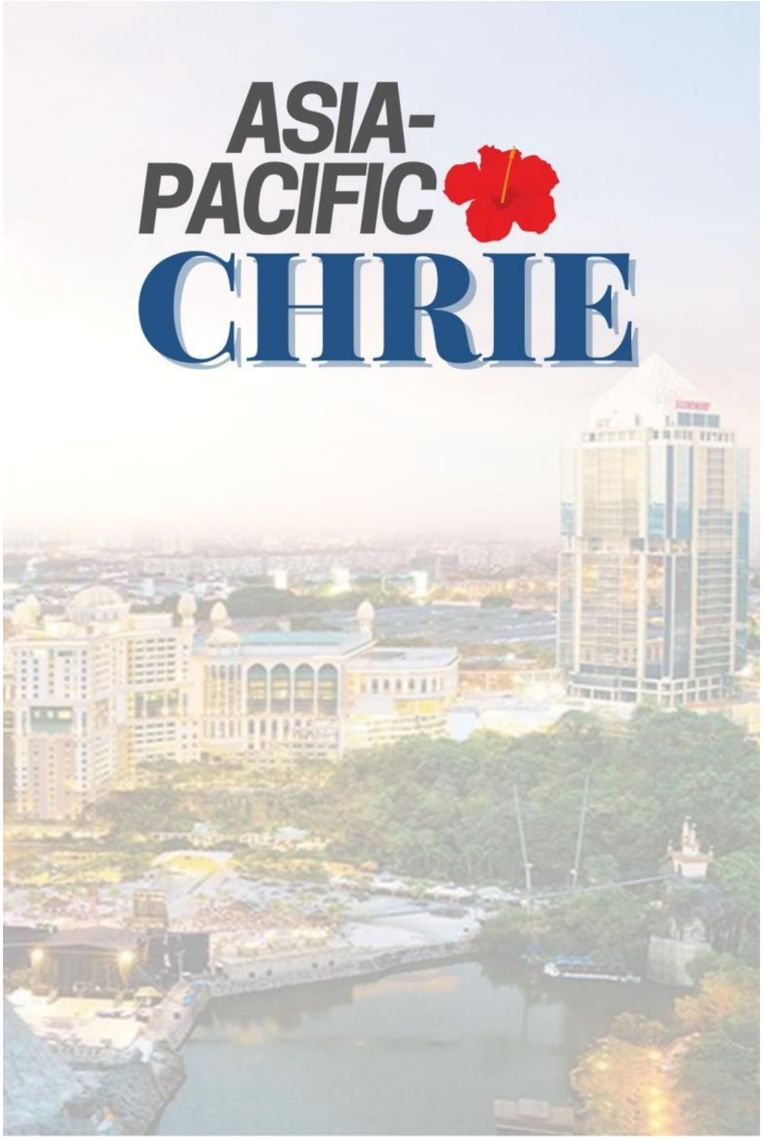

MAIN CONFERENCE PROCEEDINGS

23 – 25 May 2022

Creating tourism sustainably in challenging times

Paper Presentations
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Tourists' impulsive purchases of luxury goods and experiences: Focusing on the role of escapism

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Abstract
This study aims to investigate unplanned purchases of luxury material goods and luxury experiences by comparing the effect of unplanned purchases of luxury goods and luxury experiences on tourists' escapism, positive emotions, and trip satisfaction. The study also identifies price as a moderator. The conceptual model is tested through two studies, which adopted the experimental design and recall-based survey. We show that unplanned luxury experiences (vs. goods) increase escapism, positive emotions, and trip satisfaction, and this effect is magnified when the price is higher. Our findings may help luxury marketing managers design promotional materials and activities to increase incremental purchases at tourism destinations.

Keywords: Unplanned purchase, Impulsive buying, Escapism, Experiential purchase, Luxury

Social crowding and extremeness aversion in tourist' decision making

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Abstract
This research examines how social crowding influences tourists' extreme aversion in decision-making. Merging insight from social crowding and construal level, we predict that individuals under higher social crowded situations tend to be more extreme aversion than those in less crowded conditions. Results from three studies support our predictions, advancing basic knowledge on the downstream of social crowding in tourists' decision-making context while also documenting how to conduct tourism marketing campaigns across the distinctive social environment.

Keywords: Social crowding, Extremeness aversion, Construal level

The effects of consumer and firm innovativeness on customer value cocreation behaviours

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Abstract
This study aims to investigate the relationships among consumer and firm innovativeness, customer brand identification (CBI), and customer value cocreation behaviors (CVCBs). A survey of 296 hotel customers in Taiwan reveal that consumer and firm innovativeness positively affect CBI, which positively affects customer participation behaviors (CPBs) and customer citizenship behaviors (CCBs). This research contributes to the literature on innovativeness, CBI, and CVCBs and provides a valuable theoretical basis for the hotel industry.

Keywords: Innovativeness, Customer value cocreation behavior, Brand identification

The effects of perceived coolness and wow on customer engagement

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Abstract
The purpose of this study is to investigate the relationships among perceived coolness, perceived wow, self-image congruity, and customer engagement. A total of 406 restaurant customers in Taiwan were surveyed, and structural equation modeling was employed to test the research hypotheses. The results revealed that perceived coolness and wow positively affected self-image congruity. Self-image congruity positively affected customer engagement. The findings can provide restaurant managers with a reference to develop marketing strategies, create self-image congruity, and foster customer engagement.

Keywords: Coolness, Wow, Self-image congruity, Engagement, Restaurant

In-situ trip satisfaction formation: The roles of the intrapersonal, interpersonal, and contextual factors

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Abstract
The purpose of this study was to examine tourists' in-situ emotions by tracing their antecedents. The data were collected from a general tourist sample (n = 137) in Vietnam. The findings revealed that the intrapersonal element of "nonverbal communication skills," the interpersonal element of "relationship satisfaction," and the contextual elements of "destination attributes" and "symbolic values" were influencers of these tourists' positive emotions. These observations suggested that both trip operators and tourists must participate in the projection and delivery of tourist satisfaction. Mutual understanding and cooperation would bring happiness for people involved with both taking and arranging for trips.

Keywords: In-situ trip satisfaction, Communication skills, Destination attributes, Relationship satisfaction

1. Introduction
Trip satisfaction can be structured by two distinct yet interrelated components: cognitive and affective (del Bosque & San Martín, 2008). The cognitive component of trip satisfaction shows tourists' rational evaluations of the trip and/or its components, and can be composed by three main factors: intrapersonal, interpersonal, and contextual (Gao & Kerstetter, 2018). On the other hand, the affective component of trip satisfaction reflects tourists' feelings or emotions about the trip and the trip characteristics, and is affected by the cognitive component (del Bosque & San Martín, 2008). Nonetheless, the relative contribution of each of the three cognitive satisfaction factors to the formation of the affective satisfaction component has not yet been verified. In addition, the antecedents of each of these factors, if there are any, have not been investigated.

Trip satisfaction is sought for by both tourists and trip providers. The former wants to enjoy their trips because they have to overcome many constraints to participate in the trip. In addition, they also want to achieve a certain level of subjective well-being via this particular experience (Stodolska, Shinew, & Camarillo, 2020; Su, Swanson, & Chen, 2018). Otherwise, trip operators and destination managers want their tourists to be satisfied, because satisfied tourists have stronger intentions to recommend and/or return to the destinations (Al-Ansi & Han, 2019; Eid, El-Kassrawy, & Agag, 2019). However, trip satisfaction is often measured after the trips (Huang & Crotts, 2019; Kaosiri, Fiol, Tena, Artola, & García, 2019), which causes a lag effect in evaluations (Clark, Diener, Georgellis, & Lucas, 2008). As a result, implications from such studies for the managers and providers at the destinations may be less meaningful since tourists have already left. A measurement of in-situ satisfaction (Kim & Fesenmaier, 2015) is a better alternative.

The purpose of this study is to examine tourists' in-situ satisfaction, particularly tourists' in-situ emotions, by tracing their antecedents. The study proposes and verifies a theoretical model concerning the formation of tourists' in-situ emotions, which integrates the approaches of del Bosque and San Martín (2008) and Gao and Kerstetter (2018). Findings of this study will help enrich the existing literature about tourist satisfaction on the one hand, and provide practical implications for helping to ensure tourists' positive emotions during their trips on the other hand.

The setting of this study was Vietnam. In 2020-2021, it was expected that Vietnamese people would make about 82 million domestic trips and about 7.5 million outbound trips (Statista, 2019; The World Bank, 2019). However, due to COVID-19, they actually made about 56 million domestic trips in 2020 (General Statistics Office, 2021). As of March 2022, Vietnam has been through four waves of the COVID-19 pandemic with more than 2 million patients infected. After a long time applying a very strict prevention (Duong, Le, & Ha, 2020), the non-COVID policy has been relaxed recently thanks to mass vaccination (Viet Nam News, 2021). Local tourists can go on domestic holidays in between the waves or when/where the conditions permit.

2. Literature Review

2.1 Emotions and their intrapersonal antecedents

An emotion, such as happy, nervous, relaxed, or sad, is a brief affective state caused by a specific event or incident on the one hand. On the other hand, emotions are the causes of certain expressive and behavioral outcomes. However, individuals can regulate their emotions once they are aware of the origins and consequences (Beedie, Terry, & Lane, 2005; Gross, 1998). Generally, emotion regulation is regarded as "the processes by which individuals influence which emotions they have, when they have them, and how they experience and express these emotions" (Gross, 1998, p. 275). Although sometimes the processes are automatic and unconscious, they can be consciously controlled. In such cases, certain regulation strategies may be adopted, including acceptance, avoidance, enhancement, maintenance, problem solving, reappraisal, rumination, and suppression, among others (Aldao, Nolen-Hoeksema, & Schweizer, 2010). The stronger the ability to regulate the emotions is, the better a given emotion can be weakened or strengthened (Ehring & Ehlers, 2014).

However, the emotion regulation ability differs among individuals. Haga, Kraft, and Corby (2009), for example, found that the application of emotion regulation strategies varies across age, sex, and culture. Kokkonen and Pulkkinen (2001) added that personality traits can also affect the ways individuals choose to regulate their emotions. Moreover, Kever, Pollatos, Vermeulen, and Grynberg (2015) observed that interoceptive sensitivity (the ability to perceive bodily signals) may have impacts on the emotion regulation process. In addition, Eisenberg, Sadovsky, and Spinrad (2005) and Luber, Cotton, McLeish, Mingione, and O'Bryan (2014) observed that both verbal and nonverbal language ability, and emotion regulation ability are closely associated.
Based on the above discussion, the first two hypotheses (H) are proposed.
H1. Tourists' emotion regulation (self-regulation) is significantly affected by their communication skills (a: nonverbal, and b: verbal).
H2. Tourists' in-situ emotions are significantly affected by their self-regulation.

2.2 Emotions and their interpersonal antecedents

Many tourists participate in a trip to improve the relationships with friends and/or family members (Filep & Matteucci, 2020; Snepenger, King, Marshall, & Uysal, 2006). However, others may avoid or compromise these relationships. For example, women may travel alone to escape partners' constraints (Durko & Stone, 2017). Similarly, parents may give their children a present (e.g., a dance class) during family holiday to reduce stress (Agate, Agate, & Birchler, 2015). In addition, many tourists may avoid other tourists to feel better (Yagi & Pearce, 2007), while others try to establish a warmer relationship with the local residents to feel safer during their trips (Woosnam, Shafer, Scott, & Timothy, 2015). Moreover, tourists' satisfaction is also affected by the performance of tourism staff (Heung, 2000; Huang, Hsu, & Chan, 2010).

Relationship satisfaction, thus, is doubtlessly an antecedent of tourists' emotions. Intimate relationship satisfaction, particularly, is affected by various factors, such as partnership status (Mellor, Stokes, Firth, Hayashi, & Cummins, 2008), emotional intelligence (Smith, Heaven, & Ciarrochi, 2008), and social support (Vinokur, Price, & Caplan, 1996), among others. With both intimate and distant relationships, the satisfaction level is also influenced by participants' communication skills (Egeci & Gencoz, 2011).

Based on the abovementioned literature, the next two hypotheses are proposed.
H3. Tourists' relationship satisfaction is significantly affected by their communication skills (a: nonverbal, and b: verbal).
H4. Tourists' in-situ emotions are significantly affected by their relationship satisfaction.

