportunity to collapse these factors into few and contribute to the existing body of knowledge in these fields. Moreover, this study is focused solely on social media and audience perception regarding potential destination, particularly, Binondo – Intramuros Bridge. Thus, it is recommended to conduct studies with additional factors such as quantitative and qualitative studies exploring the economic and social benefits of tourism in Binondo – Intramuros Bridge.

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## **A correlational study on the quality of life and residents' prospects for participation in tourism development in Mt. Arayat, Pampanga**

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### **Abstract:**

The study aims to determine the correlation between the residents' quality of life and their prospects for participation in tourism development in Mt. Arayat, Pampanga, Philippines. Data gathered reveals that quality of life, community participation, and tourism development has a weak but positive correlation between each variable.

**Keywords:** Quality of Life, Residents' Prospect for Participation, Tourism Development, Community-Based Tourism

### **1. Introduction**

Although tourism has been drastically affected by the pandemic, the UNWTO (2022) and the World Travel and Tourism Council (WTTC) predicted that given the circumstances, people would increasingly direct their interest toward relatively less visited locations closer to nature due to constraints or choices like the desire to escape from cities and crowds. (Varolgüneş et al. 2022). Bringing tourists to remote locations, however, is insufficient. Tourism must be organized so locals have better access to tourists, allowing them to supplement their income through employment and small business development (Sarker et al., 2019).

Several studies show that residents are more likely to support tourism and participate actively in tourism-related activities if they perceive a positive benefit-cost ratio (Bajrami et al., 2020).

It has also been argued that although adverse tourism effects harm residents' quality of life, favorable tourism effects enhance it (increasing costs, taxes). This fact prompts a change in the current agenda for tourism development policy. In terms of community participation, it is generally assumed that residents will support tourism development when it benefits them. However, limited studies have been done to evaluate the actual level of Community Participation in tourism development and to explore the differences between residents' expected and actual participation in public consultation activities (Mak, Cheung, & Hui 2017).

In August 2022, the Committee on Tourism approved the House Bill 181 declaring Mt. Arayat as a Tourist Destination. Despite this milestone, there has been a lack of research regarding tourism in Mt. Arayat, Pampanga, creating a knowledge and respondent gap in the quality of life, tourism destination, and residents' participation in the said location, which is necessary as Mt. Arayat has been seen as a potential new tourist destination in the Philippines. Therefore, the researchers are eager to measure the prospect for participation of the residents towards the tourism development in Mt. Arayat; specifically, the demographic profile of the respondents; their perception of the tourism development in Mt. Arayat according to the Pillars of Sustainability; their perceived tourism quality of life; and their prospect for participation in tourism development. Furthermore, the researchers aims to know the correlation between these three variables.

## 2. Literature Review

### 2.1 Residents' Perception of Quality of Life

In analyzing and planning policies in a tourism destination, the resident's perception of their quality of life is gaining importance (Macke et al., 2018; Molina-Morales & Marínez-Fernández, 2010; Romice et al., 2016), particularly in the case of sustainable cities. Locals contribute to a pleasant tourism experience by fostering a friendly environment, but they can only do so if they are content. Residents' quality of life must be maintained and improved to develop a mutually beneficial relationship between the quality of life of residents and tourists (Juvan et al., 2021).

### 2.2 Community Participation in Tourism Development

Each of the eight rungs (*Arnstein's ladder of Participation*) corresponds to a different level of involvement. In the context of development, participation is a process that allows all community or organization members to be involved and have a voice in choices on development initiatives that will impact them (Theyyan & Babu.M., 2018). A community's capacity to influence choices that impact their lives, towns, cities, and neighborhoods is boosted by community participation, which leads to a better understanding and awareness of the community's concerns. (Hussey, S. 2021). It is also stated that people should be allowed to "participate" in programs that impact their lives whenever practicable, but they cannot be forced to. This is seen as a critical democratic concept and an essential human right.

### 2.3 Tourism Development in Mt. Arayat

Since Mt. Arayat has recently been declared a tourist destination, it is clearly in the stage of involvement following Butler's Tourism Area Life Cycle. This stage is where the number of people visiting the area grows. It also pressures the local and national governments to contribute to the area's development by providing and improving transportation infrastructure and other visitor amenities (Butler, 1980). HB 918 stated that the conservation of natural resources, the preservation of the culture of the Kapampangans, as well as the promotion of tourism development require national attention. As a result, the bill mandates the Department of Tourism (DOT) and Department of Public Works and Highways (DPWH) to craft a

comprehensive development plan for the betterment of Mt. Arayat, particularly all areas attached to it and all roads leading to and from it.

### **3. Methodology**

The study utilized a quantitative correlational research design in analyzing the data gathered from the respondents. A quantitative study supported the need to quantify residents' perceptions of their quality of life. The locale of the study is the municipality of Arayat, where Mt. Arayat resides. The selected residents of Arayat, Pampanga, became the target population of this study.

The authors have used a mixture of purposive and quota sampling. Given that the population of the municipality of Arayat is 144,875 as of the 2020 census, consisting of 30 barangays, the researchers have set the limitation to a 200 sample size, which is large enough to achieve a statistical power of .80 for a Spearman's Rho correlation.

Purposive sampling was then applied following the limitations: (1) The respondent should be 18-65 years old; (2) The respondent must be a resident in Arayat, Pampanga; (3) and lastly, s/he should be living near the tourist spots in Mt. Arayat or has visited at least one or more tourist destinations in the said province. s/he must also reside in the location for not less than a year. The authors will not survey individuals who do not fit the stated criteria.

#### *3.1 Measurement*

The 4-point Likert scale was used to evaluate the respondents' views, perspectives, and opinions to offer four extreme possibilities on an even-numbered Likert scale without a neutral option.

#### *3.2. Data collection*

The primary data was obtained using adopted and researcher-made survey questionnaires. In terms of instrument validity, the authors conducted Cronbach's alpha testing, which resulted in 0.90. This is considered a high value and indicates that the items in the scale or questionnaire being examined have great internal consistency. Suffice it to say that the scale's items are highly correlated with one another and consistently assess the same construct.

#### *3.3. Statistical Treatment*

The statistician also conducted convergent and discriminant validity, which attained both favorable values from all the variables indicating that the variables have a moderate-to-strong positive relationship.

### **4. Results**

#### *4.1 Demographic Profile of the Respondents*



**Table 1. Demographic profile of the Respondents**

Demographic Profile	Frequency	Percentage
<b>Sex</b>		
Female	123	61.5
Male	77	38.5
<b>Age</b>		
18-24	78	39.0
25-34	48	24.0
35-44	34	17.0
45-54	31	15.5
55-64	9	4.5
<b>Civil Status</b>		
Married	73	36.5
Single	122	61.0
Single Parent	5	2.5
<b>Length of Residency</b>		
Since Birth	108	54.0
1-5 years	18	9.0
6-10 years	11	5.5
More than 10 years	63	31.5
<b>Educational Attainment</b>		
Elementary Graduate	21	10.5
High School Graduate	108	52.5
College Graduate	54	27.0
Completed Master's	8	4.0
Vocational	12	6.0
<b>Employment Status</b>		
Government	61	30.5
Private	37	18.5
Self-employed	26	13.0
Unemployed	16	8.0
Student	60	30.0
<b>Working in Tourism Sector</b>		
	45	23.5
<b>Not Working under Tourism Sector</b>		
	153	76.5
<b>Total</b>	<b>200</b>	

#### *4.2 Residents' Perception on Tourism Development*

Table 2 illustrates the residents' perception of tourism development.

**Table 2. Residents' Perception on Tourism Development**

	<b>WM</b>	<b>VI</b>
<b>Environmental</b>		
I believe that tourism provides funds and incentives for the restoration of natural resources	3.45	SA
I think tourism will help in maintaining a high standard on roads and other public facilities to and from Mt. Arayat.	3.48	SA
Tourism will provide more parks and other recreational areas in my community.	3.43	SA
I believe that tourism will not affect the traffic congestion, noise, and pollution in my community.	2.86	A
I think that tourism development will not result in unpleasantly overcrowded trails and parks in Mt. Arayat.	2.88	A
<b>Sub-Mean</b>	<b>3.22</b>	<b>A</b>
<b>Socio-Cultural</b>		
I believe that meeting tourists from all over the world will be a valuable experience for us, residents.	3.54	SA
I think that tourism will increase the availability of recreational facilities in my community.	3.49	SA
I think that high-spending tourists will positively affect our way of life.	3.20	A
I know that despite the tourism development, we will still preserve our traditional culture.	3.44	SA
I enjoyed living in a tourist destination area.	3.47	SA
<b>Sub-Mean</b>	<b>3.43</b>	<b>SA</b>
<b>Economic</b>		
Tourism is providing more jobs in my community.	3.47	SA
I can foresee that tourism will attract investment and spending in Mt. Arayat.	3.42	SA
Our standard of living will increase considerably.	3.26	SA
I believe that prices will be justified and affordable because of tourism	3.00	A
I see that tourism benefits most of the local residents.	3.27	SA
<b>Sub-Mean</b>	<b>3.28</b>	<b>SA</b>
<b>Grand Mean</b>	<b>3.31</b>	<b>HS</b>

*Note: Strongly Disagree: 1.00 – 1.75, Disagree: 1.76 – 2.50, Agree: 2.51 – 3.25, Strongly Agree: 3.26 – 4.0*

*NS- Not Satisfied, SNS-Somewhat not satisfied, S- Satisfied, HS- Highly Satisfied*

#### 4.3 Residents' Perceived Quality of Life

Table 3 shows the residents' perception in their Quality of Life.

**Table 3. Residents’ Perceive Quality of Life**

<b>Tourism Quality of Life Indicators</b>	<b>WM</b>	<b>VI</b>
<b>Community Well-Being</b>		
I feel comfortable and secure because there are authorities who maintain order and peace for the tourist and local people	3.40	SA
I feel tourism is uplifting our community spirit to create ways to improve the beauty of our place.	3.46	SA
I believe that tourism helps in maintaining clean air and water because there are laws and regulations to maintain them.	3.29	SA
I see that due to tourism, we tourists have access to good public transportation.	3.28	SA
I am happy with tourism because it exhibits the beauty of my community.	3.53	SA
I can see how tourism improves the quality of our infrastructure—roads, bridges, and others.	3.38	SA
<b>Sub-Mean</b>	<b>3.39</b>	<b>HS</b>
<b>Urban Issues</b>		
	<b>WM</b>	<b>VI</b>
I believe that tourism helps to reduce crowding and transportation congestion.	2.70	A
I observe that tourism encourages population increase and urban sprawl.	3.11	A
I think that tourism helps to reduce the amount of litter in my community	2.73	A
I believe that good zoning or land use is made possible in part by tourism	3.12	A
<b>Sub-Mean</b>	<b>2.92</b>	<b>S</b>
<b>Way of Life</b>		
	<b>WM</b>	<b>VI</b>
I believe that tourism raises people's quality of life.	3.32	SA
I observe that tourism places a priority on preserving our way of life.	3.39	SA
I believe that tourism cultivates a sense of belongingness for the tourists in our community	3.40	SA
Tourism makes me happy because it encourages tourists to appreciate our way of life.	3.49	SA
<b>Sub-Mean</b>	<b>3.40</b>	<b>HS</b>
<b>Community Pride and Awareness</b>		
	<b>WM</b>	<b>VI</b>
I know how tourism preserves my community's identity among tourists.	3.35	SA
I think that tourism promotes the understanding of many cultures.	3.50	SA
I believe that tourism raises awareness of our natural and cultural heritage	3.45	SA
I believe that tourism fosters community pride.	3.48	SA
I see that participating in the local culture is made possible by tourism.	3.42	SA
<b>Sub-Mean</b>	<b>3.44</b>	<b>HS</b>

#### *4.4 Resident’s Extent of Participation in Tourism Development*

Table 4 shows the Extent of Participation in Tourim Development in Mt. Arayat, Pampanga.

**Table 4. Residents' Extent of Participation on Tourism Development**

Statements	WM	VI
<b>Manipulation</b> - I simply want to be educated about the plans of the government in the development of Mt. Arayat.	3.53	SA
<b>Therapy</b> - I want to receive an invitation to a meeting pertaining to the development of Mt Arayat where I can get involved.	3.33	SA
<b>Informing</b> - I have an interest in engaging and want to receive an invitation if an opportunity is given.	3.20	A
<b>Consultation</b> - I want to have an opportunity where I can share some advice (opinion/effects)	3.15	A.
<b>Placation</b> - I am willing to give advice and suggest future plans for tourism development in my community.	3.15	A
<b>Partnership</b> - I am willing to talk and negotiate about the development of Mt. Arayat. as a member of the community committee.	3.08	A
<b>Delegated Power</b> - I want to have a role in decision-making as part of the community's committee.	3.00	A
<b>Citizen Control</b> - I want to have a role in which I can determine/decide action plans in Mt. Arayat (e.g. policy making and managing a community programme).	2.93	A

*Note: Strongly Disagree: 1.00 – 1.75, Disagree: 1.76 – 2.50, Agree: 2.51 – 3.25, Strongly Agree: 3.26 – 4.0*

#### 4.5 Correlation between Residents' Perceived QOL and Perception on Tourism Development

Table 4.5 shows the Correlation between Residents' Perceived QOL and Perception on Tourism Development in Mt. Arayat, Pampanga.

Hypothesis:

H<sub>0</sub>: No significant correlation exists between residents' perceived quality of life and tourism development in Mt. Arayat Pampanga.

H<sub>a</sub>: There is a significant correlation between residents' perceived quality of life and tourism development in Mt. Arayat Pampanga.

Coefficient Interpretation:

**Note:** r = -1: Perfect Negative, -1 < r < -0.5: Strong Negative, r = -0.5: Some Negative, -0.5 < r < 0: Weak Negative, r = 0: No Correlation, 0 < r < 0.5: Weak Positive, r = 0.5: Some Positive, 0.5 < r < 1: Strong Positive, r = 1: Perfect Positive.

Spearman's Rho Correlation	
Correlation Coefficient	0.482
P – value	.000

Test at 0.05

#### 4.6 Correlation between Residents' Pro spects for Participation and Tourism Development

Table 4.6 shows the significant correlation between residents' prospects for participation and tourism development in Mt. Arayat Pampanga

Hypothesis:

$H_0$ : There is no significant correlation between residents' prospects for participation and tourism development in Mt. Arayat Pampanga.

$H_a$ : There is a significant correlation between residents' prospects for participation and tourism development in Mt. Arayat Pampanga.

Coefficient Interpretation:

**Note:**  $r = -1$ : Perfect Negative,  $-1 < r < -0.5$ : Strong Negative,  $r = -0.5$ : Some Negative,  $-0.5 < r < 0$ : Weak Negative,  $r = 0$ : No Correlation,  $0 < r < 0.5$ : Weak Positive,  $r = 0.5$ : Some Positive,  $0.5 < r < 1$ : Strong Positive,  $r = 1$ : Perfect Positive.

Spearman's Rho Correlation	
Correlation Coefficient	0.212
P – value	.003

Test at 0.05

#### 4.7 Correlation between Residents' Perceived Quality of Life and their Prospects for Participation

Table 7 shows the Correlation between Residents' Perceived Quality of Life and their Prospects for Participation in Mt. Arayat, Pampanga.

Hypothesis:

$H_0$ : There is no significant correlation between residents' perceived quality of life and their prospects for participation.

$H_a$ : There is a significant correlation between residents' perceived quality of life and their prospects for participation.

Coefficient Interpretation:

**Note:**  $r = -1$ : Perfect Negative,  $-1 < r < -0.5$ : Strong Negative,  $r = -0.5$ : Some Negative,  $-0.5 < r < 0$ : Weak Negative,  $r = 0$ : No Correlation,  $0 < r < 0.5$ : Weak Positive,  $r = 0.5$ : Some Positive,  $0.5 < r < 1$ : Strong Positive,  $r = 1$ : Perfect Positive.

Spearman's Rho Correlation	
Correlation Coefficient	0.345
P – value	..000

Test at 0.05

## 5. Discussion and Conclusion

### 5.1. Discussion and Implications

The study findings from various tables in this section provide a comprehensive understanding of residents' perceptions and attitudes towards tourism development in Mt. Arayat, Pampanga. Table 4.1 reveals that women, primarily from Generation Z and predominantly students, were

accessible during the survey, indicating a potential demographic skew. Moreover, residents exhibit a strong sense of attachment to their hometown, suggesting opportunities for fostering community engagement. Table 4.2 reinforces the positive correlation between residents' support for tourism and the perceived economic benefits, alongside cultural preservation efforts. However, concerns about negative impacts such as traffic congestion persist. Table 4.3 underscores the differential impact of tourism on quality of life, with attention to mitigating urban issues as essential. Table 4.4 highlights residents' willingness to participate in tourism development but emphasizes the need for simplified involvement processes. Table 4.5 sheds light on residents' positive outlook towards tourism development, indicating their perception of enhanced quality of life. Rooted in social exchange theory, residents' favorable responses to tourism impacts stem from their belief in the benefits accrued. In Table 4.6, residents are depicted as actively seeking government guidance and demonstrating commitment to fostering tourism while preserving Mt. Arayat's ecological integrity. Their collective aspiration to contribute, whether as residents, advisors, or community leaders, underscores their confidence in positively shaping tourism and their own lives. Finally, a longitudinal study is recommended to monitor the correlation between tourism quality of life and development, emphasizing ongoing engagement with residents to ensure alignment with community needs and conditions.

### *5.2. Conclusion*

This study emphasizes the necessity for collaborative efforts to engage the local community in the tourism planning process. Despite a generally positive perception of tourism's impact on socio-cultural and economic aspects, residents exhibit hesitancy towards active participation, preferring to be informed rather than actively involved. To foster community engagement, the local government should conduct a needs assessment, prioritize residents' concerns, and implement education programs to raise awareness about the benefits and challenges of tourism. Additionally, there's a call for students and aspiring tourism professionals to contribute to the sustainable tourism development of Mt. Arayat, ensuring equitable distribution of benefits while preserving the area's environmental and cultural integrity. Collaborative efforts between residents, government, and tourism partners are important in crafting a sustainable tourism plan that maximizes benefits for both residents and tourists. Future research should focus on longitudinal studies to monitor the evolving relationship between tourism quality of life and development, ensuring that decisions are grounded in the realities of the local context.

### *5.3. Limitations of this study and suggestions for future studies*

Limitations of this Study and Suggestions for Future Studies: While purposive and quota sampling were employed due to cost and time constraints, potential sampling bias may limit the generalizability of the findings beyond the municipality of Arayat. The Likert scale used for data collection, while structured, may not fully capture the complexity of residents' attitudes. Furthermore, the study's temporal focus and limited demographic criteria may overlook changes over time and perspectives of residents not directly near tourist spots. Future research could utilize more diverse sampling techniques, incorporate qualitative methods for deeper insights, conduct longitudinal studies for temporal analysis, strengthen measurement validity and reliability, and consider a broader demographic spectrum to enhance the robustness and applicability of findings to inform more comprehensive policy and planning decisions.

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## Catch-up travel: A behavioral explanation by media pilgrimage

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### Abstract:

Emerged post-pandemic, catch-up travel is enduring a popular topic as a particular travel style among young Chinese generations. In catch-up travel, social media mutually influence the traveler's behavior, from choosing destinations to post-travel behavior. To systematically understand the concept of catch-up travel and travelers' specific behaviors, this study analyzes 60 social media posts to conclude the behaviors and travel characteristics by the concept of social media pilgrimage.

**Keywords:** catch-up travel, media pilgrimage, media-driven behavior, revenge travel

### 1. Introduction

Catch-up travel, referred to as special forces travel in China, is generally defined as high-speed sightseeing trips under the effect of revenge travel after the COVID-19 pandemic. The term catch-up travel has gained traction on Chinese social media platforms, sparking curiosity and discussions, which garnered over 1.2 billion views on Douyin and more than 5 million reads on China's lifestyle-sharing platform Redbook (Daoinsight, 2023). As The development report of China's domestic tourism (2023-2024) shows, catch-up travelers revealed several domestic travel peaks in short periods of holiday in 2023, which generated 140% increase in domestic tourism revenue compared to 2022, contributed to the economic recovery post-pandemic.

In the context of revenge travel, the possible motivations and intention of catch-up travel behavior are driven by the external environment and the increasing trends of using social media. Driven by the epidemic and the power of new media, young Chinese travelers, mostly university students, are trying to achieve their travel goals efficiently in terms of economics and time. As for the travelers themselves, the young people's travel spirits in expression of "youthful energy" and "spontaneity" are part of the shared values of China's younger generation (CGTN, 2023).

In the case of catch-up travel, a newly developed mode of tourism, it is necessary to clarify the traveler's behaviors and characteristics for the popularity and development of this phenomenon and to understand the perceptions and aspirations of tourists for travel in such particular way, which can be practically used in destination marketing, digital marketing, hospitality services and studies in travelers behavior, media pilgrimage or the impacts of social media. This study aims to explain the catch-up travel behaviors and characteristics by media pilgrimage, analyze the linked behaviors in the integrated travel process, and explore the roles and impacts of social media in future tourism trends.

## 2. Literature Review

### 2.1 *Revenge travel*

Revenge travel, a phenomenon that has emerged post-pandemic, is driven by various motivations. Then et al. (2022) found that most young generations have travel plans and will realize after COVID-19, which is following the time of catch-up travel starts. Nostalgia, triggered by the perceived severity of COVID-19, also plays a significant role in cultivating the desire for leisure travel (Wang, 2021). Further, lockdown fatigue and mortality salience are critical psychological and emotional motivations for revenge travel, leading to mood alleviation and compensation for deprivation (Singh, 2023). However, the motivations of young travelers in revenge travel contain more aspects, which have been researched of escape, relaxation, family bonding, self-fulfillment, romance, wish fulfillment, financial security, and leisure time (Then, 2022). Although revenge travel is shown globally, such as in India, Ireland, and Germany, China is the only country that generates catch-up travel under revenge travel (Singh et al., 2023; Panzer-Krause, S, 2022).

### 2.2 *Media pilgrimage*

Couldry (2007) first introduces the concept of “media pilgrimage,” drawing parallels between traditional religious pilgrimages and modern journeys to media-related locations. Media pilgrimage is a special behavior of field exploration and pilgrimage across spatial distances after people have created expectations and imagination about some exceptional destinations, sites, and landmarks through media communication (Couldry, 2007). Driven by the external environment, people use social media more frequently. As mentioned by Couldry (2007), the dissemination of media content and the active or passive acceptance of information by media users give users a source of constructions to create expectations and imagination (Couldry, 2007).

Social media is commonly used before, during and after travel. The use of social media in travel, particularly in the form of “social media pilgrimage,” refers to the specific behaviors and practices that emerge when travelers use social media during their journeys (Magasic, 2016). Specifically, the “social media pilgrimage” highlights how travelers, motivated by their online personas and the desire to share their experiences with an online audience, engage in activities deeply influenced by their internet usage (Magasic, 2016).

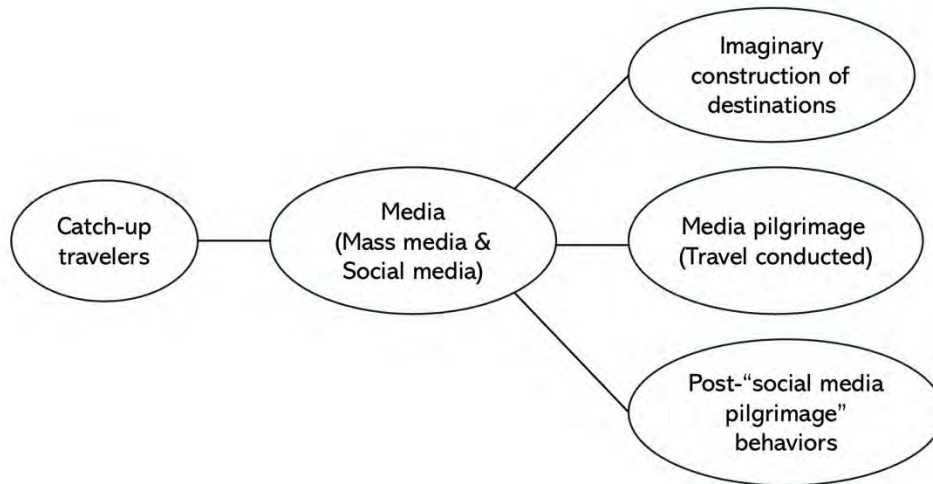
### 2.3 *Social media impacts on travel behavior*

As social media is widely used in the travel process, its role and impact in the travel process are also worthy of discussion. A range of studies have explored the effects of social media on travel behavior, from influencing intentions to shaping preferences and behavior. Yu (2014) found that user-generated content features and social media engagement can influence travel consumers’ intentions. Chen’s (2018) study specifically focuses on the role of social relationships in destination choices, finding that social networks on social media influence actual travel behavior. Karatsoli (2018) further emphasized the role of social media in shaping travel preferences and behavior, with the potential for shared experiences to influence others.