2.3 Emotions and their contextual antecedents

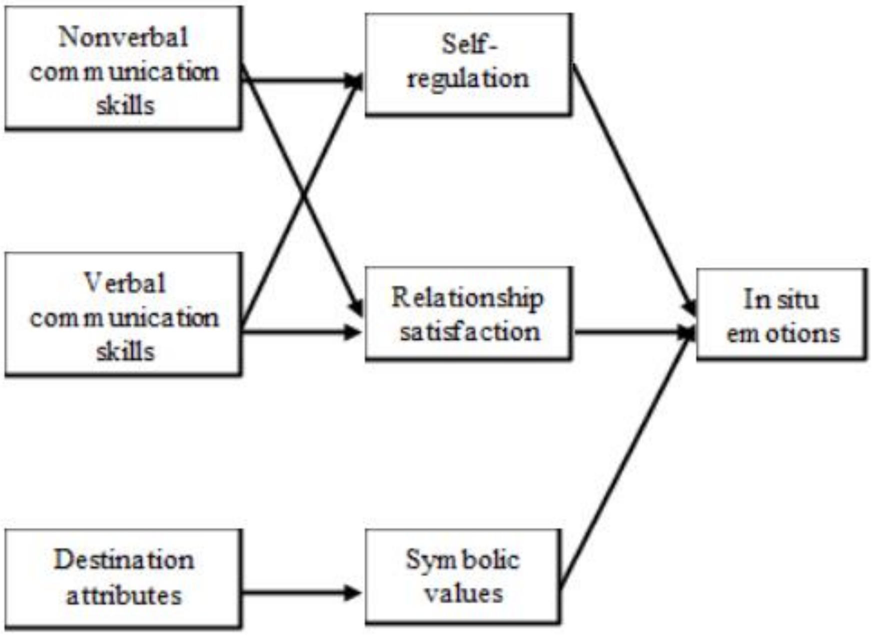
There are many external/extrinsic and internal/intrinsic factors that motivate tourists to participate in a trip (Dean & Suhartanto, 2019). Internal/intrinsic motivations, in particular, have or are regulated by certain values, such as utilitarian (e.g., cost and options), hedonic (e.g., enjoyment and entertainment), and symbolic (e.g., approval and acceptability) values (Brophy, 1999; Luna-Cortés, 2017; Ryu, Han, & Jang, 2010). The fulfilment of these motivational factors and values will make tourists satisfied (Albayrak & Caber, 2018).

Motivational values, especially the utilitarian and hedonic ones, are affected by certain internal/personal characteristics of the individuals, such as being a compulsive buyer or variety-seeker, and income level (Allard, Babin, & Chebat, 2009; Lee, Kim, & Fairhurst, 2009), and by several external attributes of the goods/services and their providers, for example, price, quality, and other physical properties (Kim & Han, 2011; Olsen & Skallerud, 2011). The symbolic values, however, just can be obtained when or if the destination attributes available and the trip characteristics have their symbolic meanings (Gazley & Watling, 2015). The meanings can be regarded chronologically, including the nostalgia of the old days (Shaw, 1992), the familiarity of the present days (Lacey, Flueckiger, Stilla, Lava, & Sathian, 2010), and the novelty of the other places and people (Chang, Wall, & Chu, 2006).

Based on the findings of previous studies, the next two hypotheses are proposed.
H5. Tourists' perceived symbolic values are affected by their evaluation of destination attributes.
H6. Tourists' in-situ emotions are affected by their perceived symbolic values.

The theoretical model, which combines all six hypotheses, is visualized by Figure 1.

Figure 1. Theoretical model



3. Method

3.1 Questionnaire

A structured questionnaire was developed to collect the data (Table 1). The original measures in English were translated into Vietnamese by one researcher of the research group with the confirmation of Google Translate (translation – back translation). The final version was checked and approved by two independent researchers who are fluent in both languages.

The Vietnamese questionnaire was pretested on a sample of students in a tourism department at a national university, where one of the researchers was working in early May 2020. Since the pre-survey respondents did not report any problems with the questionnaire, it was kept for the main survey.

3.2 Data collection and analysis

The researchers contacted a tourism company in Hanoi and were helped to collect answers from their tourists during May and July 2020. A total of 137 completed questionnaires were gathered, using both the paper and the online (Google Forms) formats. This sample included 55 males (40.1%) and 79 females (57.7%); three did not answer the question about their biological sex. People in their 10s, 20s, 30s, 40s, 50s, 60s, and 70s were 11 (8.0%), 16 (11.7%), 34 (24.8%), 37 (27.0%), 19 (13.9%), 15 (10.9%), and 5 (3.6%), respectively. The majority of the respondents had an undergraduate education (103, 75.2%) and were married (98, 71.5%). This sample was very diverse in terms of both places of residence and destinations. The limited sample size obtained over a relatively long period was attributed to the decrease in tour-based domestic tourists and the uncooperativeness of the tourists.

Table 1. The measures

Construct	Source	Number of items and scale
Emotions	Ebesutani, et al. (2012)	Five items 1 = very slightly or not at all 2 = a little

		3 = moderately 4 = quite a bit 5 = extremely
Self-regulation	Gratz and Roemer (2004)	Seven items 1 = almost never (0-10%) 2 = sometimes (11-35%) 3 = about half the time (36-65%) 4 = most of the time (66-90%) 5 = almost always (91-100%)
Relationship satisfaction	Agate, Agate, and Birchler (2015) Al-Ansi and Han (2019) Eid, El-Kassrawy and Agag (2019) Huang, Hsu, and Chan (2010)	Six items 1 = totally unsatisfied 5 = totally satisfied
Symbolic values	Sweeney and Soutar (2001)	Four items 1 = totally unsatisfied 5 = totally satisfied
Nonverbal communication skills	Trower, Bryant, and Argyle (1978)	Six items 1 = very bad 5 = very good
Verbal communication skills	Trower, Bryant, and Argyle (1978)	Eight items 1 = very bad 5 = very good
Destination attributes	Beerli and Martín (2004)	Seven items 1 = "I am not sure" (uncertainty) 2 = "I have a feeling that I have experienced it somewhere in the past" (nostalgia) 3 = "I have a feeling that I am experiencing it regularly in my daily life" (familiarity) 4 = "I have a feeling that I have never experienced it anywhere" (novelty)

After collecting, the researchers analyzed the data in IBM SPSS (step 1) and Amos (step 2). The initial descriptive analyses showed that the dataset was normally distributed (skewness < 3.0; kurtosis < 7.0) (Kim, 2013). The following principal component analyses revealed that all constructs were singly structured. All the items of one construct closely correlated with one another (Corrected Item-Total Correlation or CITC values > 0.30) and had a reliable Cronbach's alpha (α > 0.70) (Leech, Barrett, & Morgan, 2005). Considering these conditions, the average values of the constructs were calculated and used in the structural equation modelling (SEM) analysis. With seven variables, the respondent-to-variable ratio was approximately 20:1, which guaranteed a valid implementation (Kline, 1998). It should be noted that the measurement errors of the two communication skills variables were correlated, and several new paths were added to the original model as suggested by the analysis software.

4. Results

The results of the SEM analyses showed that the adjusted model fit well with the data. The selected fit indices included Minimum Discrepancy/Degree of Freedom or CMIN/DF = 1.31 (< 2.0), Goodness of Fit Index or GFI 0.99 (> 0.95), Adjusted Goodness of Fit Index or AGFI

= 0.92 (> 0.90), Normed Fit Index or NFI = 0.97 (> 0.95), Comparative Fit Index or CFI = 0.99 (> 0.97), Standard Root Mean Square Residual or SRMR = 0.04 (< 0.05), and Root Mean Square Error of Approximation or RMSEA = 0.05 (< 0.05) (Schermelleh-Engel, Moosbrugger, & Müller, 2003).

According to the results (Table 2), "nonverbal communication skills" had a significant effect on "relationship satisfaction," and "relationship satisfaction" and "symbolic values" had significant effects on "emotions." The effects had small to medium sizes ($\beta = 0.191 – 0.321$) (Morgan, Leech, Gloeckner, & Barret, 2004). Consequently, H3a, H4, and H6 were accepted, while the remaining hypotheses were not. In addition, "verbal communication skills" and "self-regulation" had a significant impact on "symbolic values" and "destination attributes," respectively. The effects of "nonverbal communication skills" on "symbolic values" and "emotions," and the effect of "destination attributes" on "relationship satisfaction" were only marginal ($p < 0.1$).

Table 2. Relationships among variables

	β	***p***
Hypothesized correlation		
H1a. Nonverbal skills --> Self-regulation	-0.01	0.93
H1b. Verbal skills --> Self-regulation	-0.12	0.35
H3a. Nonverbal skills --> Relationship satisfaction	0.29	0.01
H3b. Verbal skills --> Relationship satisfaction	0.18	0.13
H5. Destination attributes --> Symbolic values	0.06	0.40
H2. Self-regulation --> Emotions	0.08	0.31
H4. Relationship satisfaction --> Emotions	0.32	0.00
H6. Symbolic values --> Emotions	0.19	0.02
Non-hypothesized correlation		
Verbal skills --> Symbolic values	0.31	0.01
Nonverbal skills --> Symbolic values	0.19	0.10
Self-regulation --> Destination attributes	0.25	0.00
Destination attributes --> Relationship satisfaction	0.13	0.09
Nonverbal skills --> Emotions	0.20	0.09
Verbal skills --> Emotions	-0.05	0.68
Destination attributes --> Emotions	0.05	0.50

5. Discussion

In-situ trip satisfaction, particularly the affective component of satisfaction or the emotions, was affected by a combination of three factors: intrapersonal, interpersonal, and contextual (Gao & Kerstetter, 2018). Among these factors, the interpersonal element of "relationship satisfaction" seemed to be the most influential for the participants of this study, followed by the contextual element of "symbolic values." The interpersonal element of "self-regulation" might not be as important as the literature has suggested (Fox & Calkins, 2003). Nonetheless, an antecedent of "self-regulation" – "nonverbal communication skills" – had both a direct effect and an indirect effect (through "symbolic values") on "emotions."

Among the direct influencers of in-situ trip satisfaction, "relationship satisfaction" was potentially affected by "nonverbal communication skills" and "destination attributes," while "symbolic values" were potentially controlled by both nonverbal and verbal communication

skills on the one hand. On the one hand, this outcome supported a more consistent role of nonverbal skills as compared to that of verbal skills in the formation of "relationship satisfaction," which has not been identified by previous studies (Egeci & Gencoz, 2011). Moreover, it added a significant association between communication skills and perceived symbolic values. However, the strength of the correlation, as well as the significance of each set of the communication skills, might differ among different types of tourists (Allard, Babin, & Chebat, 2009; Gross, 1998). Nonetheless, this finding contradicted the observations of previous studies regarding the importance of communication skills, especially nonverbal ones, with self-regulation, particularly those of the tourists (Luber, Cotton, McLeish, Mingione, & O'Bryan, 2014). Other tourist skills might be considered instead.
Practical implications of these observations could be drawn for both tourists and trip operators. Firstly, tourists should learn to improve their nonverbal communication skills on the one hand, and to control their communication engagements on the other hand to enjoy more positive feelings during the trip. Generally, good nonverbal communication skills often are associated with good observation skills, emotional awareness abilities and mindfulness (Bishop, et al., 2004; Roter, Frankel, Hall, & Sluyter, 2006). These characteristics, if they are used consciously and effectively, can help tourists create and maintain a certain degree of happiness within themselves, a satisfied relationship with other people participating in the trip, and an improvement in self-evaluations of efficacy and symbolic values. Otherwise, good verbal communication skills may help create a sense of confidence, and thus facilitate the active engagement in verbal communications. However, an excessive performance in such encounters (e.g., exuberance or bragging) may decrease the positive feelings, in particular, and the level of trip satisfaction, in general (Scopelliti, Loewenstein, & Vosgerau, 2015).

Secondly, tourists' efforts should be further supported by trip operators' thoughtful selection and management of trip participants (Matteucci, Volić, & Filep, 2019). Like-minded tourists may be happier travelling together. In addition, the values that tourists are seeking (e.g., symbolism, nostalgia, familiarity, or novelty) must be carefully matched with the characteristics of the destinations and the trips. The suitability will doubtlessly make tourists more satisfied.

6. Conclusion

Tourist satisfaction needs to be measured when tourists are participating in the trip. Tourists' positive in-situ emotions, according to the results of this study, were significantly affected by the intrapersonal element of "nonverbal communication skills," the interpersonal element of "relationship satisfaction," and the contextual elements of "destination attributes" and "symbolic values." The extended model of in-situ trip satisfaction combining the approaches of del Bosque and San Martín (2008) and Gao and Kerstetter (2018), thus, has been confirmed.

This study, however, had some weaknesses. First, the original model did not hypothesize all the potential associations among the related constructs. However, the analysis successfully suggested the hidden associations, and they could be properly explained. Second, the sample was relatively small. As a result, an analysis with the participation of all measured variables was not possible. Third, the COVID-19 element was not taken into account although the survey was implemented during the pandemic. Consequently, the situational element of COVID-19 and its impact on the formation of tourists' in-situ satisfaction was neglected.

To address these weaknesses, future studies can retest this theoretical model, including the additional relationships and the situational element. A larger and more diverse sample of tourists can also be considered. Certain tourists' characteristics (e.g., age, sex, occupation, personality) can be additionally used as criteria to differentiate tourists' cognitive evaluations and their emotional responses. These attempts will help further enrich the literature on in-situ trip satisfaction and assist the projection and delivery of in-situ trip satisfaction in the future.

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Passenger experiences toward airlines at Francisco Bangoy International Airport

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Abstract
This study aimed to evaluate the passenger experiences towards airlines at Francisco Bangoy International Airport specifically on the tangible features, schedules, services provided by the ground staff, services provided by flight attendant, online services and food services; to test the significant difference on the passenger experience when group according to profile. The study used descriptive method and utilized adopted survey questionnaire and distributed via online to 400 airline passengers. The respondents are happy and satisfied on the services they received while taking a flight. The result shows is a significant difference on the selected measures when analysed on respondent profile.