Social media also plays different roles in the relationship of mutual development with travelers’ attitudes and actions. Young travelers are proven to have the intention of using the Internet as a travel information source, particularly in the context of media-induced tourism (Scarpino, 2009). Also, Sharmin (2019) highlighted the influence of external factors, such as technology availability and accessibility, on young consumers’ attitudes towards social media use for travel.

#### 2.4. Conceptual framework

Reviewing the concepts and theories of media pilgrimage and the roles of social media in travel behavior, the framework used to explain the behaviors in the process of catch-up travel is concluded, with the central of media.



(Couldry, 2007; Magasic, 2016; Yu, 2014; Scarpino, 2019)

### Framework of Media Pilgrimage Behaviors in Catch-up Travel

#### 3. Methodology

According to the research objectives, this study uses qualitative methods of case studies retrieved from social media posts and thematic analysis for use in identifying travelers' behaviors and evaluating the conceptual framework. As a significant sector in the behavioral framework of travelers, social media plays an essential role in the travel process. Social media posts are dissemination content and sharing created by travelers, responding to the concept of media pilgrimage that explores specific behaviors from an individual perspective (Couldry, 2007). Therefore, the posts are worth analyzing and discovering the behavioral characteristics of special forces traveling.

##### 3.1 Data Collection

The 60 catch-up travel cases are selected from social media with a large scale of young Chinese users, including Weibo, Douyin, and Redbook, with the data sources of posts, comments, and interactions in text, photos, and video. Each of the 60 posts records a relatively complete record of a period of catch-up travel experience. They are selected and concluded based on previously set criteria, including extensive behavioral descriptions in any form, objective records, and completeness of the travel, which also accelerates in removing duplicates and eliminating irrelevant posts.

##### 3.2 Data Analysis

These qualitative data use the inductive thematic analysis approach to infer and summarize themes in behaviors (Caulfield, 2023). Since quantitative data contains multiple forms, non-textual forms, including photo and video, are converted or specially recorded by transcribing audio and filtering the text information in the picture to achieve the unity of the data and

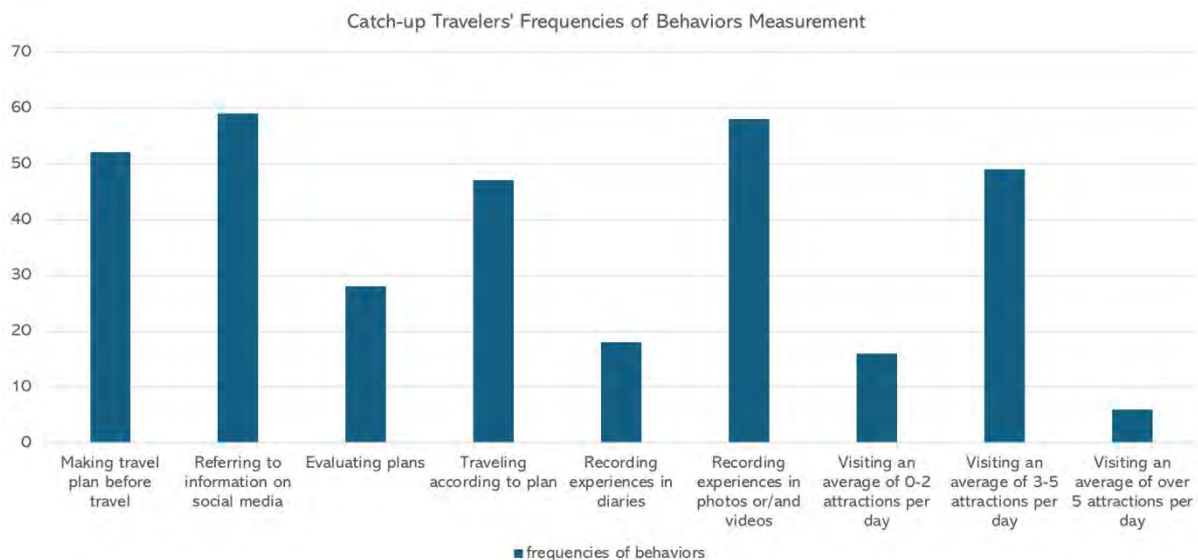
coding qualitative data by each textual post, identifying patterns, and generating themes in terms of behaviors. After the theme is determined, return to the textual data to test the accuracy and consistency of the analysis by using data to define themes. Theme in behavior statistics exceeding 25% of the dataset are considered general valid behaviors, as well as the characteristics of catch-up travel.

Finally, extract insights from coded data from salient features and further use frequency count and other statistics to conclude the features. As well as analyzing the reasons for statistical data results, analyzing the correlation between behaviors and behaviors, and improving the framework.

## 4. Results

### 4.1. Behaviors and characteristics

Through a thematic analysis of 60 posts, the different themes in travelers' behaviors are furtherly counted separately to show the prevalence of behaviors.



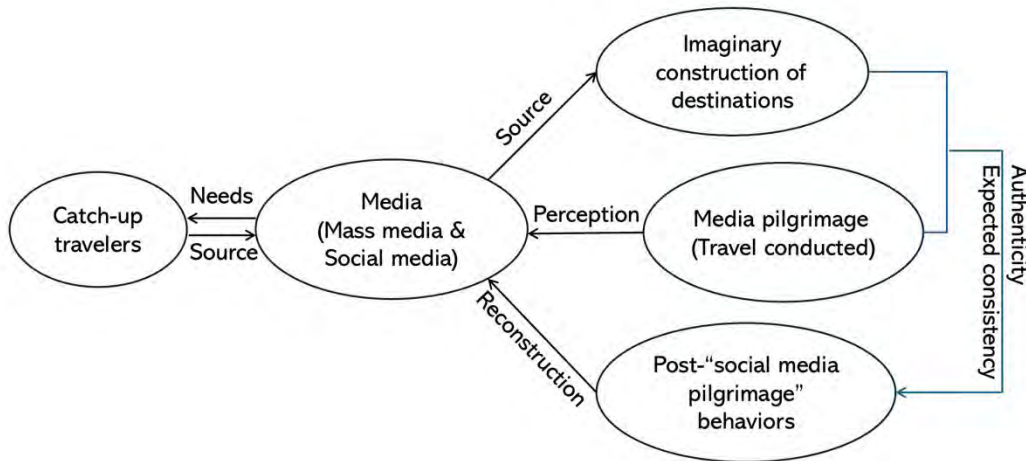
The measurement shows that general behaviors include making travel plans, referring to information on social media, and taking photos or videos as records of travel experiences. It is also compared to the average times of site visits per day, with 80% of travel, including an average of 3 to 5 attraction visits per day.

### 4.2. Framework improvements

As an information medium that mobilizes multiple senses of users simultaneously, social media can convey the charm and characteristics of tourist destinations in a more in-depth manner and meet people's needs for an in-depth perception of the travel experience. With interactive and participatory, social media can have a massive attraction for tourists and stimulate their willingness to travel, providing sources for travel preparation.

Travelers' imaginary space constructed by media is an intertwined network, and the interactivity of media, the constructivity of cultural symbols, and other social factors jointly shape and influence the formation and evolution of the media space of travelers. The content and expression of media communication and the media users' participation and interaction create a diverse imaginary media space for travelers.

Travelers' post-travel behavior depends on the authenticity and expected consistency of their self-assessment of the travel experience. They use words, photos, or videos to record their catch-up travel experiences. Travelers self-evaluate and reinterpret the information, images, and cultural connotations conveyed by the media, reconstruct their understanding of the destination, cultural symbols, and social meanings, and disseminate these experiences to provide others with a perspective to interpret them, which may trigger the media pilgrimage behavior of others.



(Couldry, 2007; Magasic, 2016; Yu, 2014; Scarpino, 2019)

## Framework of Media Pilgrimage Behaviors in Catch-up Travel\_Improved

### 5. Discussion and Conclusion

#### 5.1 Discussion and Implications

The result mainly describes the insights into general behaviors and characteristics in catch-up travel based on the review and conceptual framework of media pilgrimage. This study shows the application possibility of the concept of media pilgrimage in analyzing the model of travel type and tourists' behavior. The destinations, hospitality, and travel corporates may develop segmented strategies regarding the impacts of social media to match catch-up travelers' behaviors under the findings, such as designing catch-up travel plans to lead travel peaks.

#### 5.2 Conclusion

Catch-up travelers are unignorable travel groups that influence the tourism market and tourism recovery. Under the concept of media pilgrimage, this study concludes the catch-up travel behaviors, including themes regarding travel plans, social media, experience recording, and attractions visiting. In addition, the revised framework of media pilgrimage behaviors in catch-up travel explains the linked relationships and the influencing factors between travelers, media, and behaviors. From this study, there is more potential to study further the related topic as well as develop business strategies for targeting catch-up travelers.

#### 5.3 Limitations and suggestions for future studies

As the scale of the case study and participation observation are insufficient, there are many limitations in the study, which can be conducted in future studies. The study focuses on the core content of behaviors, instead of considering the intensity, direction, and theme of travel,

the number of the traveling group, whether travelers play specific roles, and their personal factors such as budget and preference for travel.

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**Investigation of destination management organization's social media:  
Content effectiveness to capture potential tourists' intention to participate  
in Hong Kong tourism board promoted event**

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**Abstract:**

Hong Kong organizes numerous events to capture tourists' travel intentions as well as boost post-pandemic recovery where the Hong Kong Tourism Board uses social media - the current most influential tourism marketing tool to showcase events' attractiveness. However, it failed to restore tourism recovery to the level before the pandemic. Therefore, this study examines the impact of gratification factors of event-focused social media content in the Hong Kong Tourism Board's social media on potential inbound tourists' perceived enjoyment and their participation intention towards their promoted events.

**Keywords:** Social Media Content, Stimulus-Organism-Response Model, Gratification Factors, Perceived Enjoyment, Participation Intention

**1. Introduction**

Social media's growing popularity shapes content promotion as a critical role in attracting potential tourists. To restore tourist arrival after COVID, Destination management organizations (DMOs) are urged to evaluate current social media content effectiveness to motivate tourists' travel intentions. Recent statistics indicated that individuals utilize social media 10 times more than other platforms and travellers rely the most on social media for amusement events and travel information (Statista, 2023). Besides, commercial businesses can directly track their product promotion effectiveness based on analytical benchmarks (e.g. impression, reach and conversion rate) in social media platforms.

However, DMOs are unlike commercial organizations is difficult for them to track the effectiveness of social media marketing tactics because their tactics do not induce direct conversion or business transactions. The effectiveness is more about the stimuli on inbound travel and indirect and induced impact on the economy which is difficult to be evaluated by the statistics provided by social media platforms. For instance, the Hong Kong Tourism Board (HKTB) (the DMO of Hong Kong) has been actively heightening its social media presence to boost visibility and engagement among tourists. Less than 20% of their event-focused feeds reach their average likes per post, demonstrating a need for a comprehensive investigation of social media content to improve the situation (Discover Hong Kong, n.d.). Still, it cannot be concluded that their event social media promotion is ineffective because there are no methods to check the number of inbound tourists who were attracted by the social media promotion. Thus, DMOs still actively engage in social media event promotion even though they encounter a low number of likes, shares, views and comments.

Perhaps the best way to understand the effectiveness of DMO's social media marketing tactics is to directly collect the thoughts and perceptions of inbound tourists. Thus, this study aims to investigate the effectiveness of social media promotions of DMO's events by collecting insights from potential inbound tourists. In this study, the Stimulus-Organism-Response model (SOR) is adopted to explain the impacts of gratification factors of HKTB's social media event-focused content and non-content on potential tourists' perceived enjoyment and participation intention towards promoted events to provide insights for event promotional strategy. The impacts of social media promotion including social media content and non-content cues on perceived enjoyment and travel intention are widely recognized by scholars (e.g. Kim et al., 2021, Xiong et al., 2022). Still, limited research has focused on DMOs in promoting multiple events and examining the impacts of social media content and non-content cues (visual design) on event participation intention by combining gratification factors from uses and gratification theory and the SOR model. This study aims to fill this research gap.

## 2. Literature Review

### *Stimulus-Organism-Response Model*

This research adopts Mehrabian and Russel's (1974) Stimulus-Organism-Response model which states that individuals' intrinsic state (organism) interacts with external environmental factors (stimulus) to produce a behavioural intention (response). The SOR model has broadly been used in destination marketing, especially in examining digital platform effectiveness in fostering tourist visitation (Xiong et al., 2022; Chen et al., 2014). New content (stimulus) pushes users to generate positive feelings (organism) and eventually allows users to have a longer navigation time.

### *Gratification Factors and Perceived Event Enjoyment*

**Stimulus** for tourists can be interpreted by gratification factors. Gratification factors were extended from the *use and gratification theory* which helped understand the reason why users publish their experiences on digital platforms (Paolos-Sanchez et al., 2021). Kim et al. (2021) proposed five gratification factors of event-focused social media content and non-content specifically on event social media including informational content, entertaining content, remunerative content, relational content, and visual design that positively affect individuals' social media engagement behaviour. From individuals' perspective, cues from the event's social media are regarded as appealing, allowing users to gauge gratification that fulfils their individual needs.

Perceived enjoyment refers to the "degree to which an individual feels delight and satisfaction in a preferred environment" (So et al., 2021, p.1019). Perceived enjoyment is believed as an important mediator (**organism**) in the relationship between destination-related content and travel intention (Chen et al., 2014). Ladhari and Souiden (2019) highlighted that tourists can immerse themselves in the event environment and access unique cultural experiences, enabling tourists to be involved in unforgettable activities from the event and the city. "**Response**" can be interpreted as tourists' behavioural intentions, such as their revisit intention or to reuse travel-related applications.

In the SOR model context, the above five gratification factors are stimuli on social media and perceived enjoyment is an organism which plays a key role in whether individuals have developed a tendency to like the event after browsing DMO event-focused posts and

eventually influencing their participation intention (response). These content and non-content help users develop a basic understanding of events and identify whether the event satisfies their needs. Eventually, a positive feeling will be generated once they enjoy the event from viewing their post. Most social media marketing research focuses on perceived enjoyment as the reason tourists post their experiences on social media (Rouibah et al., 2021). Yet, the relationship between gratification factors, perceived enjoyment, and participation intention in events is under investigation in previous studies.

Informational content is the most comprehensive source provided in HKTB's social media and its preciseness of information (e.g. dates, and activities) helps users assess their interest in an event. This allows utilitarian users to quickly determine if the event meets their preferences and needs. In contrast, vague or incomplete content fails to generate anticipation or excitement for the upcoming event. The following hypothesis proposes.

H1a: Informational content is related to perceived event enjoyment.

Entertaining content offers something which individuals find social media feeds fun, enjoyable, or entertaining and fulfils users' need for experience-seeking (Kim et al., 2021). When social media users view event feeds, it may engage elements that have to ability to match users' needs, especially tackling emotional release and escapism. Positive feelings will be induced from the upcoming event. The following hypothesizes that.

H1b: Entertaining content is related to perceived event enjoyment.

Several events include remunerative content which allows social media users to obtain monetary incentives (e.g. special souvenirs) by attending the event (Kim et al., 2021). Users understand they may potentially earn benefits from joining the event, positive emotions will be developed in the psychological state. The hypothesis is proposed that.

H1c: Remunerative content is related to perceived event enjoyment.

When event feeds in social media have active user engagement, such as users expressing their interest in participating, and interacting with other commenters, it creates a sense of recognition and belonging for users. This warm reception and inclusiveness enhance the enjoyment of users, in which hypothesize that.

H1d: Relational content is related to perceived event enjoyment.

Visual design's aesthetics generate users' pleasure and emotional arousal, leading to a longer intention to navigate information about the events (Jongmans et al., 2022). Similarly, beautiful pictures and videos are shown on HKTB's social media to create a positive appeal through the use of colours, angles, and layout. The overall portrayal of the pre-event promotion helps to foresee their enjoyment before they decide to participate. The hypothesis proposed that.

H1e: Visual design is related to perceived event enjoyment.

### *Perceived Event Enjoyment and Participation Intention*

Event participation intention is the triggered response when individuals arouse affective thoughts from event-focused feeds on social media. Cues are the attributes that help promote and explain their event. When people are willing to acquire information to learn more about

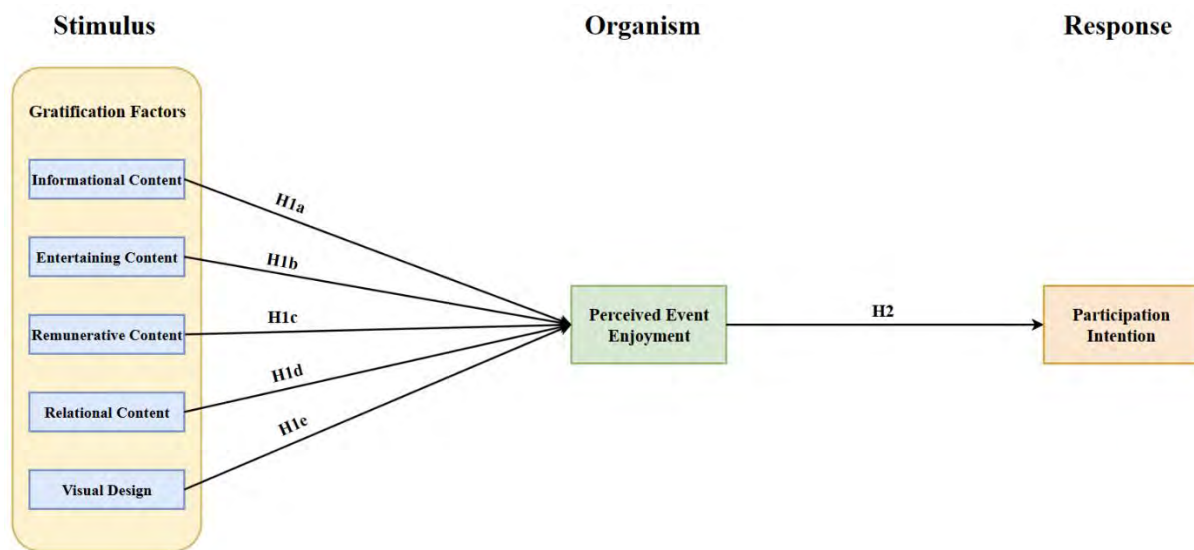
the event, this act may formulate a positive image of the event and city for individuals (Chen et al., 2014; Li and Chen, 2019). Thus, the hypothesis proposed that.

H2: Perceived event enjoyment is related to participation intention.

A conceptual model (Figure 1) is developed based on the SOR model and the hypotheses are stated to address the research objectives.

**Figure 1**

**Conceptualized Model**



**3. Methodology**

*3.1. Research Design*

To evaluate HKTb-promoted events posts on social media, the questionnaire first explains the study's purpose, sample criteria, and participation acknowledgement to ensure informed consent regarding anonymity and confidentiality.

This survey consists of four sections including *gratification factors*, *perceived event enjoyment*, *participation intention*, and *demographic background*. The last section includes country of residence, gender, age, education level, employment status, annual income, whether they had visited Hong Kong, and the frequency of visiting HKTb's social media page.

*3.2 Measurement*

Gratification factors and participation intention adopted a scale of measurement developed by Kim et al. (2021). Five Gratification factors (sixteen scale items) include *informational content* ( $\alpha=.951$ ), *entertaining content* ( $\alpha=.920$ ), *remunerative content* ( $\alpha=.890$ ), *relational content* ( $\alpha=.896$ ) and *visual design* ( $\alpha=.915$ ). The coefficient alpha for participation intention (three scale items) is 0.863. *Perceived Event Enjoyment* (four scale items) adopted the study by Ladhari and Souiden (2020) ( $\alpha=.568$ ). The above sections applied the five-point Likert scale as the scale of measurement ranging from *strongly disagree* (1) to *strongly agree* (5) which is recommended for tourism impact research as this scale has a superior validity (Mason & Cheyne, 2000). Scale items and operational definitions for measurements are presented in Appendix 1-4.

### *3.3. Data Collection*

An online questionnaire was administered using Google Forms in Chinese and English. Pilot testing was conducted to accurize Chinese translation. The snowball sampling method was utilized to capture the correct group of respondents (Dusek et al., 2015). The survey link was initially shared with numerous non-Hong Kong residents who are social media users, they sent it to their contacts who met the above criteria to expand the respondent pool. The data was collected in December 2023 and has received ethics approval from the University.

### *3.4. Data Analysis*

Primary data was coded and analyzed with SPSS 29.0 software. To evaluate its reliability, the Cronbach Alpha test first was conducted, and all variables were qualified under the rule of thumb (i.e.,  $\alpha > .70$ ) (George & Mallery, 2003). Then, multiple linear regression analysis was performed to measure the relationships between variables.

## **4. Results**

### *4.1. Demographic Characteristics of the Sample*

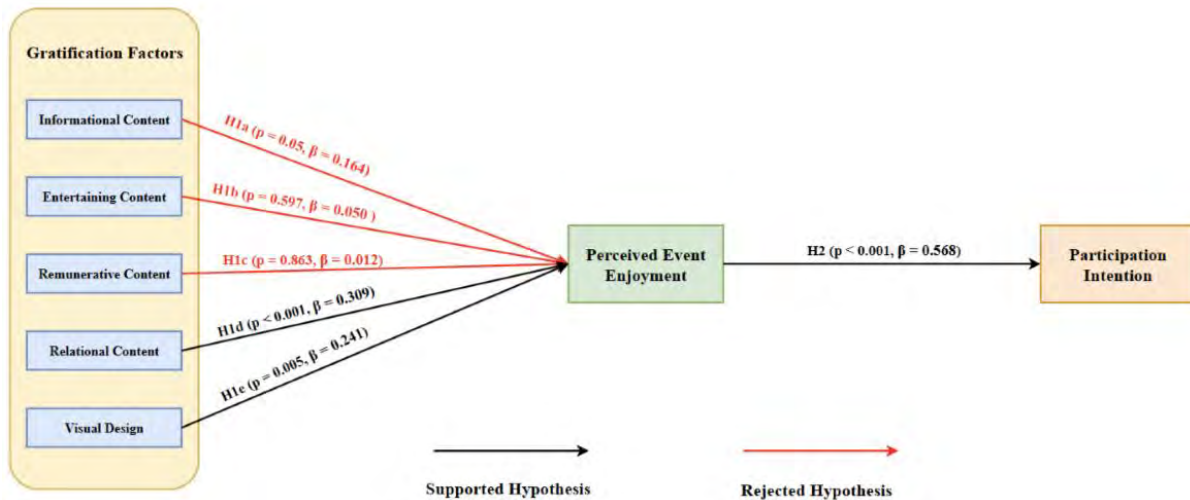
Out of 263 distributed questionnaires, 229 (87.1% response rate) were included in the data analysis. Respondents from 37 countries were grouped into Asian (25.8%), non-Asian (23.1%), Taiwanese (21%), Chinese (17.5%) and British (12.7%). 76.9% of respondents were female and 66.4% were aged 18 to 25. Around 50% were undergraduate students. Most reported no income (46.5%) or earned below US\$40,000 per year (35.8%). 60% of respondents had visited Hong Kong, while a majority had not visited HKTB's social media (78.6%) before participating in the questionnaire. See Appendix 4 for the detailed demographic profile.

### *4.2 Hypothesis Testing*

Hypothesis 1's multiple linear regression model yielded a significant result ( $F [5,223] = 37.461, p < .001, R^2 = .457$ ). The p-value of H1d and H1e is below 0.05, indicating that relational content and visual design positively influenced perceived event enjoyment. H1d and H1e are supported. The p-value of H1a, H1b and H1c is above 0.05, suggesting that informational content, entertainment content, and remunerative content were not related to event perceived enjoyment and thus not supported. Hypothesis 2 tested a relationship between perceived event enjoyment and participation intention. The overall regression model was significant ( $F [1,227] = 108.393, p < .001, R^2 = .323$ ), and H2 is supported. Hypotheses results are shown in Figure 2 and Appendix 6.

Figure 2

*Hypotheses Testing Result*



### 5.1. Discussion and Practical Implication

#### *In-depth Event Information Discourages Potential Tourists' Reading Intention*

Informational content surprisingly does not significantly influence the perceived event enjoyment and participation intention. This result is not consistent with earlier studies on the relationship between information sources created by DMOs and travel behavioural intention (Wang & Park, 2023). The literature suggested that people perceived DMO sources as professional and official to explicate information towards social media users so that they clearly know whether they like it. However, the same study found that text is not significant to social media users, causing informational overload and inducing negative emotions and reluctance to read. There is a possibility that social media users intend to get inspirational and neat information from the post in a short period. Conversely, paragraphs with detailed explanations make the event sound boring and lack surprise before visiting. The need for novelty may not be fulfilled, and it is unable to generate positive emotion towards those events. Resulting in insignificant participation intention. In future posts, HKTB can list short and simple information for potential visitors to reference, reducing potential tourists' reluctance to know more about the promoted events.