Keywords: Passenger experience, Tangible features, Services, Online services, Food services

Memorable tourism experiences: A systematic and critical research review

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Abstract
Nowadays, ordinary tourism experiences can no longer meet the needs of tourists. Therefore, scholars turn their attention to memorable tourism experiences (MTEs). The research of MTEs has lasted for more than ten years and had academic progress. However, the pathways for understanding MTEs have not been clear due to limited systematic and critical reviews of MTEs. In the review of 106 empirical and conceptual research, this study analyzes the current situation of literature, and summarizes the main viewpoints and academic contributions of MTEs research. Besides, it provides new insights and perspectives for future studies.

Keywords: Memorable tourism experiences, Memory, Tourist

Are you married?: Intrusive service experiences of solo female travellers in Asia

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Abstract
Solo female travellers (SFTs) are becoming a lucrative segment in the travel and tourism industry. While scholarly attention is mainly given on the risk experience of SFTs, little interest is given on the service encounter experience of SFTs, providing lack of insights into DMOs in service designing. Hence, this paper draws on SFTs' intrusive service encounters experienced in travelling to Asia, bringing in important insights for the tourism industry in better designing of servicescape targeting SFTs.

Keywords: Solo female travellers, Service, Intrusion, Asia

I prefer this tour leader more! Comparing different types and phases of group package tours

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Abstract
This study investigates the differences in tour guiding styles expected by tour members. Results reveal that long-haul and short-haul tour members exhibit differences in their expectations toward the constant reminding, fully prepared, humorous, empathetic, member-prioritizing, eloquent, elaborate, responsible, and considerate tour guiding styles. Student, parent–child, and senior groups exhibit differences in their expectations toward the constant reminding, member-prioritizing, cultural ambassador, eloquent, and considerate tour guiding styles.

Keywords: Group package tour, Tour guiding style, Tour leader

The impact of tourism development in a Heritage Site in China

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Abstract
This study examines the impact of tourism development in a heritage site in China and, and to discuss, in a broader context, issues and considerations that are pertinent to the management and development of heritage attractions. The study reveals that tourism has transformed the old town from traditional neighbourhoods into a heritage attraction. Economic benefits are often gained at the expense of socio-cultural and environmental changes. It is argued that the preservation of cultural heritage should be enhanced if long-term sustainable development of tourism is to occur and the loss of heritage is to be avoided.

Keywords: Tourism development, Cultural heritage, Ancient town, Local community, China

Industry of choice? A longitudinal study of restaurant employees' work experiences and perceptions about the restaurant and food service industry

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Abstract
The restaurant industry's labor market challenges have been exacerbated by the ongoing pandemic in several ways. Based on two sets of data gathered by the National Restaurant Association Educational Foundation, the present study examined perceptions about working in the restaurant industry, job satisfaction, and turnover among current and former restaurant employees before and during Covid-19. The findings demonstrated significant differences between current and former employees' perceptions about the industry's occupational climate and job satisfaction within and across both time periods. The current findings highlight the need for a broader conceptualization of the factors that may influence employee work experiences, and the need for more sustainable talent acquisition and retention strategies.

Keywords: Turnover, Restaurant industry, Occupational perception climate, Job satisfaction, Pandemic

1. Introduction

As the restaurant and food service industry is reopening its doors after two years of limited operations, many businesses are struggling to attract and retain employees. While consumer demand is strong and growing (e.g., WTTC, 2021), there are increasing concerns that many of employees who lost or left their jobs do not intend to return.[1] These dynamics have further exacerbated the already difficult labor market conditions that the restaurant and food service segment, and broader hospitality industry, has faced for decades (e.g., Ghiselli, Lopa & Bai, 2001). As such, it is important to learn more about how industry conditions may influence turnover and retention in order to create operational environments that are conducive to strong and sustainable growth.

Previous research has examined a wide array of turnover antecedents, including pay, coworker support, quality of supervision, working conditions, and job satisfaction (e.g., Spencer & Steers, 1981; Tews et al., 2013, Woods & Macaulay, 1991). However, there are two salient gaps in the extant literature. First, with few exceptions (e.g., Kumar et al., 2014; Tews et al., 2013), very few studies examine actual turnover. Most studies utilize turnover intentions as the primary dependent variable (e.g., Griffeth et al., 2000; Tett & Meyer 1993), and as such, it is difficult to make strong inferences about the relative influence of the antecedents that have been examined to date. Second, while turnover scholars have studied numerous individual and contextual variables that may influence turnover intentions and actual behaviors, little attention has been given to the potential impact of perceptions about the occupational context. The lack of consideration to this important contextual variable is particularly salient in light of the current competitive conditions in the hospitality industry, especially the restaurant and foodservice industry.

To address these gaps, and in light of the growing competitive concerns noted above, we contend that an examination of employee perceptions about working in the restaurant and food service segment may offer important and complementary insights about the factors that may influence employee turnover and other important work-related outcomes. Furthermore, in light of the influences associated with the ongoing Covid-19 pandemic (e.g., Dube et al., 2021), an examination of the established relationships between job satisfaction and actual turnover, in conjunction with perceptions about working in the restaurant and foodservice industry, is clearly warranted. Thus, the purpose of the current study is to gain insights about the links between occupational perceptions, job satisfaction and actual turnover in the restaurant and food service industry. Specifically, we propose that job satisfaction will be negatively related to employee turnover and that both positive and negative perceptions about working in the restaurant and food service industry (i.e., "occupational climate") will be significantly related to employee turnover (positively and negatively, respectively). We further hypothesize that job satisfaction and occupational perception climate (OPC) will have a significant influence on employee turnover, such that higher job satisfaction and positive OPC will be negatively related to turnover and that higher negative OPC will be positively related to actual turnover.

2. Design/methodology/approach

To examine the proposed relationships, we utilized two subsets of data gathered by the National Restaurant Association Educational Foundation during 2018 and 2021. The primary purpose of this sampling strategy was to examine the robustness of our propositions prior to and during the current pandemic. The first sample included responses that were gathered during March-April 2018 from N=1,606 individuals aged 16-29, weighted to the then-current U.S. Census data for age, gender, and region. The second sample included N=5,180 respondents, aged 16-90, weighted to the then-current U.S. Census data for age, gender, and region that were gathered during September-October 2021. For the current study, we selected only those who were currently and previously working in the industry during the past five years (N=1,131 in 2018; N=3,180 in 2021) at the time of the survey.

The two surveys included 15-17 items that assessed both positive and negative perceptions about working in the restaurant and foodservice industry, measures of employee demographics, including age, and for sample 2, job satisfaction. Our analytic strategic included a series of exploratory factor, internal consistency, and analyses of variance to examine the proposed differences (current vs former employees) in occupational perceptions, job satisfaction and turnover. Finally, a series of logistic regression was conducted to examine the effects of job satisfaction and occupational perceptions climate on the likelihood of leaving the job in the restaurant industry.

3. Findings

Based on a principal-components method of analysis and an oblique factor rotation, the initial exploratory factor analytic (EFA) results of the 2018 showed support for a two-factor solution for occupational climate items that accounted for approximately 50% of the explained variance. Internal consistency analyses (Cronbach's alpha) demonstrated adequate estimates for the two scales; 0.70 for the four items associated with negative OPC (e.g., "the restaurant industry contains mostly dead-end jobs") and 0.91 for the thirteen items associated with positive OPC (e.g., "the restaurant industry provides good long-term career opportunities for people"). Similar EFA and internal consistency estimates were found for the 2021 sample.

The results from an analysis of variance demonstrated significant differences across current and former employees on both occupational climate dimensions and job satisfaction, with current employees demonstrating significantly higher mean ratings across all variables. Table 1 presents a summary of the ANOVA findings. A logistic regression analysis from sample 2 demonstrated the negative relationship between job satisfaction and likelihood to leave (b = Wald [1] = -0.12, $p < .01$). Similarly, logistic regression analyses from both samples showed a significant positive impact of OPC on employee turnover (b = Wald [1] = -0.392, $p < .01$; b = Wald [1] = -0.691, $p < .01$, respectively). Although not significant in sample 1, the logistic regression analysis showed a significant positive effect of negative OPC on employee turnover (b = Wald [1] = 0.284, $p < .01$). Table 2 presents a summary of the logistic regression analysis findings.

Table 1. ANOVA Results
Sample 1 (2018):

Summary of Positive OPC

	Mean	Std. dev.	Freq.
Current	3.487	0.796	546
Former	3.259	0.688	585
Total	3.369	0.750	1,131

Analysis of variance

Source	SS	df	MS	F	Prob > F
Between groups	14.6366903	1	14.6366903	26.59	0.0000
Within groups	621.447782	1129	.550440906		
Total	636.084473	1130	.562906613		

Bartlett's equal-variances test: chi2(1) = 12.0932 Prob>chi2 = 0.001

Summary of Negative OPC

	Mean	Std. dev.	Freq.
Current	3.219	0.923	546
Former	3.096	0.751	585
Total	3.155	0.841	1,131

Analysis of variance

Source	SS	df	MS	F	Prob > F
Between groups	4.25255779	1	4.25255779	6.05	0.0141
Within groups	794.124542	1129	.703387548		
Total	798.3771	1130	.706528407		

Bartlett's equal-variances test: chi2(1) = 23.7722 Prob>chi2 = 0.000

Sample 2 (2021):

Summary of Job Satisfaction

	Mean	Std. dev.	Freq.
Current	3.789	1.219	2,180
Former	3.201	1.283	1,000
Total	3.604	1.269	3,180

Analysis of variance

Source	SS	df	MS	F	Prob > F
Between groups	236.642414	1	236.642414	154.10	0.0000
Within groups	4880.1123	3178	1.53559229		
Total	5116.75472	3179	1.60954851		

Bartlett's equal-variances test: chi2(1) = 3.6900 Prob>chi2 = 0.055

Summary of Positive OPC

	Mean	Std. dev.	Freq.
Current	3.737	0.787	2,180
Former	3.218	0.817	1,000
Total	3.573	0.832	3,180

Analysis of variance

Source	SS	df	MS	F	Prob > F
Between groups	184.614098	1	184.614098	290.92	0.0000
Within groups	2016.70071	3178	.634581721		
Total	2201.31481	3179	.692455114		

Bartlett's equal-variances test: chi2(1) = 1.8859 Prob>chi2 = 0.170

Summary of Negative OPC

	Mean	Std. dev.	Freq.
Current	2.909	0.966	2,180
Former	3.123	0.830	1,000
Total	2.977	0.931	3,180

Analysis of variance

Source	SS	df	MS	F	Prob > F
Between groups	31.3496703	1	31.3496703	36.61	0.0000
Within groups	2721.35416	3178	.856310309		
Total	2752.70383	3179	.865902432		

Bartlett's equal-variances test: chi2(1) = 30.5356 Prob>chi2 = 0.000

Table 2: Logistic Regression Results
Sample 1 (2018)

Logistic regression

Former	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Positive OPC	-.392	.083	-4.71	0	-.556	-.229	***
Negative OPC	-.116	.073	-1.58	.113	-.26	.028	
Constant	1.759	.341	5.17	0	1.092	2.427	***

Mean dependent var	0.517	SD dependent var	0.500
Pseudo r-squared	0.018	Number of obs	1131
Chi-square	28.854	Prob > chi2	0.000
Akaike crit. (AIC)	1543.700	Bayesian crit. (BIC)	1558.793

*** *p<.01, ** p<.05, * p<.1*

Sample 2 (2021)

Logistic regression

Former	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Job Satisfaction	-.12	.037	-3.23	.001	-.193	-.047	***
Positive OPC	-.691	.059	-11.70	0	-.807	-.575	***
Negative OPC	.284	.047	6.04	0	.192	.376	***
Constant	1.19	.219	5.42	0	.76	1.621	***

Mean dependent var	0.314	SD dependent var	0.464
Pseudo r-squared	0.081	Number of obs	3180
Chi-square	320.733	Prob > chi2	0.000
Akaike crit. (AIC)	3647.175	Bayesian crit. (BIC)	3671.434

*** *p<.01, ** p<.05, * p<.1*

4. Discussion/Implications

From a conceptual standpoint, the effects associated with positive and negative OPC extend our understanding about the factors that may influence actual turnover in the foodservice industry. In addition to the myriad of individual-, work-, and firm-related factors that have been shown to influence turnover intentions and behavior, the findings from the current study demonstrate that consideration must also be given to the occupational context. Specifically, it appears that both positive and negative perceptions about the occupational climate may have a profound influence on individual work experiences and retention, especially for those working in the restaurant and foodservice industry. Moreover, the results appear to be reasonably consistent over time, and thus, existing frameworks for explaining employee turnover will need to account for occupational influences

From a practical standpoint, our findings provide restaurant and foodservice organizations with prescriptive guidance for attraction and retention strategies. For example, as part of their recruitment and employment branding procedures, restaurants can highlight the positive features associated with working in the restaurant and foodservice industry (e.g., advancement opportunities, flexibility, etc.). Additionally, restaurant and foodservice companies can also promote efforts to mitigate the negative perceptions associated with restaurant and foodservice work (e.g., long hours, low pay, etc.).

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How consumer acceptance affects ethnic restaurant agglomeration

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Abstract
This study attempts to identify whether higher acceptance from non-ethnic consumers allow ethnic restaurants to diffuse from the same ethnic theme restaurants while ethnic theme restaurants that have low acceptance are mostly clustered in ethnic communities. The empirical results of this study show that acceptance of ethnic food, restaurant opinion, and country of origin contributes to location diffusion from each other while ethnic restaurants agglomerate near ethnic communities. However, higher acceptance of country of origin showed ethnic restaurants in ethnic communities to cluster which suggest that cultural aspects allow ethnic restaurants to cluster stronger in ethnic communities.

Keywords: Ethnic restaurant agglomeration, Ethnic food acceptance, Ethnic restaurant acceptance

An update on research patterns of eating behaviours among youths in Malaysia: A scoping review

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Abstract
The issue of overweight (OW) and obesity (OB) is not a new one. However, in the recent years, the gravity of the problem has worsen with 1.9 billion adults worldwide affected and the Ministry of Health in Malaysia declaring that 50% of its population suffers from this problem. In addition to its relation to many Non-Communicable diseases that may lead to death, recently studies have linked OW/OB with the severity of symptoms and fatality caused by COVID-19. Undoubtedly, the major contributing factor to OW/OB is unhealthy eating behaviours (EB) amongst adults which have been acquired since young adulthood. This study serves as an update on research patterns by determining the extent and nature of a research within the past 5 years with regards to the EB amongst the youths of Malaysia. Results of this study include recent dimensions of EB studied, factors related to EB, and also the gaps that future research may want to explore.

Keywords: Eating behaviours, Youths, Malaysia, Healthy eating, Research patterns

Food safety culture in foodservice operations in tourist spots: A cross-sectional survey and cluster analysis

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Abstract
A survey was conducted with 400 food handlers from food service operations located in the main tourism areas of Malaysia. The two-step cluster analysis identified three clusters with significantly different foods safety culture levels perceived in the organization. Heterogeneity in organizational characteristics and diversity factors across the clusters were observed, particularly food quality/safety certification obtained (X2=6.01, $p<0.05$), employment status (X2=13.96, $p<0.05$), and food handlers training obtained (X2=7.68, $p<0.05$). The findings highlighted the importance of organizational characteristics and diversity factors in shaping food safety culture and improving food safety performance among the food handlers.

Keywords: Food safety culture, Organizational characteristics, Food handlers, Foodservice operation, Food tour

Harmonious culture-based sustainable food and beverage (F&B) model: A case study of fine-dining Chinese restaurants in Hong Kong

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Abstract
This paper looks at food and beverage sustainability under the lens of the Chinese traditional philosophy of Harmony, especially in the fine-dining Chinese restaurants' scene in Hong Kong. It begins with tracing traditional Chinese ideas and exploring China's concept of harmonious development, emphasising the environment. A harmonious culture-based sustainable food and beverage model is then proposed. The study involved observing four fine-dining Chinese restaurants in Hong Kong and a netnographic analysis on the official websites of selected fine-dining Chinese establishments in Hong Kong. The findings showed that while most of the fine-dining Chinese outlets are not meeting the standards of the Western sustainability model, they are following the Chinese traditional philosophy of Hé ("harmony") way of looking at sustainability.

Keywords: Harmonious culture, Sustainable food and beverage, Fine-dining, Restaurants, Hong Kong

1. Introduction

Sustainability is of such importance in the modern world (Berjozkina & Melanthiou, 2021; Robertson, 2021) that The United Nations identified The 17 Goals to achieve sustainability worldwide (United Nations, n.d.), and the World Economic Forum also quotes the concept of sustainability as a priority (World Economic Forum, n.d.). Many of the world's leading companies, such as those in the Fortune 500 list, have sustainability high on their list of publicised strategic priorities (Fortune Editors, 2019). Sustainability as a concept and strategic objective is ever-present in most companies, and the hospitality industry is no different in this sense. At times, sustainability is considered through many different lenses. It can be considered through energy consumption (Milojković et al., 2012; Moosa & He, 2021; Pace, 2016), waste management (Debnath, 2015; Filimonau, 2021; Filimonau & DeCoteau, 2019; Martin-Rios et al., 2020), procurement (Galeazzo et al., 2020; Rimmington et al., 2006), working practices (Osti & Goffi, 2021; VanRheede & Blomme, 2012; Xu & Gursoy, 2014) along with a plethora of other interrelated areas. Companies with a strong background in ethical and sustainable practice are considered to be more respected by guests (Hou & Wu, 2020) and typically gain increased patronage because of this status (Amatulli et al., 2021). However, it is not a deciding factor (Amatulli et al., 2021) and must always be delivered in conjunction with the core deliverables of the company.
The West has driven sustainability as a concept in recent years (Mar, 2013). Western governments and businesses have been spearheading this drive (Kaplan & Montiel, 2016). Yet, there is a rich cultural and historical legacy of sustainability in Asia, especially within the Chinese traditional philosophy of Harmony (Y.Li et al., 2016). As sustainability is a concept that is deeply embedded and entwined in the philosophical traditions of China, therefore, this paper will seek to make a definition of what sustainability is within a Chinese context by

combining sustainability frameworks currently in use today with the principles and ideals espoused in Chinese philosophical texts. Following this process, the new framework will be employed to assess fine-dining establishments in Hong Kong to ascertain their level of compliance with a Chinese Harmonious culture-based sustainability framework.

2. Literature Review

Harmony can be understood through reading the myriads of Chinese classical texts on the subject.

2.1 Harmony is not uniformity

The ideology of Hé ("harmony") has a long history in Chinese traditional philosophies. Towards the end of the Western Zhou (Xīzhōu) period, around 1046-771 BCE, Shǐbó was the first scholar who explained Hé from a theoretical perspective (Li, 2008). Harmony is the principle of creating things, and according to Shǐbó, sameness does not induce new creation. He deliberately distinguished Hé ("harmony") and Tóng ("sameness") as he considered balance can only be achieved when different things interact with each other. Confucius later put forward in Lùnyǔ · Zǐlù ("The Analects of Confucious Zilu") that "Exemplary persons seek Harmony not sameness; petty persons, they are the opposite" (Ames & Rosemont, 1998, p. 168). As a continuation of the philosophy of Shǐbó, Confucius also believes in the importance of differentiating Harmony and sameness, which signifies that being in a harmonious relationship does not mean blending in and eliminating the individual (Lu, 2004, p. 143). Harmony should be a relational term that entails diversity and difference.

2.2 Harmony is a dynamic equilibrium

Zhōngyōngzhīdào ("The Doctrine of the Mean") also formulated an insightful attribute of Harmony. Zhōng ("the equilibrium"), underpinned here by The Doctrine of the Mean, refers to the pre-perturbation state of mind. Zee (2007) also wrote about equilibrium as symmetry, where he defined it "as a structure in which transformations make no relevant difference". So, the state of mind can be translated as an example of symmetry which reflects sameness and homogeneity. On the other hand, Harmony is also the equilibrium with emotions "being welling up yet in due proportion" (Fung, 2013, p. 107). These emotional episodes lead to symmetry breaking, either intentionally (Close, 2014) or unintentionally (Bolender, 2010). This spontaneous symmetry breaking can be further read into through the Chinese classic text Dàodéjīng written by Lǎozǐ. From the text, Lynn (1999) elaborates the transition from nothingness to somethingness, and this somethingness encompassed differentiation which occurs voluntarily "without conscious design" (p.18). By applying the same logic, the nothingness referred to by Lǎozǐ is the state of equilibrium mentioned by The Doctrine of the Mean, and the somethingness is "when those feelings have been stirred…" (Legge, 1971, p. 384), which is characterised by its spontaneity.

Although spontaneous symmetry breaking causes loss of oneness; however, when symmetry is restored, Harmony will be created. Subsequently, to restore symmetry, the Dàodéjīng suggested finding equilibrium in the duality of yin and yang. This approach is not to reject diversity and differences but to embrace them. As such, the above quotation from The Doctrine of the Mean not only implies an acceptance of symmetry breaking; but an optimism that symmetry can nonetheless be re-established.

2.3 Harmony is inclusive

Yànzǐ, as the author of the Confucian classic Zuǒ Zhuàn ("The Commentary of Zuo"), stated that "Harmony is like making soup," and "sounds are like flavours" (Li, 2008). Under this notion, the logic of both-and rather than either/or is what melds Harmony. Like mixing different "ingredients" in making soup or different "notes" in making music, differences are duly combined and included (both-in) rather than eliminated (either/or). This inclusiveness is further enhanced by Dǒng Zhòngshū, a Han Confucian (179-104 BCE), through his work of the Chūnqiū Fánlù ("Luxuriant Dew of the Spring and Autumn Annals). Under the Chapter of Xúntiānzhīdào ("Following the Heavenly Dao"), he took Confucianism and integrated it with the yin-yang philosophy. According to Peng & Nisbett (1999), the concept of yin-yang balance operates under the principle of complementarity. In other words, Harmony is maintained since whatever difference yin makes is neutralised by the opposing yang and vice versa. This inclusivity echoes with the dialectical thinking of Shǐbó mentioned earlier.

2.4 Harmony is to build relations between humans and nature

The harmonious unity between nature and humans (Tiānrénhéyī) is the fundamental thinking of Confucianism that composed of two contradictory orientations: one Rén-centred and the other Tiān-centred. This Confucian teaching, which significantly contributed to the modern environmental philosophy, emphasises core values like exhibiting kindness to creatures and valuing life (Tian & Tan, 2009). Xúnzǐ proposed this idea "Their harmony keeps the myriad things alive. Their nurturing helps the myriad things to thrive" (Xunzi, 2014). Confucius educates people that "The wise find pleasure in water; the virtuous find pleasure in hills. The wise are active; the virtuous are tranquil. The wise are joyful; and the virtuous are long-lived" (Confucius, 1998). Water represents "knowing the rule of nature"; while mountains imply "respecting the rule of nature" (Li, 2008; Tian & Tan, 2009). In other words, humans should know first and then respect so as to maintain a harmonious relationship with nature.

3. Methodology

3.1 Study Framework

The framework developed for this study is adapted from Rimmington et al. (2006) 's principles of sustainable food procurement, Legrand et al. (2010) 's sustainable F&B model indicators, and Curiel & Cavagnaro (2017) 's three levels of sustainability. These three works were chosen since not a lot has been published about the measurement of sustainable F&B. With the limited options, these publications provided some of the desired breadths of coverage and scope. Furthermore, elements of these frameworks allowed for direct parallels to the Chinese philosophical ideas under scrutiny.

Already in 2002, in discussing food chain localization, Morgan & Morley (2002) observed that in having locally-oriented sustainable supply chains, economic benefits could be observed. Building on this, Rimmington et al. (2006) proposed nine aspects of sustainable food procurement. Although organic ingredients are often associated with sustainability in F&B (Siorak & Cornuz, 2015), surprisingly, no reference was made explicitly to organic food in Rimmington et al. (2006) 's list. Additionally, though unavoidable (Siorak & Cornuz, 2015), there is a certain degree of overlap in some aspects of sustainable food procurement proposed by Rimmington et al. (2006). As such, it was essential to construct a more comprehensive list of fundamental aspects of sustainable F&B. Later in 2010, Legrand et al. suggested a more holistic approach looking into sustainable restaurants by involving not only sustainable F&B but also sustainable sitting, design, and construction; sustainable furniture, fixture, and fittings; energy and waste; and corporate social responsibility. The group of authors have proposed 32 individuated indicators. Almost half (n=15) pertain to the domain of F&B. Legrand et al. (2010) have made it specific regarding organic food products offering. Moreover, special attention has been paid: to source seasonal produce, to the offer of vegan wines and a vegetarian option on the menu; to provide menu items that reflect dietary goals and guidelines; to involve staff through training; and to communicate with guests with transparency.

It is evident that there are some discrepancies in the indicators between Rimmington et al. (2006) 's and Legrand et al. (2010) 's; therefore, combining them provides a more integrated and comprehensive tool to indicate F&B sustainability. The blending of the two offsets the gaps of the individual frameworks, so adding the two together provides not only a greater and more in-depth scope for this research but also additional nuance and granularity to what can be analysed. Two of the indicators are omitted for this study, including the use of efficient resource facilities and suitable forms of transport, as both lean more towards procurement than the F&B itself. Leaving these two items out prevents the focus of the study from being diluted unnecessarily.

Finally, the Three Levels of Sustainability by Curiel & Cavagnaro (2017) is also considered when constructing this framework. "A better quality of life for present and future generations" is a goal established by the World Commission on Environment and Development (WCED) or Bruntland Commission back in 1987 (WCED, 1987), and sustainability enables the goal to be reached. On top of this, sustainability has been defined and considered as the ability to create economic, social, and environmental values at the level of individuals, society and organizations (Curiel & Cavagnaro, 2017; Elkington, 1998). From an environmental perspective, it is the ability of the environment to sustain specific levels of environmental quality and natural resource extraction rates for an indefinite period of time. Though it is important to note that, although restaurant operations impact natural limits, natural limits also affect restaurants operations simultaneously (Legrand et al., 2010; Siorak & Cornuz, 2015). From a social perspective, it is the ability of a society to function at a harmonious level for an indefinite period of time. In sustainable F&B, labour conditions are considered matters that require immediate attention (Siorak & Cornuz, 2015). From an economic perspective, it is the ability of an economy to support a defined level of economic production for an indefinite period of time. Even though this dimension is considered essential as it somewhat threatens the continuity of an organization; when considering F&B sustainability, all three dimensions have to be taken into account (Siorak & Cornuz, 2015).