#### *Designs With Aesthetic Appeals Entice Potential Tourists' Participation Intention*

Expectedly, visual design has a significant impact towards perceived event enjoyment and participation intention. The result aligned with prior studies, Jongmans et al. (2022) tested that visual design has a positive relationship with pleasure. Confirming that the aesthetic portrayed in social media is also a determinant in attracting tourists. Most users are conscious and attracted by colour and photo selection. With an appealing appearance presented on social media, users perceive a higher level of enjoyment and positive emotion towards the event. Chen et al. (2014) also pointed out that aesthetic value gained online enables readers to fantasize about trips and Menon (2022) tested that socially rewarding self-promotion is the major motive for reel production. As many social media users are Generation Y-Z, it is justifiable that individuals see event photos as attractive. Foreseeing themselves recreating similar photos, helps gaining fame from peers. Based on findings, more eye-catching and social media-friendly sceneries can be set by event organizers so HKTB may post more aesthetic photos to satisfy potential tourists' needs to expose trendiness and socialization.

### 5.2. Theoretical Implication

This study contributes to the literature by examining the relationships between gratification factors, perceived enjoyment, and participation intention in the context of destination social

media marketing. Gratification factors are recognized as key contributors to perceived event enjoyment and participation intention, but they may not be applicable in the destination marketing context. The findings provide new insight to destination marketing researchers regarding the various impacts of gratification factors on destination event participation intention.

### 5.3. Limitations and Suggestions for Future Studies

Firstly, this study's data are collected by certain potential inbound tourists only which limits the generalizability of our findings. Future studies may replicate our findings with larger samples and search for respondents whose countries are major visitors in Hong Kong, this increases the accuracy. Secondly, as mentioned in theoretical implication, future studies may conduct a qualitative approach to further explore hidden gratification factors to unveil new insights to assess destination event social media promotion.

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## Appendix

### Appendix 1

#### *Gratification Factors of HKTB Promoted Events in Social Media*

Variables (Cronbach alpha)	Scale items	Mean	Std. Deviations
Information Content ( $\alpha = 0.951$ )	1. Content provided by the HKTB's social media page offers useful information	14.61	2.639
	2. HKTB's social media page informs me about the HKTB-promoted events		
	3. HKTB's social media page helps keep me up to date regarding the HKTB-promoted events		
	4. HKTB's social media page makes me learn about HKTB-promoted events		
Entertaining Content ( $\alpha = 0.920$ )	1. The content is fun to watch or read	14.04	2.563
	2. The content is clever and quite entertaining		
	3. The content does not just sell – it also entertains me		
	4. The content is often amusing		



APacCHRIE 2024 Youth Conference (24-26 May 2024)

Remunerative Content ( $\alpha = 0.890$ )	1.	The content contains incentives	13.68	2.504
	2.	The content provides prize drawings		
	3.	The incentives provided by the HKTB's social media page are beneficial		
	4.	The HKTB's social media page provides monetary incentives		
Relational Content ( $\alpha = 0.896$ )	1.	The content makes me feel like I belong to a community	13.34	2.768
	2.	HKTB's social media page allows me to meet interesting people		
	3.	HKTB's social media page encourages me to discuss things with others		
	4.	HKTB's social media page helps me stay in touch with people I know		
Visual Design ( $\alpha = 0.915$ )	1.	The degree of interaction (content selected by the user) offered by the HKTB social media page is sufficient	14.31	2.605
	2.	HKTB's social media page allows me to efficiently tailor the information to my specific needs		
	3.	HKTB's social media page content looks professionally designed		
	4.	The content design (i.e. colours, images, layout, etc.) is attractive		

Note Adopted from Kim et al. (2021)

Appendix 2

*Perceived Enjoyment Towards HKTB Promoted Events*

Variables (Cronbach alpha)	Scale Items	Mean	Std. Deviations	
Perceived Event Enjoyment ( $\alpha = 0.952$ )	1.	Enjoyable/Unenjoyable	18.17	3.486
	2.	Exciting/Unexciting		
	3.	Fun/Boring		
	4.	Pleasant/Unpleasant		
	5.	Arousing/Un-arousing		

Note Adopted from Ladhari and Souiden (2020)

Appendix 3

*Potential Inbound Tourists' Participation Intention towards HKTB promoted events*

APacCHRIE 2024 Youth Conference (24-26 May 2024)

Variables (Cronbach alpha)	Scale items	Mean	Std. Deviations
Participation Intention ( $\alpha = 0.863$ )	1. I will participate in HKTB-promoted events	10.83	2.077
	2. I have the intention to recommend HKTB's event to my friends		
	3. I will consider HKTB's event to be something worthwhile		

*Note* Adopted from Kim et al. (2021)

Appendix 4

*Operational Definition and Measurement*

Variable	Scale items	Measurement
Information Content	“The degree to which internet-based content provides useful and helpful information”	(Kim et al., 2021, p.446)
Entertaining Content	“Users find media to be fun, enjoyable, or entertaining”	(Kim et al., 2021, p.446)
Remunerative Content	“The importance of economic benefits as motivators for joining brand communities”	(Kim et al., 2021, p.447)
Relational Content	“User’s need for social gratification in the form of interaction, integration, and the benefits these produce”	(Kim et al., 2021, p.447)
Visual Design	“The simplicity of images, variations of images with and without text, design and visual clutter”	(Kim et al., 2021, p.449)
Perceived Event Enjoyment	“Reflect the valence and intensity of emotional reactions”	(Ladhari & Souiden, 2020, p. 467)
Participation Intention	“Positive impact of subjective norms on intention to participate in an event was identified through the act of sharing on the platform”	(Kim et al., 2021, p.448)

Appendix 5

*Demographic Background of Potential Inbound Tourists*

Variables	Value	N	%
Country of Residence	Asian (Except Chinese)	59	25.8
	British	29	12.7
	Chinese (Mainland & Macau)	40	17.5
	Non-Asian (Except British)	53	23.1
	Taiwanese	48	21.0
Gender	Male	53	23.1
	Female	176	76.9
Age	18-25	161	69.4
	26-35	34	14.8
	36-45	21	9.2
	46 or Above	13	5.6

**APacCHRIE 2024 Youth Conference (24-26 May 2024)**

Level of Education	Secondary	32	14.0
	Diploma or equivalent	45	19.7
	Bachelor's degree	111	48.5
	Postgraduate or higher	41	17.9
Employment Status	Student	144	62.9
	Employed/ Self-employed	75	32.8
	Unemployed	8	3.5
	Retired	2	0.9
Annual Income	No Income	105	46.5
	Less than US\$40,000	81	35.8
	US\$40,000 -\$79,999	29	12.8
	US\$80,000 or more	11	4.9
Have you been to Hong Kong?	Yes	130	56.8
	No	99	43.2
Frequency of visits to HKTB's social media	Never	180	78.6
	Every few months or less	28	12.2
	Every few weeks	16	7.0
	Weekly or more	5	2.2

Appendix 6

*Results of the Hypotheses Testing*

Structural Path	Standardized Coefficient Beta	Sig.
<i>Effects on Perceived Event Enjoyment (R<sup>2</sup> = 0.457)</i>		
H1a. Informational Content → Perceived Event Enjoyment	0.164	0.050
H1b Entertaining Content → Perceived Event Enjoyment	0.050	0.597
H1c. Remunerative Content → Perceived Event Enjoyment	0.012	0.863
H1d. Relational Content → Perceived Event Enjoyment	0.309	<0.001
H1e. Visual Design → Perceived Event Enjoyment	0.241	0.005
<i>Effect on Participation Intention (R<sup>2</sup> = 0.323)</i>		
H2. Perceived Event Enjoyment → Participation Intention	0.568	<0.001

## **Evaluating the potential of Sharon farm as an urban agritourism site in Quezon city**

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### **Abstract:**

The development of agritourism depends on whether a country belongs to developed or underdeveloped countries. This study aims to evaluate the potential of Sharon Farm as an Urban Agritourism Site in Quezon City. Applying the concept used by Montiano et al. (2022) to determine the status of the farm in terms of the 5 A's of tourism and the impact of the farm based on the three pillars of sustainability. Using an explanatory sequential mixed method research design, 385 respondents who visited Sharon Farm were gathered through snowball sampling technique for the quantitative research. An adapted, modified questionnaire was utilized as a data-gathering instrument. The statistical tools used were the frequency distribution, percentage, weighted mean, standard deviation, and Pearson's Correlation Coefficient. On the other hand, 13 key informants, such as the LGU, the farmers or workers, and the head or owners of the farm, were purposively selected for the qualitative research. Findings revealed that Sharon Farm positively impacted the 5 A's of tourism and the three pillars of sustainability, and the two variables were somehow not correlated. Land ownership conflict, facility improvement, management re-election, lack of marketing strategy, lack of tourist management, and water access are the factors that hinder the farm from turning into an urban agritourism site. It is suggested that Sharon Farm has the potential to be an agritourism site, but many factors are challenging its development. Therefore, the management may utilize the findings for possible intervention in the community, farm facilities, and its setting.

**Keywords:** Urban agritourism, urban farming, tourism, agritourism, sustainable

Capstone  
Project

[APacCHRIE 2024. Youth conference]  
: Innovative Business Proposal

# Blenderful

: Health beverage cafe

Hyeong, Junho; Jang, Yoon Jung

Sol International Restaurant & Entrepreneurship  
College of Hotel, Restaurant & Culinary Arts  
Woosong University

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**We started with these questions when developing  
the restaurant concept**

Q. Do you think people who exercise care about what they eat?

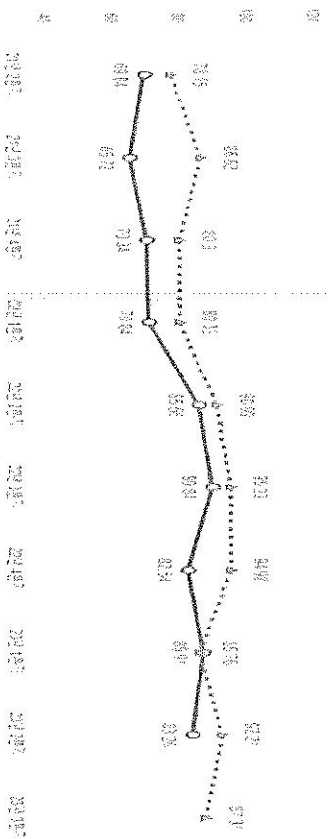
Q. What do people who exercise need?

Q. How can we provide what they need?

**"Blenderful"**

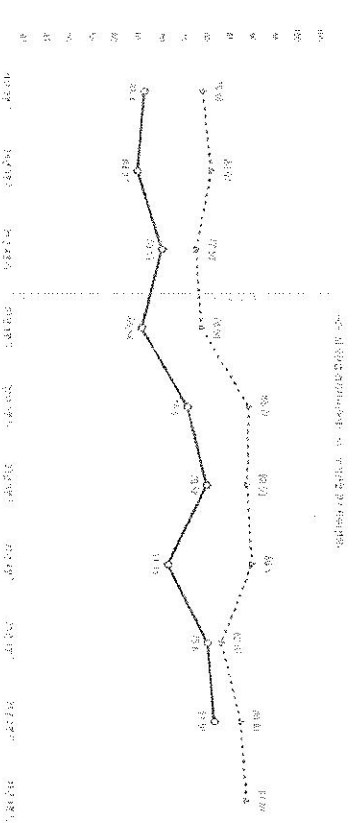


한국서비스업경기동향지수(2023.08)



The 외식, (2023.08)

외식산업경기동향지수(2023.08)



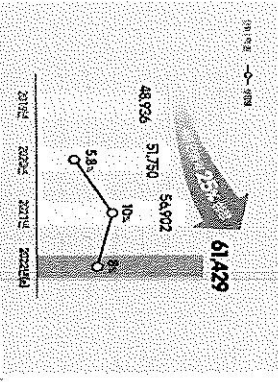
The 외식, (2023.08)

## Korea's food service industry business index

## Korea's food service industry business index – Non-alcoholic Drinks café

### 국내 건강기능식품 시장 규모

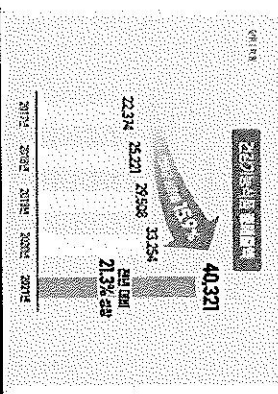
단위: USD억



2022년 국내 시장 규모 연평균 성장률에 비해 경기 침체에도 전년 대비 12.5% 성장

### 국내 건강기능식품 매출 실적

단위: USD억



2021년 2분기 실적은 전년 동기 대비 21.3% 증가

한국건강기능식품협회. (2022).