3.2 Methodology

This paper looks at the indicators present in the sustainable F&B model under the influence of the Chinese traditional philosophy of Harmony. A qualitative research approach was adopted to collect primary and secondary data to understand the sustainable F&B indicators under the influence of Harmony.

The author joined a six-day hotel visits and workshop in Hong Kong in August 2021. Primary data were collected through observations in Above and Beyond (Hotel ICON Hong Kong), Spring Moon (The Peninsula Hong Kong), Man Wah (Mandarin Oriental Hong Kong), and The Legacy House (The Rosewood Hong Kong). All hotels are listed under the Michelin Guide Hong Kong Macau 2021(Michelin Guide, 2021), with two restaurants (Spring Moon, Man Wah) even being awarded one Michelin Star.

The secondary data are collected by: first, the fine-dining Chinese restaurants included in this study were found using Google.com as it is considered the largest search engine in the world (StatCounter, 2021). The key phrase "best fine-dining Chinese restaurants in Hong Kong" is utilized. Only the list from 50 Best (50 Best, 2021), Tatler Asia (Yan & Yu, 2019), and Michelin Guide (Chan, 2020) were considered in this study as they were the top three results from Google.com. These establishments were then examined independently by looking into the restaurant websites, particularly their ethos and menus. Each restaurant menu from each listed restaurant is downloaded or viewed to extract the data necessary for this research.

4. Results and discussion

4.1 Environmental Dimension

4.1.1 Locally Sourced Food Products

In the Western perspective, the F&B sustainability of a restaurant is measured by the percentage of locally sourced food products. In the Chinese traditional philosophy of Hé, food sourced from huge distances would seem to be against the philosophical perspective of seeking symmetry as the imported items do not match the local environment. The finding shows that 44.44% of the restaurants (see Table 1) locally sourced their food products. For instance, The Chairman Restaurant expanded the sourcing concept by having a small farm for curing its own preserved meat and salted eggs (The Chairman, n.d.-a). However, speaking of maintaining locality for their ingredients, The Legacy House has outperformed others by having the "Partners in Provenance" program in place (The Legacy House, n.d.-b), which is a commitment the chefs made to "source, present and showcase locally produced, sustainable, seasonal ingredients" (The Rosewood Hotels, n.d.). This commitment is not only limited to source the food products locally; in some cases, even the bamboo steamers for the dim sum served in The Legacy House are sourced from local craftsmen Tuck Chong Sum Kee (The Legacy House, n.d.-b).

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Table 1. Measuring Food and Beverage Sustainability in Selected Restaurants

		Environmental Dimension					Social Dimension					Economic Dimension	
		Locally Sourced F&B Products	Seasonal F&B Products	Vegan Options	Organically Certified F&B	Sustainably Sourced Fish	More Vegetable, Less Meat	Restrictive Use of Addictive	Proper Menu Labelling	Aware of Food Allergens	Dietary Goals and Guidelines	Fairtrade Certified F&B Products	Total
1	Above & Beyond (Above & Beyond, n.d.)	x	x	x					x	x			5
2	Fook Lam Moon (Michelin Guide, n.d.)												0
3	Golden Leaf (Golden Leaf, n.d.)		x						x	x			3
4	Lei's Garden (Lei Garden, n.d.)	x											1
5	Lung King Heen (Lung King Heen, n.d.)		x	x	x				x				4
6	Man Ho (Man Ho, n.d.)	x	x	x					x	x			5
7	Man Wah (Man Wah, n.d.)				x								1
8	Mott 32 (Mott 32, n.d.)	x	x										2
9	Seventh Son (Seventh Son, n.d.)			x			x	x		x	x		5
10	Spring Moon (Spring Moon, n.d.)		x	x						x			3

11	Summer Palace (Summer Palace, n.d.)	x	x	x						x			4
12	Sun Tung Lok (Sun Tung Lok, n.d.)		x										1
13	The Chairman (The Chairman, n.d.-b)	x	x	x									3
14	The Legacy House (The Legacy House, n.d.-a)	x	x	x		x			x	x			6
15	Tin Lung Heen (Heen, n.d.)		x							x			2
16	T'ang Court (T'ang Court, n.d.)									x			1
17	Xin Rong Ji (Xin Rong Ji, n.d.)	x	x										2
18	Yan Toh Heen (Yan Toh Heen, n.d.)		x	x						x			3
	Total	8 (44.44%)	13 (72.22%)	9 (50%)	2 (11.11%)	1 (5.56%)	1 (5.56%)	1 (5.56%)	5 (27.78%)	10 (55.56%)	1 (5.56%)	0 (0%)	

It is interesting to note that all restaurants (n=18, see Table 1) in the study use fresh ingredients sourced from around the world. Obviously, this stands at odds with the principles of Western sustainability. However, the restaurants noted (n=8, see Table 1) utilise a combination of both locally sourced and internationally derived ingredients which move them closer to reaching the western standards but also allows them to achieve some aspects of the harmonious model as one of the values of Confucius Harmony is Rónghé Zìyóu ("Integration and Freedom") (Guo, 2022) which has the goal of finding the most cost-effective solution to problems (Feng, 2010). Being constrained by natural limits that not all ingredients can be sourced locally, the concept of Harmony is used in most of the fine-dining Chinese restaurants in Hong Kong to resolve such conflict. An initial view of sustainability through the principles of Chinese Harmony would seem to suggest direct alignment with the Western model. Yet, any interpretation of principles of symmetry must be viewed in light of other principles of cost-effectiveness.

4.1.2 Seasonal Food Products

The percentage of seasonal food products is used to determine the F&B sustainability in the Western perspective. One could also argue that principles of seasonality are deeply entwined in the notions of balance that the Chinese Harmony ideas engender. As suggested by the Dàodéjīng, ideas of symmetry can be interpreted as related to food items matched to their specific growth season and seem to support sustainable food approaches. This study has shown that more than 70% of the listed restaurants (n=13, see Table 1) have considered seasonality in their restaurant concepts and menu design. For instance, The Golden Leaf at Conrad Hong Kong (Golden Leaf, n.d.) pays respect to seasonality by having a separate seasonal menu.

It is also believed that, according to Traditional Chinese Medicine (TCM), human is a part of the world's holistic and harmonious entity, and should take cues from nature (Farquhar, 1994). The change of weather in seasonal changes influences humans, and hence it is necessary to make some corresponding responses (Beinfield & Korngold, 1992). Therefore, McCracken (2012) stated that different ingredients and flavours should be eaten each season to respond and possibly offset the changing weather. This clearly reflects the Chinese philosophy of yin-yang, which suggests that for Harmony to prevail, these two forces needed to be balanced. Therefore, using seasonal items and promoting seasonal eating would mean that 13 restaurants (see Table 3) meet the sustainability criteria both from a Western perspective (according to the framework) and a Chinese Harmony perspective. Though, an understanding of the rationale for seasonal ingredients inclusion is not possible; and therefore, judgments about whether the fit is more close to Western or Chinese is complex without a more profound analysis of the specific motivations behind menu design. It would seem that the TCM-based aspects are not met; however, a definitive conclusion on this cannot be drawn.

4.1.3 Vegan Options

Under the Western sustainability concept lens, vegan (including vegetarian) options should be offered in restaurants. Similarly, under the philosophy of Tiānrénhéyī ("the harmonious unity between nature and humans"), it is believed that there is a rule for all the creatures to live harmoniously on earth.

Half of the studied restaurants (n=9, see Table 1) provide a choice of vegan (including vegetarian) options on their menus. An example includes the Man Wah at Mandarin Oriental Hong Kong, where Chef Wong delights his vegetarian and vegan guests with a variety of vegetarian dim sums, such as organic vegetarian bun, vegan sharks-fin and mushroom dumplings (Man Wah, n.d.).

50% of the restaurants (n=9, see Table 1) express the strong compassion shown towards animals in Chinese traditional philosophies to maintain Harmony. It is suggested that the concept of maintaining harmonious relations between humans and nature is deeply rooted in the Chinese fine-dining scene in Hong Kong. It is also clear that these restaurants would meet the sustainability criteria seen in the framework.

4.1.4 Organically Certified F&B

Western sustainability framework looks at the percentage of organically certified food products used for food preparation. As for the Chinese traditional harmonious concept, Yànzǐ's point can be directly interpreted as supporting organic food production methods rather than methods that employ chemical pesticides and fertilisers.

Surprisingly, only two restaurants (see Table 1) has put emphasis on the use of organically certified F&B. However, the results here echo well with Siorak & Cornuz (2015)'s idea that F&B sustainability should go beyond the use of organic products. At the same time, this suggests that these upscale Chinese restaurants in Hong Kong follow a more holistic approach towards Harmony, such as Tiānrénhéyī, than to engage in sourcing organic ingredients superficially. With this in mind, the majority of the restaurants would not meet the Western standards of sustainable practices, but they would still remain within the purview of Chinese Harmony.

4.1.5 Sustainably Sourced Fish

While the Western F&B sustainability calculates the percentage of fish being sourced sustainably, the ideology of Hé, inferred by Li (2008)'s study, concentrates on the fact that humans should consider Harmony as moderate without being excessive and extravagant as Confucius preaches, "The Master angled, but did not use a net. He shot, but not at birds perching (Confucius, 1998).

Though many of these ancient ideologies speak about controlling one's desire and utilising nature rationally, only one out of all the chosen fine-dining establishments (see Table 1) has chosen to source their fish sustainably. In fact, evidence indicates that consumers would like the restaurants to indicate sustainable seafood options on the menu, and some even further believe that seafood consumption should only be coming from sustainable sources (Food Made Good, 2020; MSC, n.d.). With Hong Kong ranks second in Asia concerning its seafood consumption and being the world's eighth-largest seafood consumer, the impact can be extensively significant if the majority chose sustainable seafood (WWF, n.d.).

Therefore, the majority of the restaurants (n=17, see Table 1) in this study would neither reach the Western standards within the sustainability framework nor the principles espoused within Chinese Harmony. To follow the Confucian ideology of Harmony and sustainable development, it is therefore suggested that these target restaurants should consider sourcing fish sustainably while providing epicurean meals.

4.2 Social Dimension

4.2.1 More Vegetable, Less Meat

In the Western sustainability framework, the balance of vegetarian/meat and fish dishes offered on the menu is being examined. There is much criticism surrounding the excessive presence of meat in modern diets (Milfont et al., 2021). Meat production leads to excessive release of methane into the atmosphere, forest destruction for pasture land, vast water consumption compared to other food items (Rödl, 2021). One could argue for the complete removal of meat, but this would be excessive when viewed from both the Western angle of sustainability and the Chinese philosophical standpoint relating to Harmony. The Chinese traditional idea of "both-in" combined with Yànzǐ's "reduce excessiveness" would suggest that meat can remain in moderation.

This study revealed that only one outlet (see Table 1) focuses on the "More Vegetable, Less Meat" approach. In his book, Kooy (2013) proposed maintaining 80 per cent of vegetables and 20 per cent of meat when designing dishes and menu items. Seventh Son Restaurant, one of the targeted outlets in this research, chose to participate in the EatSmart Restaurant Star+ Campaign launched by the Department of Health in Hong Kong by creating a variety of "More Fruit and Vegetables" dishes on the menu (EatSmart Restaurant Star+, n.d.-a).

Since in a typical menu from the shortlisted restaurants in this paper, vegetables are seen as "background actors" and the "principle role" is dominated by meat (Siorak & Cornuz, 2015); therefore, the majority of the restaurants would meet the Chinese philosophical Harmonious approach with the focus of "both-in". However, these restaurants' Western perspective of sustainability is yet to be achieved (n=17, see Table 1).

4.2.2 Restrictive Use of Additives

In upholding the spirit of Chinese Harmony, Confucius writes of the virtuous man's approach to food in which he advises humans not to eat when the sauces and seasoning are not correctly prepared. And to reach sustainability in the Western aspects, restaurants should ensure that food offered to guests is prepared with a minimum amount of additives (including salt and sugar). However, the image of most Chinese restaurants does not follow suit with the concept of Harmony. In the West, Chinese restaurants are known for their bad reputation of overusing monosodium glutamate (MSG). The phrase "Chinese Restaurant Syndrome" even appears in the dictionary, which is defined as "a group of symptoms held to affect susceptible persons eating food [and especially Chinese food] heavily seasoned with monosodium glutamate" (BBC, 2020; Merriam-Webster, n.d.).