### 코로나 이후 증가율 상위 업종

단위: % (2020년 1월 대비 2021년 9월 사업자 평균액)  
\* 국제통계기정 100대 생활업종 기준

업종	증가율 (%)
통신서비스업	59.1
전선·케이블업	41.0
커피제조업	29.8
포장수산물업	28.9
기상정보업·연속인쇄업	26.0
피부관리업	23.2
유통서비스업	22.5
스포츠시설운영업	22.3
유통서비스업	21.0
애완동물업	20.5
전체	12.5

자료: 국제통계기정

The JOOR&ARK

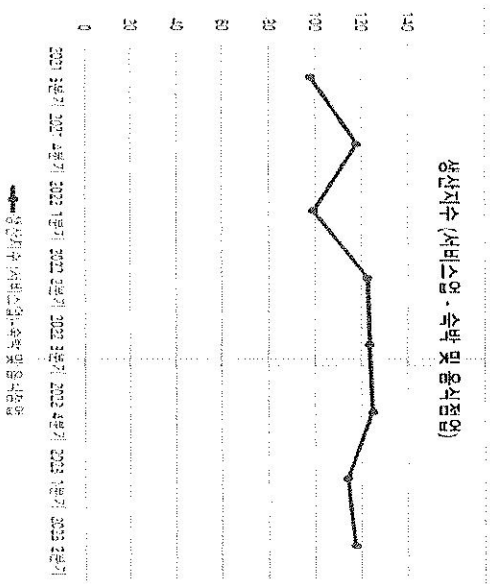
국제통계포털. (2021.09)

Market size and sales performance of nutraceuticals (functional food)

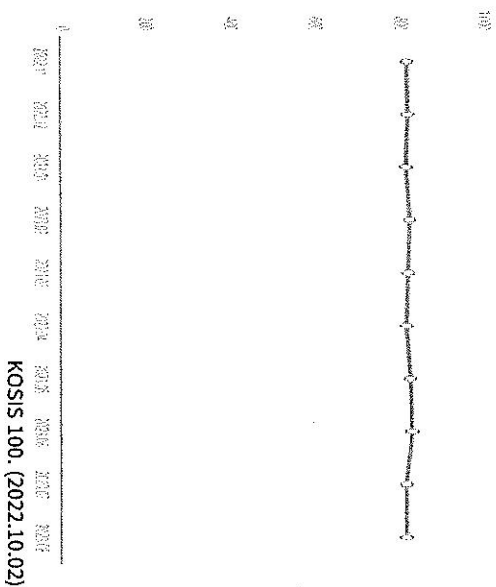
After COVID-19 growth industries

## Daejeon

Accommodation and restaurant industry index



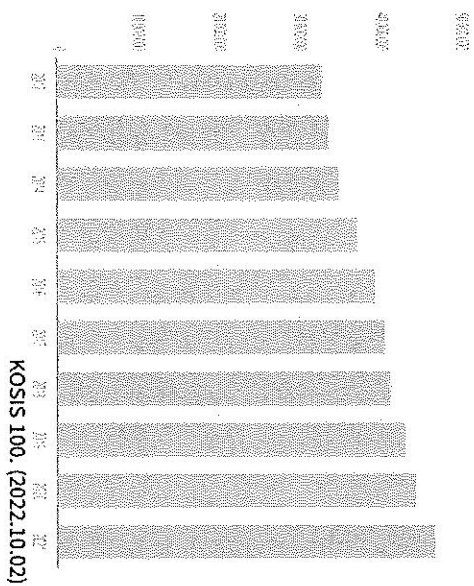
Daejeon's service industry fell in the first quarter of 2023, but has been slowly recovering since the second quarter.



### Economically active population

Daejeon is one of the cities with a very high service industry index. As of 2021, 77.5% are reportedly engaged in the service industry. About 1.5 million people live in Daejeon, and more than 800,000 are always economically active.

### Gross regional domestic product (GRDP)



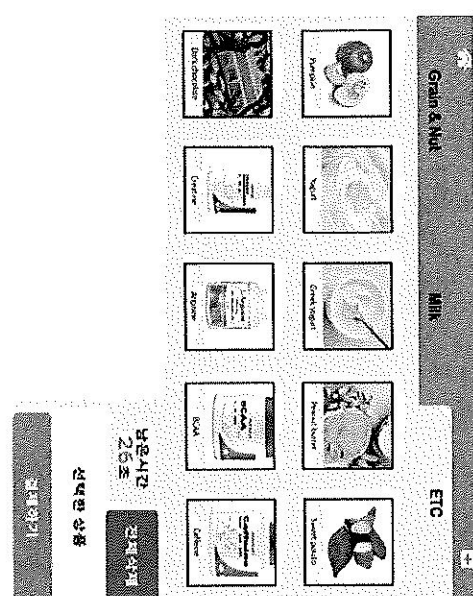
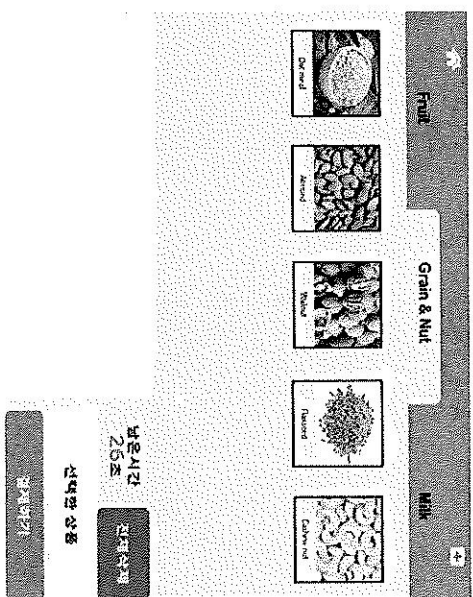
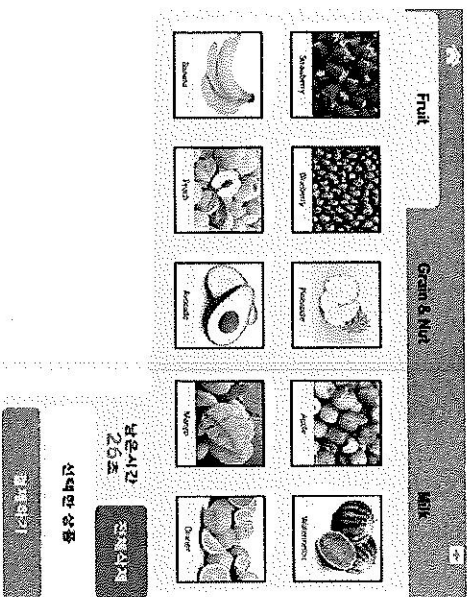
Daejeon's GRDP, where the service industry accounts for major production and income, continues to rise, and Daejeon's economic growth rate is also very positive. Daejeon's economic growth rate was 1.3 percent, ranking third among 17 cities and provinces nationwide.

## Daejeon market research

	Population	Cafe	Gym	Income(만원)
Galma 1	57,099	69	6	1,003
Galma 2	71,777	60	7	1,051
Dunsan 1	159,824	76	10	1,801
Dunsan 2	357,632	126	22	2,085
Dunsan 3	47,419	26	4	1,059
Tanbang	167,143	140	12	1,165
Yongmun	76,259	25	6	796
Goejeong	88,884	90	10	922
Onchen 1	276,874	139	19	1,198
Onchen 2	326,747	205	26	1,205
Sinsung	292,233	134	10	1,972

상권정보 (2023.12.06)

## Concept



## Restaurant Concept Development

The concept is to make protein shakes for people who exercise. Many people who exercise want to build a nicer body and exercise more efficiently, also they prefer tasteful protein than nasty protein. It has recently become more diverse and is sometimes made by adding grains and nuts. There is also something that people who exercise want. There are several supplements taken to provide more power to the muscles during exercise. Protein shakes containing so many different ingredients, and if customers want to make them alone at home, the diversity will inevitably disappear. The characteristics of the concept is able to create the taste customers want by adding the ingredients customers want without worrying about it.

## Menu recipe

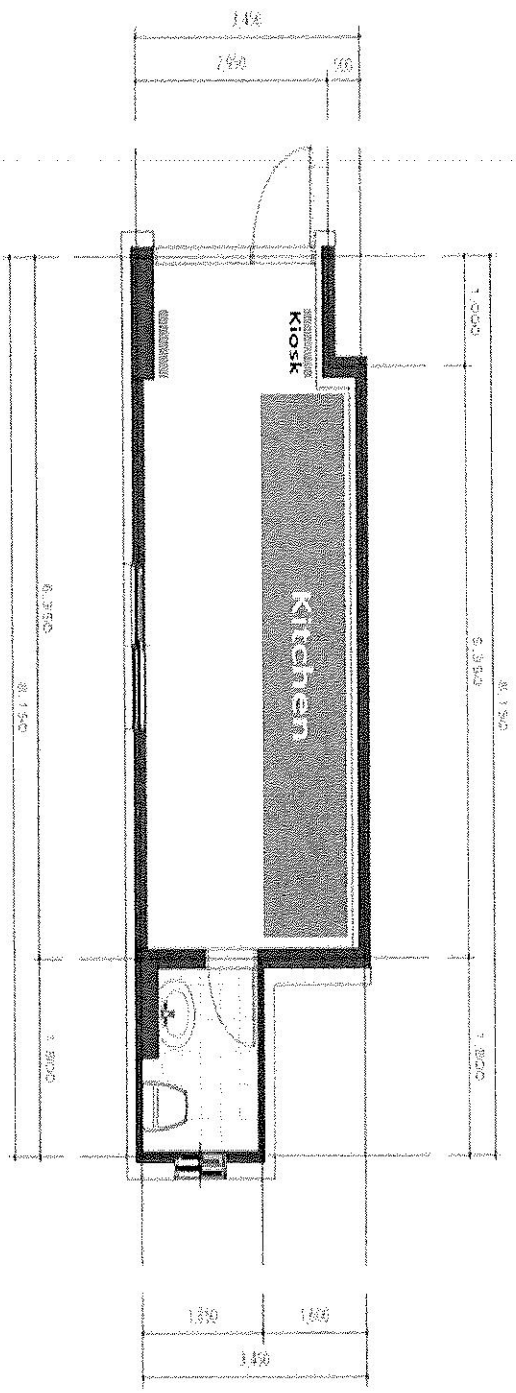
Ingredients	Unit	Quantity	Ingredients	Unit	Quantity
Protein powder	Tbs	1-2	Greek yogurt	G	100
Strawberry	G	150-200	Yogurt	G	100
Oatmeal	G	50-75	Almond	EA	10
Low-fat milk	ML	150-200	Walnut	EA	7
Banana	EA	1	Flaxseed	G	10
Blueberry	G	150-200	Cashew nut	EA	10
Peach	EA	1/2	Sweet potato	G	150-200
Pineapple	G	150-200	Maple syrup	G	10-15
Avocado	EA	1	Honey	G	10-15
Apple	EA	1	Pum liquid	G	10-15
Mango	EA	1	Dark chocolate	G	50
Watermelon	G	200-300	Peanut butter	G	25-50
Orange	G	150-200	Vanilla liquid	Dash	2
Pumpkin	G	100-150	Creatine	G	3
Soy/bean milk	ML	150-200	BCAA	G	-
Almond milk	ML	150-200	Arginine	G	-
Coconut milk	ML	150-200	Caffeine	G	200-400

## Cost

Ingredients	Price(W)	Ingredients	Price(W)
Protein powder	8000/5kg	Greek yogurt	200/100g
Strawberry	7000/1kg	Almond	130/10g
Oatmeal	392/100g	Walnut	175/10g
Low-fat milk	328/100ml	Flaxseed	2400/100g
Banana	295/100g	Cashew nut	180/10g
Blueberry	700/100g	Sweet potato	600/100g
Peach	700/100g	Maple syrup	3000/100ml
Pineapple	400/100g	Honey	500/100g
Avocado	1400/EA	Pum liquid	300/100g
Apple	1000/EA	Dark chocolate	100/10g
Mango	700/100g	Peanut butter	800/100g
Watermelon	400/100g	Vanilla liquid	1000/10ml
Orange	400/100g	Creatine	50/EA
Pumpkin	800/100g	BCAA	500/10g
Soy/bean milk	200/100ml	Arginine	50/EA
Almond milk	400/100ml	Caffeine	40/EA
Coconut milk	500/100ml	Yogurt	200/100g

## Exhibition





Restaurant Layout



## Marketing Strategies

### Contractor Discount : Gym

It's a marketing that offers discounts. A few percent discount applies to gym customers. It will have coupons. If customers fill all the coupons, they will be able to get a discount on the usage fee of the linked gym.

### Fantastic Experience

It believes that there is a Korean sports culture that appears not only in the MZ generation but also in general. That's what body profile shooting is all about. Even if it goes on Instagram and search only for body profiles, it can check tens of thousands of posts. The shop will not only work with the gym, but also with the studio. It plans to help customers who consume more than a certain amount of expense at the shop. The shop, which is linked to nearby gyms, can check the body condition of customers who want to take body profiles, adjust their diet, and provide drinks to help them. Customers who have taken great body profiles will be 100% satisfied and share these contents on various social media such as Instagram and blogs.

### Subscription Service

There are monthly renewable subscriptions and yearly renewables. A subscription that renews every year is cheaper than a subscription that renews every month.

It has many other subscription options. The special thing is customers can order their own menu. The shop has a number of fruits, nuts, milk, protein powder and supplements. However, this large number of ingredients may also be unsatisfactory for customers who subscribe. At this time, the shop can make drinks by making up the ingredient customer wants. In addition, well-made drinks made of ingredients that subscribers want will be sold at the event every year. As a result, the shop gives to incentive to him or her.

## Marketing



## Financial Projection

1 YEAR 15,000,000/Month	2 YEAR 20,000,000/Month
<ul style="list-style-type: none"> <li>• -20,000,000/Deposit</li> <li>• -20,000,000/Interior</li> <li>• -8,400,000/A year's rent fee</li> <li>• -4,000,000/A year's worth of loan interest</li> <li>• -5,000,000/Advertisement</li> <li>• -2,000,000/A year's water and electricity</li> <li>• -49,000,000/A year's taxes</li> <li>• -64,800,000/Ingredients</li> </ul>	<ul style="list-style-type: none"> <li>• -10,000,000/Interior</li> <li>• -9,000,000/A year's rent fee</li> <li>• -4,000,000/A year's worth of loan interest</li> <li>• -10,000,000/Advertisement</li> <li>• -2,500,000/A year's water and electricity</li> <li>• -71,800,000/A year's taxes</li> <li>• -86,400,000/Ingredients</li> </ul>
100,000,000 + 180,000,000 =280,000,000	106,800,000 + 240,000,000 =346,800,000
280,000,000-173,200,000 =106,800,000 BEP=0	346,800,000-193,700,000 =153,100,000

# Blenderful

## Conclusion

As a result of calculating financial projection, it was difficult to expect huge profits. However, if the number of shops is increased by using this as a franchise and monopolizes this market, it is expected to generate sufficiently good profits. As times change, people become more and more interested in health and exercise, maybe all the population of Korea can be seen as temporary customers. Health will always dominate future trends. Many companies and stores are trying to target this place, and so is the shop. In the United States, there are many shops with this concept inside and outside gyms. It can believe that Korea will change like this.

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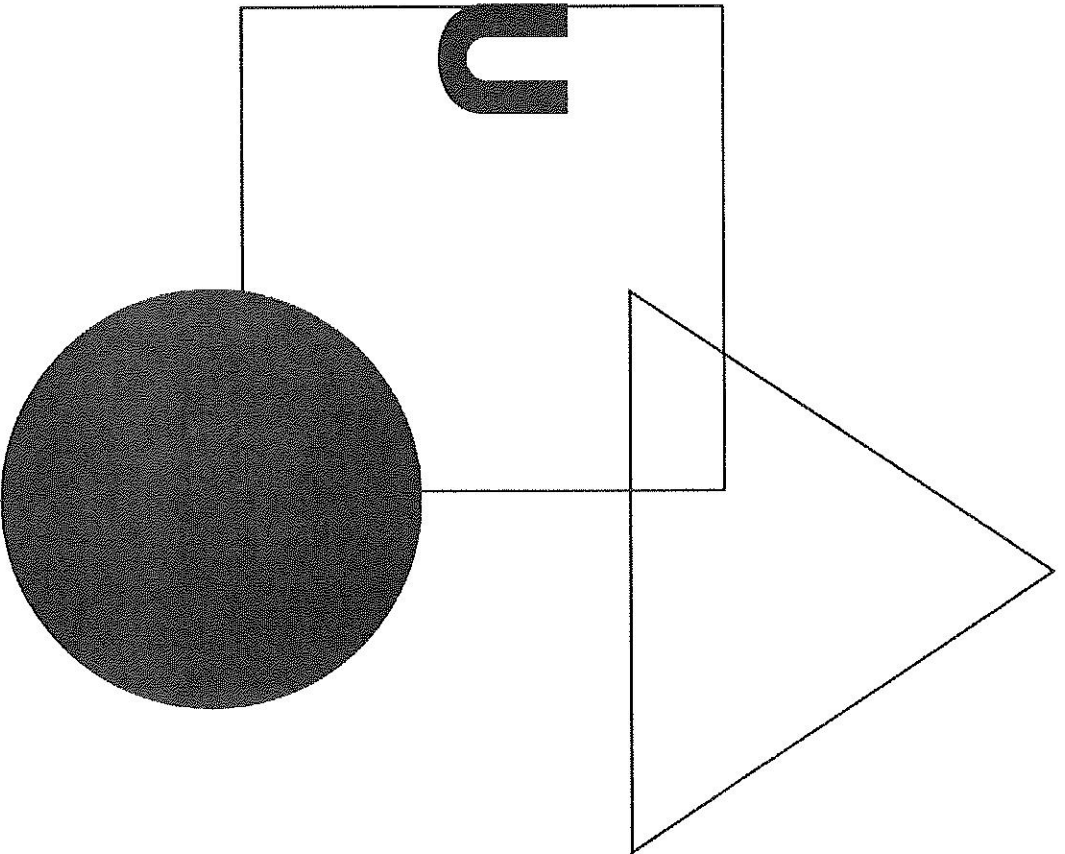
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**THANK YOU**



ApacCHRIE 2024.Youth Conference: Innovative Business Proposal

# Fresh Bites

**Berikbolatova, Zere; Jang, Yoon Jung**  
Sol International Restaurant & Entrepreneurship  
College of Hotel, Restaurant & Culinary Arts  
Woosong University



# Introduction (About business)



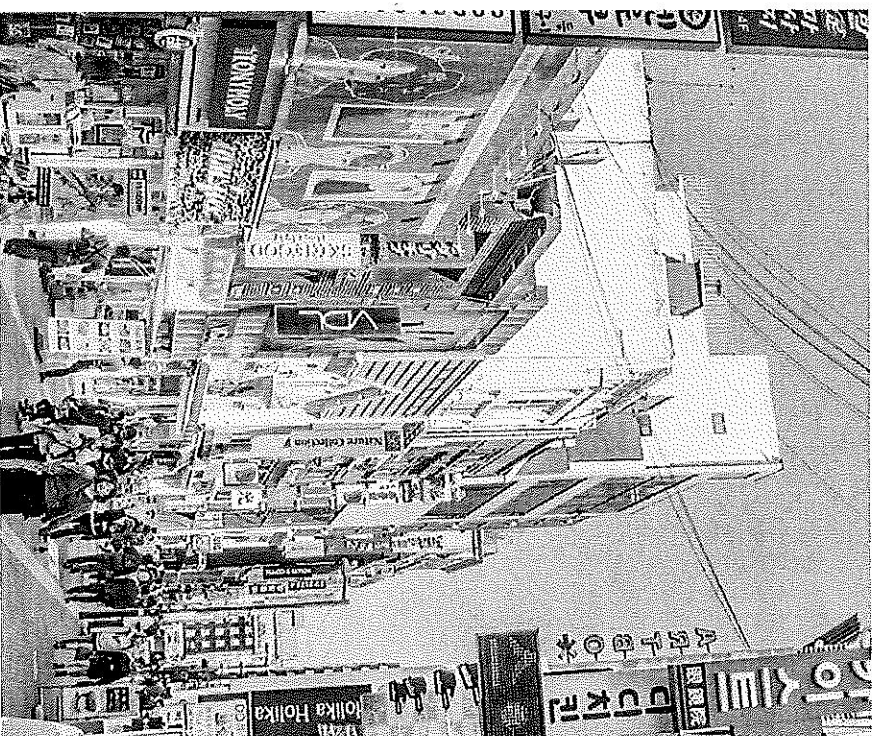
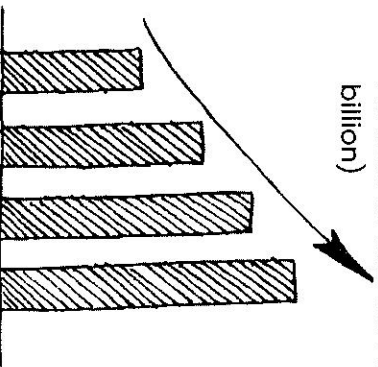
The concept "FreshBites" which will operate in Daejeon, Jayandong is to strive for more healthy nutrition with fresh fruits and vegetables through all possible means. Also the purpose of the restaurant is to make less food waste. Such as using leftover fruits and vegetables in fertilizer. The bias is on European cuisine, proper and balanced nutrition. The main focus will be on middle (working) class people and students who want to eat healthy and want to help our planet. We also want to let people know what methods we use to prepare food in our restaurant. Whether it's using fruit and vegetable peelings for compost or using fresh from the farmers fruit and vegetables.

# Market Overview

The population of South Korea is approximately 51.3 million and the Gross Domestic Product (GDP) is worth US\$1.8 trillion in 2022, according to official data from the World Bank.

Seoul has the largest urban population at 10.2 million people (24%), followed by Busan (8%), Incheon (7%), Daegu (6%), and Daejeon (4%).

The South Korea foodservice market sector made a total revenue of KRW88.4 trillion (\$77.3 billion)



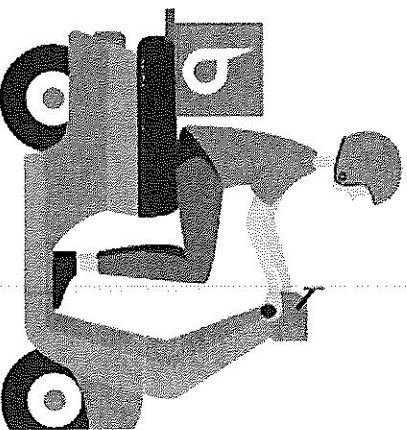
It is estimated that the foodservice sales will increase at a CAGR of 8.3% in next 4 years (2023-2027) as the Covid-19 dies down and customer choose to enjoy the full service restaurants more often.

The South Korean gross income is around 15-19 aged citizens with US\$15,628.8 and it peaked at US\$32,995.6 with 19-45 aged citizens.



# Trends Analysis

Recently the consumer food trends are affecting the whole market.



Take-aways and deliveries played an important role in the foodservice sector by reasons of convenience, time spendings and digital advancements.



Healthy offerings will drive foodservice sales in the profit sector, supported by consumers' rising health awareness. The vegetarian and vegan diets will rapidly grow in popularity in the coming years.



Since 2022 and early pandemic period labour shortage was a crucial issues in market but also a great opportunity for IT technologies to grow. It is now resulted in special kiosks substituting real workers, waiters.