For the 18 selected restaurants, only the Seventh Son restaurant (see Table 1) has declared on its website that no MSG is used in preparing any of their dishes. In addition to omitting additives like MSG, this restaurant also prepares dishes that are "3 Less", meaning these dishes adhere to the principle of "Less Oil, Salt, and Sugar" under the EatSmart Restaurant Star+ Campaign (EatSmart Restaurant Star+, n.d.-b).

As for the rest of the 17 restaurants (see Table 1), although there is no declaration of minimizing the use of additives (including salt and sugar), the word xiān ("umami") is used throughout the text in the name and the description of the dishes. By definition, umami is a taste imparted by MSG, which is present in many foods such as mushrooms and soy sauce (Yamaguchi & Ninomiya, 2009). And to create this xiānwèi ("umami taste"), Nakayama & Kimura (1998) believe that a harmonious balance of basic tastes including saltiness, sweetness, sourness, spicy, aroma, umami, and bitterness is quintessential, and it lies at the heart of Chinese cuisine. Assuming these 17 restaurants are using MSG to create Harmony of basic tastes in their dishes, it means that the majority of these fine-dining Chinese outlets are fulfilling the concept of sustainability in the eyes of Chinese Harmony. Still, the majority would not meet the Western view of sustainability (n=17, see Table 1).

4.2.3 Proper Menu Labelling

Whether or not the menu is appropriately labelled regarding menu choices is viewed as part of F&B sustainability in the Western viewpoint. To acknowledge the different dietary requirements by labelling them properly on a restaurant menu is like emphasising the harmonious interplay of the different needs of diners. In the Chinese traditional philosophy of Harmony, without acknowledging differences is like using only one ingredient to make a soup and composing music with only one kind of instrument; it is tasteless and boring (Li, 2006).

By offering different options like gluten-free, lactose-free, and halal etc., five restaurants (see Table 1) are found to have enabled diversity and variations in their menus. At the J.W. Marriott Hong Kong, Man Ho Chinese restaurant respectfully designed its menu by having an entire section for vegetarian shark fin options (Man Ho, n.d.). The Golden Leaf restaurant labelled its menu items by indicating some of its menu items “Hot and Spicy” (Golden Leaf, n.d.). The Legacy House restaurant at The Rosewood Hong Kong made a note on its menu with symbols such as “vegetarians” and “healthy choice” (The Legacy House, n.d.-b).

Although it is crucial to know that majority of the restaurants researched in this study did not acknowledge other special dietary and cultural needs such as coeliac disease, lactose intolerance, halal etc. (Australian Government Department of Health, n.d.)., it is revealed that 27.78% (n=5, see Table 1) of them would meet both the Chinese Harmonious approach and the Western approach of F&B sustainability.

4.2.4 Aware of Food Allergens

To be considered sustainable in F&B in the Western point of view, attention should be paid to food allergies, and a food choice should be given to people with allergies. Allergies and intolerances can at worst jeopardise the lives of the consumers and at least cause impairment to the dining experience. With this in mind, sharing potential allergens from a Western perspective forms a vital part of what restaurants should provide. From the Chinese Harmony point of view, for people to be balanced and harmonious, it is important that people must be enabled to make informed decisions around their personal food choices. Food allergen awareness raising and sharing for both specific health and safety reasons and for things more related to lifestyle choices are essential to allow consumers to be balanced; as Xúnzǐ depicts, one should first know then respect to build a harmonious rapport.

As for this study, it is observed that ten restaurants (see Table 3) only place minimal attention to alert consumers about food allergens in this research. Though stating that “If you have any concerns regarding food allergies, please inform your server upon placing your order” can be considered having an awareness of food allergens; yet, it is agreed that more can be done.
Building on this, it is believed that everything in the universe comprises two opposing but complementary forces such as yin vs yang, hot vs cold, day vs night etc. since one of the fundamental principles of Chinese philosophy is the duality of yin-yang. Confucian classic Lǐjì claims “when the two are in harmony, all things obtain (their full development)” (Legge, 1971).

The two are relative, and nothing is purely yin (black) or yang (white). And if suppose one develops a rash or discomfort after eating a particular food. In this case, a Traditional Chinese Medicine practitioner will tell one to avoid an ingredient and consume other ingredients to balance the yin and yang of the body, instead of seeking medical testing to determine the severity of the allergy or if one is also allergic to other foods. Therefore, despite the general awareness of many dietary restrictions, Lynch (2015) has found that it is relatively common that Asians are less likely to be diagnosed for their allergies. According to Li et al. (2020), food allergy appears to be less common in China, India, and Russia when compared with developed countries like Europe and the U.S. Generally speaking, awareness and care about allergens is lacking in the East. Therefore, it is suggested that in this study, 55.56% of the targeted restaurants (n=10, see Table 1 would meet the Chinese Harmony but not Western sustainability standards.

4.2.5 Dietary Goals and Guidelines

Using the Western sustainability model, the restaurants are measured in terms of their kitchen staff's knowledge in cooking methods to enhance dietary goals and guidelines of the country. This is a large area to consider as the dietary goals can go beyond merely calorific information. The modern consumer is quite health-conscious (FB Solution, 2019). Many customers desire to know the fat, salt and sugar content so as to make their menu choices. Some go even further and delve into a desire to know about the specific micronutrients within the meal (Hackleman, 1981). It could be argued that consumers within a fine-dining environment would be less conscious of some aspects of dietary goals as going to a "fine-dining" establishment maybe a treat or something akin to a "guilt-free" experience where dietary goals are ignored for the experience (Hur & Jang, 2015). However, even if this conscious choice is made subconsciously, some consumers may have this consideration still in mind (Kennelly, 2014). Intrinsic in this point is that balance can be different for different people. It can be a deeply personal choice. It may be hard for restaurants to navigate this area, but it can be achieved with correct menu design and ingredient choices.

Under the scope of Chinese Harmony, Hollmann & Margolis (2013) mentioned the concept of Wǔwèi ("Five Flavours") is modelled after the yin-yang and Wǔxíng ("Five Elements") in Chinese philosophies. From the book of Huángdìnèijīng ("The Yellow Emperor's Classic of Internal Medicine"), the dynamic yet harmonious balance between Jīn ("Metal"), Mù ("Wood"), Shuǐ ("Water"), Huǒ ("Fire"), and Tǔ ("Earth") extends the application of Tián ("Sweet"), Suān ("Acrid"), Kǔ ("Bitter"), Xīn ("Spicy"), and Xián ("Salty") in the diet. So generally speaking, the Five Flavours theory forms the culture of Chinese cuisine that emphasises the concept of Hé with diversity- and inclusion-related foci.

In achieving this dynamic balance, which is consistent with the Western concept of a "guilt-free" experience, and the Chinese concept of Hé, only one of the 18 restaurants (see Table 1) in this paper was found to follow the Healthy Diet guidelines proposed by the Department of Health in Hong Kong. As mentioned in the earlier section, by participating in the EatSmart Restaurant Star+ Campaign, the Seventh Son restaurant has outperformed other restaurants in helping its guests accomplish this equilibrium.

Hence, in this indicator, the majority of the restaurants would not meet the Western view of F&B sustainability. However, whether they would have met the Chinese harmonious view of F&B sustainability, this study is insufficient to reach this conclusion.

4.3 Economic Dimensions

4.3.1 Fairtrade Certified Food Products

Simply speaking, to achieve F&B sustainability from the Western standpoint, the percentage of not locally sourced food products that are "Fairtrade" certified is considered. From the angle of Chinese Hé philosophy, the idea surrounding emotional stirring "when those feelings have been stirred, and they act in their due degree" can also be interpreted through the lens of sustainable F&B practices. Food consumption is a sensory experience; one that can invoke deep feelings of pleasure, but also correspondingly feelings of guilt if consuming large amounts of costly items or engaging in overly extravagant food experiences (Kotchen, 2009). Applying these fairtrade principles in food procurement and sourcing may offset these negative as the consumer sees the purchase has direct benefits to the primary producers (farmers), meaning that emotions can be stirred in a moderated fashion. This is further supported by "one needs to compensate for deficiencies" in the sense that actions taken by the consumer need to be balanced out (Ki et al., 2017).

It is discovered that none of the fine-dining Chinese restaurants follows neither the Western sustainable approach to their F&B practices nor the Chinese harmonious way of having the consumers' emotions stirred. However, from this research, it is difficult to justify why these restaurants are not meeting this criterion of F&B sustainability; therefore, a more in-depth analysis is recommended to draw a proper conclusion.

5. Conclusion

5.1 Discussion and implications

Theoretically, this paper has exposed avenues for further researches in the future. The first implication is to understand the motivation behind the choices made in designing the menu. Currently, this study allows objective evaluation of F&B sustainability in some of the fine-dining Chinese restaurants in Hong Kong. As a result, some questions have remained unanswered. For instance, the reason behind the Chef selecting seasonal ingredients – what drives the Chefs in these restaurants to source food products according to the seasonality is beyond the scope of this research. However, learning about what motivates them or not is a critical step to improve the sustainability level of the F&B industry in Hong Kong. The second implication is to learn more about whether these choices are made consciously. For instance, the choices made to use local ingredients in their menus. The origins of the thoughts in making these choices remain undiscovered in this study. However, knowing where these thoughts coming in place help determine whether they are genuinely related to the Chinese traditional philosophy of Harmony. The final implication is to see if these sustainable F&B choices are individual, societal or organizational levels. The essence of sustainability is to look at these three levels' environmental, social, and economic influences. Given that this study has reviewed the three pillars of influence, it is suggested that understanding the drives of these influences will provide a bigger picture in studying F&B sustainability. Practically, there are a few indicators of F&B sustainability that the industry are falling behind. Take "Aware of Food Allergens" as an example; it is recommended that through allergy training for food businesses (Food Allergy Aware, n.d.) and legislation by the government (FAACT, n.d.), it is hoping that food allergy awareness will be increased within the industry in Hong Kong. In addition, the "More Vegetable, Less Meat" indicator is consistent with the guidelines from the Department of Health in Hong Kong. Therefore, it is encouraged that the industry follows the government's suggestions since there will be much support in achieving this.

5.2 Limitations of this study and suggestions for future studies

For this study, the review period undertaken for the onsite visit was insufficient to draw complete conclusions. Therefore, a longer, more intensive visit would be necessary. Building on the nature of the review period, it would be beneficial to have visited the kitchens to help draw even more refined conclusions. Added to this, the site visit to the other 13 restaurants would drive even greater insights with review and observation of the various restaurants themselves whilst in full operation. Additionally, further enhancements would also be possible by discussions with each company's corporate responsibility officer. A so-called "warts and all" analysis would only be possible with interviews and/or surveys with key staff members. Much of the current analysis is based on company websites, which may not provide the complete picture. Finally, there are limitations of using only Google.com for the secondary research. A possible improvement would have been witnessed if additional searches were employed so as to allow further triangulation and cross-referencing.

5.3 Conclusion

Even with the limits in mind, the Asian-inspired F&B sustainability framework can be applied to the data sources used to make valid inferences that should be the basis for future, more in-depth studies. The findings in this paper can provide the basis and guidance for further, more targeted research.

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An empirical investigation of factors affecting Chinese customers' behavioral intentions: The moderating effect of green hotel certification

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Abstract
This research conducted a conceptual model based on the Stimulus-Organism-Response (S-O-R) model to evaluate how hotel customers' perceptions of green hotel practices influence their green trust towards green hotels, psychosocial benefit, and behavioral intention to choose a green hotel, and investigated the moderating role of the green hotel certification. Data were collected via an internet-based, self-reported survey, and 874usable and valid responses were held from Chinese customers. The results indicated the significant relationships between each variable and evidenced the moderating effect of the green hotel certification. Theoretical and practical implications and discussions were explained lastly.

Keywords: Stimulus-organism-response model, Green hotel Practices, Green trust, Psychosocial benefit, Behavioral intention

Who are our guests? Effects of guest's personality on the green hotel initiatives

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Abstract
Due to the global outbreak of COVID-19, the hotel and lodging industry has experienced extraordinary hurdles in recent years. Simultaneously, with a serious concern on the environmental uncertainty and the increasing sense of hygiene condition, a number of guests prefer some additional green and sustainable practices when selecting hotels. Therefore, the purpose of this study is to identify green hotel guest's personality through big data and machine learning techniques in order to evaluate the differences in responsible environmental behavior across personality traits. Online guest reviews from green hotel will be collected from TripAdvisor, and both big five personality and MBTI personality will be detected and analyzed. This study contributes to the knowledge regarding the model of responsible environmental behavior and provides insights for initiating hotel operating and marketing strategies.

Keywords: Green hotel, Big five personality, MBTI personality, Responsible environmental behavior, Big data analysis

1. Introduction
Suffering the continuous influence of COVID-19 around the world, the hotel and lodging sectors are facing an unprecedented challenge. Reports indicate that due to the hotel environment's fear and uncertainty, an increased number of guests (85% increase) prefer additional green practices when selecting hotels (Jian et al., 2020). Although environmental conservation has always been a concern within hotels, investigating green hotels especially during the epidemic period can help hotel operators understand their guests and market more effectively. In regard to the green hotel and guest's green initiatives, literature related to green topics was diverse, but it seldom touched on topics about guests' personality and its possible latent effects on responsible environmental behavior. Therefore, this study aims to identify green hotel guest's personality through innovative big data and machine learning techniques. This study uses this personality to explore differences in responsible environmental behavior among personality groups.