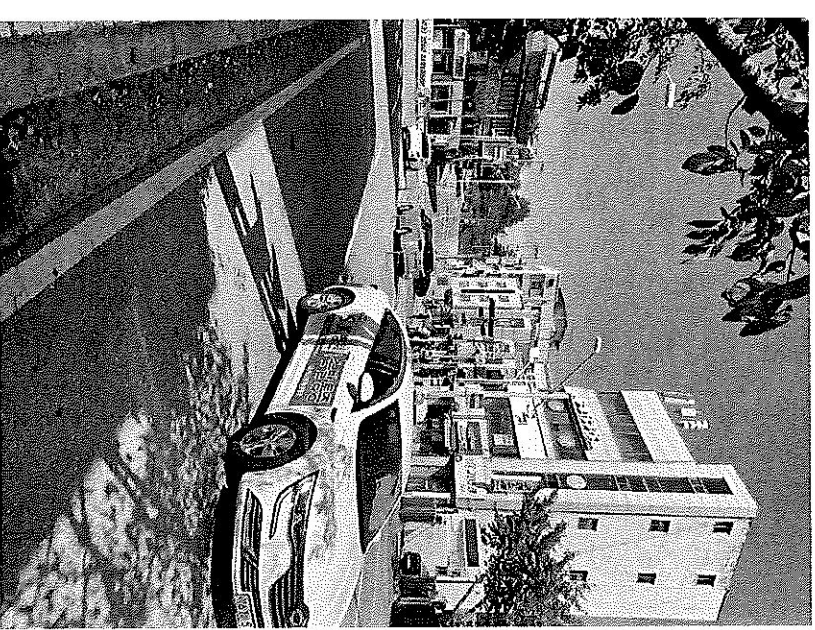
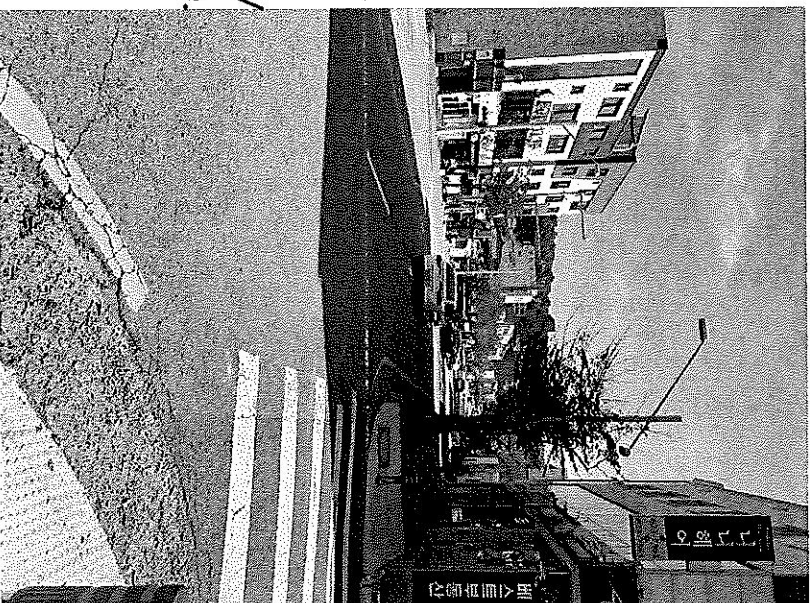
# Area Analysis

Sales – **7.83 million** won

**13 businesses** with the concept of European cuisine

**18,362 people** live in Jayadong, Daejeon.

The average number of delivery orders is **136** for western cuisine. Most orders and deliveries occur on **weekdays**



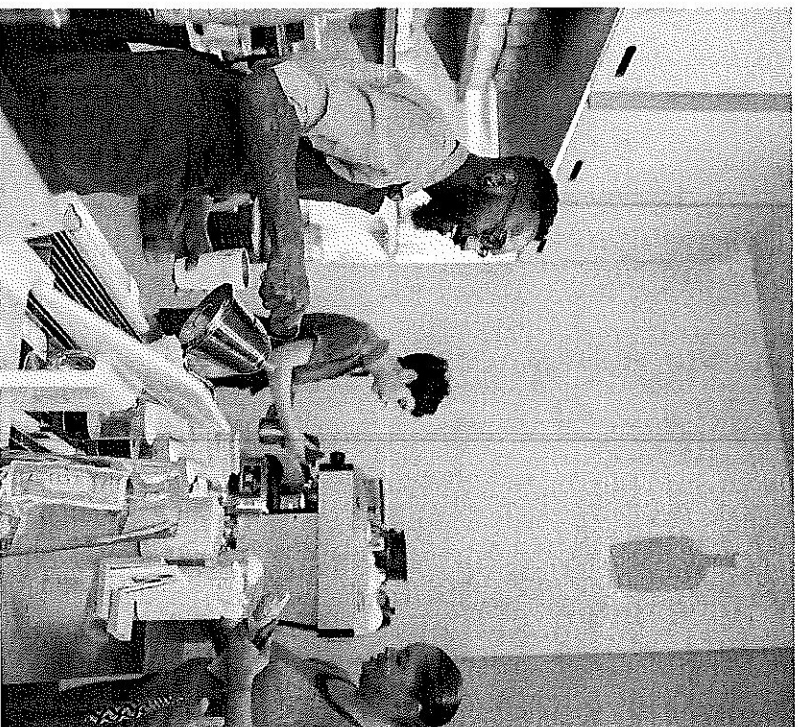
Daejeon, Dong-gu, Jayadong

# Concept of the restaurant

**The main concept** of the establishment itself is a cozy environmentally friendly cafe, which will provide European/Mediterranean cuisine.

Firstly, the cafe will not only focus on how to make the processes in the cafe more environmentally friendly, but will also provide people with healthy, at the same time nutritious food. The dishes on the menu will consist of a large number of fresh vegetables that will be imported directly from farms. Cafe will cooperate with farmers to deliver fresh food

**The main purpose** of the establishment is to provide people with a cozy place for lunch and pleasant meetings with friends over coffee. We will provide information about all steps of recycling in our cafe to all the costumers and we will convey the idea that if they eat and drink in our cafe they will be part of the mission.



## **The recycling processes and methods that will be used in the cafe:**

- Using fully degradable and recyclable cups and cutlery for a take-away.
- Search and agreements with local farmers who will deliver fresh vegetables and fruits to our cafe.
- Using leftover food for compost.
- Donation of coffee grounds.
- Switching to energy efficient lighting.
- Alternatives for choosing food and milk for coffee for vegans, people with lactose intolerance and so on.
- Small discounts will be provided for guests who bring their thermoses and even food containers.



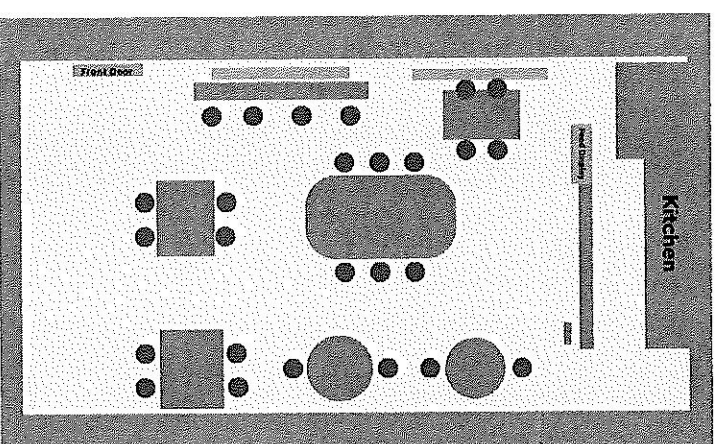
# Restaurant Layout and Design

The main inspiration for the interior of the cafe is nature. These are beige and light tones and natural elements in the interior. All tables and chairs will be imitated or made out of wood

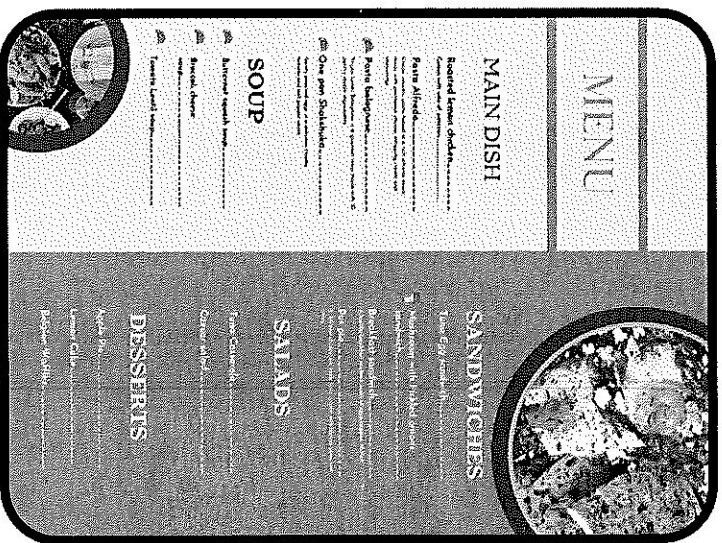
There will be a cash register and coffee making machines at the bar. A heated display case will be located on the side of the counter where sandwiches will be displayed. We will display posters on the wall explaining our mission and our processes. There will be a digital kiosk in front of the bar, where guests can order food and drinks.



The common hall accommodates a maximum of 26 people and 10 tables: 2 tables for 2 people, 3 tables for 4 people, one common table for a company of 6 people and 4 single tables by the window



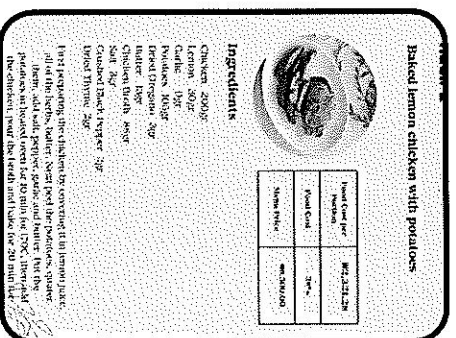
# Menu Description



The main objective in creating the menu was to compile healthy and nutritious dishes of different categories, for people with eating restrictions and "special diet" as well as remaining with the average price category range in middle segment.

The menu will be seasonal, in which some dishes will be changed and replaced in relation to seasonal vegetables

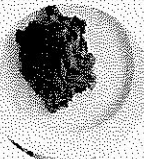
The signature main dishes of the cafe are:



Baked Lemon Chicken with Potatoes – this dish is healthy and nutritious, which contains protein (chicken) and carbohydrate (potatoes).

This dish was chosen by the simplicity, food cost amount, way of cooking (includes baking, not deep frying) and by fitting the concept.

**Vegan Bolognese**



Food Cost per Portion	\$1,660.96
Food Cost	20%
Menu Price	\$8,300.00

**Ingredients**


- Onion: 50g
- Crushed Tomatoes: 69g
- Garlic: 4g
- Lentils: 35g
- Dried Oregano: 2g
- Balsamic Vinegar: 3g
- Vegetable Broth: 120g
- Salt: 3g
- Crushed Black Pepper: 2g
- Dried Thyme: 2g
- Pasta: 67g
- Olive oil: 10g

Start by chopping an onion into a fine dice, add all the herbs, garlic and onion then start adding fresh lentils by hand, next add the pasta and cook at this heat, after it starts to boil put in vegetable broth and add crushed tomatoes. Boil the pasta for 9 minutes. **ALPHEKA**

Vegan Bolognese – the dish suitable for vegans who don't eat meat, dairy products and eggs. Contains only sauce, pasta and lentils as a main ingredient. This dish was chosen by the food cost amount, creativeness, products, fitting by the concept.

One pan shakshuka – The dish suitable for Ovo-vegetarians, which means doesn't consist meat and dairy products. The main ingredient is eggs, also contains vegetables. The dish was chosen by the simplicity, products, time of preparation, fitting by the concept.

**One pan shakshuka**



Food Cost per Portion	\$1,660.96
Food Cost	20%
Menu Price	\$8,300.00

**Ingredients**

- Eggs: 3x
- Onion: 50g
- Garlic: 6g
- Red Bellpepper: 40g
- Crushed Tomatoes: 100g
- Butter: 10g
- Sweet Paprika: 3g
- Salt: 3g
- Crushed Black Pepper: 2g
- Ground Cumin: 2g

In a pan saute thinly sliced onion and bellpepper till soft, add all the spices and herbs, then add tomatoes let it cook for 5-8 minutes and make a hole for each eggs, pour the eggs inside and on middle heat cook it for 3-5 min under the lid. Serve it in the pan. **ALPHEKA**

# To conclude...

To identify the very idea of creation, a trend analysis was carried out in which it was revealed that in recent years after the pandemic, more and more people began to eat more healthily, and also began to think more about recycling. That is why a cafe of this type has a good opportunity to attract attention and keep up with trends. The main target market has become students and the working class, who support ideas with fast and healthy nutrition, as well as students are an audience ready to accept new ideas. Based on the market target, an area analysis was carried out and a good place to open a business was identified for the convenience of students.

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