2. Literature Review
2.1 Environmental behavior and model of responsible environmental behavior
Considered as the (pro-) environmental behavior (Han, 2015), hotel guests' green initiative and preference have already been extensively investigated from several facets such as guest's

attitude, behavior control, and value and belief in previous literature. According to the model of responsible environmental behavior (Hines, 1987), people's intention to act certain responsible environmental behaviors were depended by action skills, action knowledges, and personality factors. However, determined by individual's inner attributes, personality can be considered as one of the most fundamental factors that makes differences in their responsible environmental behavior (Terrier et al., 2016). Therefore, understanding hotel guest's personality can not only contribute to the knowledge of target market segments, but also help determine the pre-condition when making green hotel selection.

2.2 Green hotel guest's personality

Classically, the big five taxonomy of personality traits has been recognized and applied in research in different disciplines such as psychology and consumer study (e.g., Balunde et al., 2019; Brick et al., 2016; Terrier et al., 2016). Differently, MBTI personality (4 dimensions, 16 types), focusing more on perception and judgment perspectives, has also been widely used to evaluate people's preferences, selection, and decision making (e.g., Yoon & Lim, 2018). However, within green hotel context, limited literature investigated the guest's personality, and none of them analyzed guests' personality objectively from their online review comments. Therefore, this study will explore both big five personality and MBTI personality of green hotel guests and investigate the determinates from personality factors on their environmental behavior.

3. Methodology

Data will be collected from the top five green cities in the US using TripAdvisor. Taking advantage of the fileting option of "green hotel" at the hotel front page, data only related to the green hotel will be considered in the analysis. The big data and machine learning methods will be applied to clean and analyze collected online guests' reviews. Personality defines from both theories, big five personality and 16 types of MBTI personality, will be identified using python 3.5. Descriptive analysis will be applied to present the characteristics of green hotel guests' personality. T-test, ANOVA, and chi-square will also be applied to examine differences among personality groups.

4. Discussion and Conclusion

This study theoretically contributes knowledge of hotel guest's environmental behavior in the hospitality industry. Moreover, it extends the application of the responsible environmental behavior model in green hotel business and hospitality industry. In addition, it contributes to the theory of the responsible environmental behavior with big data and machine learning approach. This study practically contributes to the hotel industry understanding the personality of its target guests. Hotel operators can apply this knowledge to further refine service and marketing strategies especially in the post COVID-19 era. Meanwhile, it provides a new perspective on people's personality for urban sustainability and assists local government urban planning and promotes sustainable development on a broader horizon.

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How do negative publicity and destination resilience influence residents' quality of life? The mediating role of the sense of shame

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Abstract
Drawing on self-categorization theory, cue diagnosticity theory and signal theory, this study developed and verified a conceptual model of the impacts of negative destination publicity on residents' shame and quality of life. The results revealed that value-related (vs. performance-related) negative destination publicity would make residents have higher level of shame and lower level of quality of life. This study also revealed that high perceived destination resilience could attenuate the effects of negative destination publicity on residents' shame and quality of life while low perceived destination resilience, the value (vs. performance) related to negative destination publicity group's residents' shame was significantly higher.

Keywords: Negative destination publicity, Shame destination resilience, Quality of life residents

Impacts of risk tolerance on event attendees' behaviours during the COVID-19 pandemic

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Abstract
This study investigated the impacts of tolerable risks and the behaviors of attendees of small social life-cycle events during the pandemic, adopting the theory of planned behavior and risk tolerance heuristics. The study's findings revealed that affect and availability heuristics influenced individuals' attitudes and perceived behavioral control when attending small social life-cycle events. Further, individuals' attitudes, perceived behavioral control, and social norm, influenced their behavioral intentions and, in turn, their behaviors. Theoretical and managerial implications were addressed, followed by limitations and future study suggestions.

Keywords: Small social events, Affect heuristics, Availability heuristics, Risk tolerance, COVID-19

How does teachers' emotional support impact tourism and hospitality students' online learning experience during the COVID pandemic?

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Abstract
This paper examines how teachers' emotional support impacts students perceived value and satisfaction towards university through the mediation of cognitive engagement and help-seeking behaviour during online learning. Data was collected from tourism and hospitality students. Results showed that the more emotional support students received, the more likely they were to be cognitively engaged and seek help if needed. Although cognitive engagement did not directly predict perceived value and satisfaction, the total effects were significant. Emotional support showed substantial total effects on perceived value and satisfaction, respectively. Recommendations were made to encourage teacher-student interaction for university students' better online learning experience.

Keywords: Emotional support, Cognitive engagement, Help-seeking behaviour, Perceived value satisfaction

Industry 4.0 technology adoption and its role on hotel supply chain resilience and performance in the context of the COVID-19 pandemic

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Abstract

Industry 4.0 technology (I4T) is characterised by technological innovations which connect a firm's supply chain network in an electronic and smart way. As an essential risk-reduction strategy, technology is likely to play a vital role in the hotel supply chain resilience and performance. This study aims at identifying relevant factors that influence the I4T adoption in the hotel industry and investigating the relationship between I4T adoption and hotel supply chain resilience and performance. A research framework was proposed, and a quantitative approach was applied. Online questionnaires were created for data collection in Hong Kong and mainland China. The empirical results generally supported our research model.

Keywords: Industry 4.0 technology, Supply chain resilience, COVID-19, Hotel industry, Supply chain management

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Untact services in Vietnam's hospitality industry: Case studies of the JW Marriott Hanoi and the Novotel Hanoi Thai Ha

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Abstract
We provide an overview of untact services and related matters in the hospitality in Vietnam. Following the 5M model of Kenneth Burke (1984), the theoretical framework was developed on the five hotel internal factors that influence the implementation of untact services in Vietnamese hotels. Our research is to investigate the actual condition of providing untact services at two 5-star hotels, the JW Marriott Hanoi and the Novotel Hanoi Thai Ha with a variety of methodologies. Based on the findings, the study also provides recommendations for the deployment of untact services in Vietnamese hotels.

Keywords: Contactless services, Untact services, Hospitality sndustry, JW Marroitt Hanoi, Novotel Hanoi Thai Ha

Using technology acceptance model (TAM) to investigate consumers' attitude and intention of wine-selection chatbot

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Abstract
This study used a wine-selection chatbot designed for people who need to purchase wine but lack of necessary information and investigated customers adoption of the wine-selection chatbot through the technology acceptance model (TAM). Date were collected from 300 wine's customers who divided into the three channels of PX Mart, Carrefour and Costco in Taiwan through quota sampling, and analyzed using structural equation modeling. Finally, the result support that the wine-selection chatbot benefited customers' choosing of wine and willing to use. The implications and suggestions are discussed.

Keywords: Technology acceptance model, Wine-selection chatbot, Behavioral intention to use

How to design and strengthen cyber security to cope with data breach in the hotel industry?

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Abstract
Purpose - The purpose of this study is to highlight the practical insights of designing and strengthening cyber security to prevent and tackle data breach in hotel industry. This study analyses several cyber threats cases happened in worldwide hotels from January 2014 to February 2022. Practical recommendations are advised for hotels, governments, and payment card & e-wallet companies to design and strengthen cyber security to prevent, detect, and react data breach. This study is a rich source of information for hoteliers to re-design their organization chart, their policies, and techniques for strengthening security of electronic information in hotels.

Design/Methodology/Approach - The methodology of this study is a combination of qualitative method and review method for an in-depth understanding of real cases happened in worldwide hotel industry during January 2014 to February 2022. The latest and practical recommendations for the hoteliers to design and strengthen cyber security in hotels to prevent data breach.

Findings - Based on the review cases happened in the worldwide hotels from January 2014 to February 2022, over millions of guest's personal data such as names, credit card information, security codes and addresses leaked through reservation database, fraud phishing emails and implanted malware. Financial losses, hotel reputations and guest's loyalty and confidence were seriously affected. Design and strengthen cyber security in hotels to prevent data breach were recommended for the hotel industry, governments, and payment card & e-wallet companies to work hand in hand to prevent, detect, and react data breach.

Practical Implications – Based on the insights gained from information and cyber security experts, the preventive, detective, and reactive measures are recommended to design and strengthen cyber security for hoteliers, governments, and payment card & e-wallet companies to prevent and tackle the challenging cyber threats hand in hand in global hotel industry.

Originality/Value - This paper urges for the hoteliers and academia to contribute more on cyber security to protect guest's personal data to avoid financial losses and reputational damages of the global hotel industry.

Keywords: Cyber security, Information security, Data breach, Hotel industry

1.Introduction

Before Coronavirus disease 2019 (COVID-19) pandemic, hoteliers regarded data breach as the largest threat to hotels because of cyberattacks on hotels have led to over hundreds of millions of guests' personal data being compromised, incurred huge financial lost and severe damage of the company reputation that affect guest's loyalty and confidence. The objective of this study is to analyze cases of data leakage cases happened in worldwide hotels from January 2014 to February 2022 and recommend how to design and strengthen cyber security management in global hotel industry. Unavoidably, cyber threats have grown in scope, intensity, and complexity. Consider the expanded use of internet, cloud, and mobile devices. Mobile devices create more entry points for hackers by dispersing data. The cloud, where data are aggregated, makes data more accessible benefits, new vulnerabilities have emerged. The situation is getting increasingly tough and challenging. To mitigate the threats, hotels will need to reassess all facets of their business and establish internal protocols to effectively manage them. Furthermore, as businesses aggregate and analyze more data on guests and processes, the data become increasingly valuable and a more attractive target for hackers. This double-edged sword applies to technology as well. While improved technology allows businesses to better understand and target their customers, advances in technology also provide hackers with more sophisticated technology with which to perpetrate attacks. This study urges for the importance to design and strengthen cyber security to implement preventative, detective, and reactive measures to prevent, detect and react the data breach through the joint efforts of hoteliers, government, and payment card & e-wallet companies.

2. Literature Review

The application of technology in hotel industry needs collecting guests' information and cause to data breach and information loss. Computer crimes have always been there since the introduction of computers; nevertheless, the nature of attacks varies as the technology evolves (Beaulier Law Office, 2003). For example, hacking or cracking is the crime of connecting to a computer system without registration (Cobanoglu, & Demicco, 2007). The hacking attacks are mainly focus on stealing confidential information (e.g., financial information of banking accounts, user accounts information) without authorization (Cobanoglu, & Demicco, 2007). Theft of technology occurs when an attacker consciously connects to a computer with intentions to steal technological information or secrets (Cobanoglu, & Demicco, 2007). Fraud happens when an attacker consciously connects to a computer aimed for fraud or masquerades a legitimate user of the computer system (Cobanoglu, & Demicco, 2007). General speaking, cyber-attacks can happen when the intruder may unofficially access to the network; the intruder may destroy, otherwise or corrupt the alter data; the intruder may fake the permission from user system and enter to the system; and the intruder may implement some malicious procedure to fail, hang or reboot the system while cannot access the system (Hatcher, 2016). Most of the cyber-attacks occur by sending phishing emails, hacking weak passwords or some other attacks, which target the vulnerabilities of the web applications. Thus, a lot of endpoint security vendors offer anti-phishing solutions (Lavelle, 2016). To avoid and against cyber threats, hotel staff monitor their computer networks for a multitude of security threats, such as computer-assisted fraud, espionage, sabotage, vandalism, hacking, system failures, fire, and flood (Shabani & Munir 2020). Though the increasing use of data and technology brings new cyber threats, cyber-attacks are often viewed in isolation and seen purely in information technology terms not linked to operational processes (IATA, 2018a). Thus, cyber security is paramount because hotel competitiveness depends on safety and security that must be extended to cyberspace (Magliulo, 2016). In this regard, hotel management must plan and implement preventative and protective measures to cope with the cyber threats effectively and efficiently. A more comprehensive approach should be adopted as cyber-attacks move from preventing the availability of systems to threatening the integrity of data within those systems. Also, risk assessments should be carried out in advance (IATA, 2018b).

3. Methodology

3.1 Research Design

In line with the explorative nature of this study, a qualitative research strategy was employed for primary data collection and analysis (Creswell and Creswell, 2018) to examines how to design and strengthen cyber security to prevent and tackle data breach in hotel industry.
Semi-structured interviews were selected as the data collection method because it provides respondents with the flexibility to express their views freely (Creswell and Creswell, 2018). The interview protocol questions were as follows:

1. What are the major cyber threat incidents that have happened in hotel industry in the past decade?
2. How to design and strengthen the preventive measures to cope with cyber threats in the hotel industry?
3. How to design and strengthen the defective measures to cope with cyber threats in the hotel industry?
4. How to design and strengthen the reactive measures to cope with cyber threats in the hotel industry?
5. What are the recommendations to Payment Card & e-Wallet companies to deal with cybercrimes related to the hotel industry?
6. What are the recommendations to the governments to regulate and monitor the cybercrimes in hotel industry?

3.2 Sampling and Data Collection

This study employed a purposeful sampling approach to invite knowledge-rich informants who could provide relevant information about how to design and strengthen cyber security to prevent and tackle data breach in hotel industry. Using personal networks, the researchers approached potential participants by working in cyber security field. Interviews were conducted between Jan and Feb 2022, each lasting for approximately 40 minutes. Interviews were mostly undertaken in English and Mandarin. The translation of interview responses into English was subsequently cross-checked for meaning and consistency by researchers fluent in both languages to ensure that it retained the subtlety and meaning of the original responses (Hogg et al., 2014). Creswell (1998) recommended conducting 5–25 interviews to reach data saturation. Researchers should continue collecting and analyzing data until additional data start to repeat previous data and no longer provide new insights (Strauss and Corbin, 1998; Guest et al., 2006). In this study, data saturation was reached after 10 interviews. Table 1 presents the profiles of the respondents. The multiple sources of evidence and informants' confirmation of data content helped ensure research validity and reliability (Yin, 2003).

Table 1. Profile of Respondents

ID	Job Position	Nationality	Gende r
H1	Cyber Security Consultant	China	M
H2	Information Technology Manager	China	M
H3	Network Designer	China	M
H4	Information and Technology Head	China	M
H5	Cyber Threat Investigator	China	M
H6	Director of Information Technology	China	M
H7	Head Cyber Security	China	M
H8	Information System Analysts	China	M
H9	Information Security Head	China	M
H10	Cyber Security Advisor	China	M

3.3 Data Analysis

To gain a degree of meaning depth, which is not possible to achieve simply by analyzing quantitative data, a qualitative data analysis was chosen. Qualitative research is used for understanding things rather than with measuring them, whereby the "subjectivity and the authenticity of human experience" (Silversman, 2010, p. 138) allows the researcher to gain an insight into the different meanings, beliefs, feelings, and attitudes of research subjects (Holloway et al., 2007; Veal, 2006). The interviews were audio recorded, and later transcribed and checked for accuracy. Through a thematic analysis, this research enabled the detection, examination, and description of themes gleaned from qualitative data (Braun and Clarke, 2006). The data analysis followed a blended approach, which is theoretically driven but also allows for themes to inductively emerge from the data (Miles et al., 2014). A bilingual (English and Mandarin) researcher transcribed the interviews. The data were manually analyzed for this exploratory study, although there are a lot of computing tools for qualitative analysis. This choice provides an advantage for an interpretative approach rather than just doing a mechanical analysis using software (Gr€oschl, 2005). Finally, the results were grouped into similar conceptual areas according to prevalent themes.

4. Findings and Results

As shown in Table 2 below: the Summary of Major Cyber Threat Incidents Happened in Jan 2014 to Feb 2022. In 2014, Marriott hotel group was fined around $23.8 million in penalties because of a data breach that occurred that compromised the credit card details, passport numbers, and birthdates of more than 300 million guests stored in the brand's global guest reservation database (Hotel Tech Report, 2022).

Table 2: The summary of major cyber threat incidents happened in Jan 2014 to Feb 2022

Hotels	*Incidents Period*	*Incidents*
Harbor Plaza Hotel, Hong Kong	Feb 2022	1.2 million guest's personal data breach due to the attack on hotel's accommodation reservation databases.

Starwood Hotel Group - Sheraton New York Times Square, - the Westin New York Grand Central New York, - St. Regis Bal Harbor Resort in Florida -	Nov 2015	Data breach through the payment system and customer credit card data.
Mandarin Oriental Hotels	Mar 2015	Data breach from the credit card and debit card information of those customers who used spa, beverages, guest rooms, dining room and other product and services and the sales system of a couple of properties.
Hilton Worldwide hotels	Nov 18 to Dec 5, 2014 & Apr 21 to July 27, 2015	Data breach from credit card numbers and security codes and expiration dates through some of its point of sales computer systems.
Hyatt Hotels	Dec 2015	Data breach happened at Hyatt hotels groups of 627 properties in 52 countries vulnerable to the cyber criminals.
Trump Hotel Collection - SoHo New - York - Trump International Hotel and Tower Las Vegas - Trump International Waikiki - Trump International Chicago -	Oct 2015	Data breach happened Trump International Hotel and Tower Las Vegas, Trump International Waikiki, and Trump International Chicago (Petri, Dec 08, 2015)
Brunswick Maine and Hotel	Nov 2014 to July 2015	2,600 guest's payment card information breach through a fraud phishing email, which pretended to be a message from a guest, thus, the malware was installed. Malware was designed in a way to avoid demodulation from antivirus software. Caused capture and permit remote access to payment card information. (Hertzfel, 2015)
Marriott Hotel Groups	2014	300 million guest's personal data breach due to the attack of the brand's global guest reservation database. Marriott hotel group was fined around $23.8 million in penalties.

The above cases show that cyber security in the worldwide hotel industry is vulnerable to cyber-attack. It reveals that hotels were using ineffective defenses. They lack effective Information Security Management Systems (ISMS) to detect and protect staff, guests, transaction processes, technology, and assets. Both internal and external IT security resources failed to combat and prevent the cyber-attack.

A cyber security strategy includes methods to prevent, detect, and react to cyber-attacks as well as a mechanism for capturing learnings. Feedback collected at each stage should be incorporated into the overall security program to make attacks more difficult to execute successfully. While prevention methods are not foolproof, a hotel's first security goal is to try and stop attacks from occurring. Once an attack occurs, hotels must detect the attack as efficiently as possible and isolate the intrusion. And then hotels must react quickly and efficiently to minimize the damage and reduce the risk of future incidents. Because it covers extensive analysis of the potential vulnerabilities across hotel's internal operations, supply chain, and strategic partner network.

5. Discussion

Hotels were revealed that they have the fragile of personal data protection and the causes of cyber threats. The attempted phishing occurred in hotels. Phishing is a cybercrime in which a target or targets are contacted by email, mobile, or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords. The findings of this study have significant implications for hotel management. Based on the results of this research, practical advice is recommended to enhance cyber security in hotels, the government and payment card and e-wallet companies to work hand in hand.

5.1 Recommendations to Hotels:

5.1.1 Establishment of a Security Operations Centre (the "SOC") and Cybersecurity Incident Response Team ("IR Team")

The SOC is a dedicated team of cybersecurity professionals who monitors the physical & online security of ICT infrastructure of hotel premises and the hotelier's online service delivery channels. Usually, the SOC is outsourced to professional cyber security consultancy firms for economies of operational scale and talent pools. The SOC should design (i) the overall cybersecurity management framework and architecture of the hotel; (ii) a technology stack of system & network monitoring tools and use them for on-going monitoring; (iii) a continuous cybersecurity risk assessment program and a cyberattack resilience strategy in prevention or in mitigation of probable cyberattack vectors; (iv) education programs to reinforce staff members' cybersecurity awareness; and (v) provide expert advice to the top management in order to engineer hotel operations which balance operational efficiency and suitable level of cyber security protection measures. The IR Team is a major division of the SOC. The IR Team is the frontline commander and execution team in the event of any cybersecurity incident against the hotels. When a cyberattack is detected, the IR Team investigates the cyberattack vectors in action, counteracts against the hackers, and commands the overall response of the organization internally and externally until the incident is contained. External communications include regulatory reports and filings to relevant authorities (such as law enforcement, data privacy commissioners) and industry organizations (such as local and global computer emergency response team ("CERT"), hotelier associations, and hotels' cybersecurity information sharing platform (the "CISP"). The design of cybersecurity management practice should include a clear line of commands and regular contingency drills. The IR Team and the head of the SOC or the Virtual Chief Information Security Officer (VCISO) should provide clear response instructions to the top management who commands all internal teams in response to the cyberattacks. Sometimes, the IR Team or the head of SOC or the VCISO may issue certain response commands to internal teams direct without top management's prior approval during emergency; for instance, the IR Team may ask the advertisement team to disconnect the hotel's customer service system from WeChat public account, this is a war-time cybersecurity management practice which the top management should well inform all staff members in advance to avoid confusion. The top management should declare the beginning (when a major cyberattack is detected) and the end of such war-time cybersecurity management practice (when the incident is contained.) The IR Team should formulate the purposes and design procedures of the drills for top management's execution with all internal teams. Also, the IR Team should understand the technical architecture and manage to use cybersecurity tools of the hotel or the hotel groups in preparation for any cyberattacks. The IR Team can be outsourced to a cyber security consultancy company and report to the head of the SOC. If the SOC is entirely outsourced, the IR Team should report directly to the VCISO who in turn reports to the top management of the hotel. If a hotel has no IR Team in place, then the top management may not have direct cybersecurity advice and execution power to counteract against the cyberattacks and may not have sufficient management bandwidth to organize internal and external communications which may induce secondary damages to the hotel.

5.1.2 Participation in Hotel Cyber Intelligence & Information Sharing Platform (the "CISP")

An industry specific CISP, also known as a threat intelligence sharing platform, provides highly relevant threat intelligence for cybersecurity strategy planning and operations and for the participating company to react in a prompt and professional manner. A CISP can be a governmental body or a commercially operated platform. Typically, a CISP provides cyber intelligence in relation to the respective industry in dashboards and alerts individual hotels' SOC for those intelligence feeds that constitute direct cyber threats against them in real time. A CISP may organize close-door industry information sharing sessions for participating hotels (and sometimes together with regulatory bodies and law enforcement) communicating with each other and receiving timely analysis of cyber-attack trends from the CISP operators. Advanced CISP can use expert systems powered by artificial intelligence to analyze cyberattack and propose technical solutions according to the CISP's knowledge of individual participating hotels' internal ICT infrastructure and system details. Participating in one or more major CISPs, the hotels' the top management can design the cybersecurity management framework and initiatives in response to up-to-date trends of cyber risk vectors and regulatory concerns and can demonstrate good corporate governance practice to shareholders and guests. The participation can also serve as a communication and relation management channel to the authorities.

5.1.3 Establishment of Cybersecurity Lines of Defense ("LoD")

Use of innovative technologies in the hotel industry has been driven by client demands, operational efficiency and regulatory compliance. The LoD is an operation management structure and execution in the normal course of business. The regular review includes two major processes: internal review and independent review. The internal review of technology risks and compliance conformance should be performed by the hotel's IT management and corporate audit committee as the first line of defense and the second line of defense, respectively. The first LoD requires the front-line IT application development team, system operation team and IT service outsourcing managers to implement applicable cybersecurity policies and standards and requires the IT management and IT audit team to review any implementation gap. The second LoD requires the corporate audit committee (outside or above the IT department) to perform substantive audit tests against the deliverables of cybersecurity policy implementation. The independent review should be performed by qualified external cybersecurity consultancy professionals who audit the full compliance of internal policies and conformance of relevant cybersecurity industry standards, and this independent audit review serves as the third LoD of the hotel.

5.1.4 Establishment of Cybersecurity Fortification Programmes (the "CFP") for the Hotel Industry

Provided that the hotels receive and process an enormous number of guest's personal information, the hotel industry should establish Cybersecurity Fortification Programmes. Whereas the Cybersecurity LoD is a regular operation management, the CFP is a comprehensive programme consisting of annual exercises and on-going leadership influence over the corporate culture leading to a more cyber risk resilience hotel, servicing all guests' information safely. A CFP includes (1) baseline assessments of the cybersecurity requirements and identification process of any gap with respect to the hotel's exposed cybersecurity risk vectors; (2) staff development and cybersecurity qualification scheme; (3) participation of Hotel Industry CISP; and (4) system vulnerability tests and simulated tests based on cyber threat intelligence. Given an established CFP, sizeable hotel and hotel groups should perform annual baseline assessments, review the staff development according to any applicable cybersecurity qualification scheme, and participate in one or more Hotel CISP as an ongoing practice. The baseline assessment should factually consider the actual servicing and operation conditions. For instance, when a hotel has no client-facing social media or instant messaging channels, the hotel is not exposed to relevant risk vectors from these public electronic channels and the hotel is not subject to those baseline assessments and cybersecurity requirements applicable to these channels. However, for those hotels having the same (or closely similar) servicing channels, e.g., WeChat public account, and in-person front desk check-in process for individual guests (vs. group check-in process), the same cybersecurity management standards and configuration practice should be adopted, or an equivalent mitigation process be used for industry-wide benchmarking. The assessment should also review if any internal and industry-wide cybersecurity management framework and policy are in place and in force. The framework and policies should cover cybersecurity technology architecture and technical configurations of all mission-critical systems, network facilities, and any outsourced and third-party processes and applications. When any cybersecurity management implementation gap is identified, the hotel management should propose a remedial plan and implementation schedule for board management's approval for execution. Even though this paper is not intended to cover all details of the baseline assessment, we can propose the following list of essential baseline assessment elements:

- Identification of the hotel's inherited cybersecurity risk vectors provided the hotel's business scale, service scope and service channels.
- Assessment of applicable cybersecurity management and technical standards.
- Analysis of any cybersecurity strategy misalignment and implementation gap.
- Coverage of all mission-critical systems, network facilities, (staff-facing and client-facing) end-point devices (e.g., door locks and smart devices), and electronic servicing channels (e.g., social media, instant messaging, Internet customer portal); outsourced platforms (e.g., cloud systems) and third-party applications (e.g., external reservation systems connected via Application Programming Interface ("API"); all staff members who uses any computerized terminals, systems, and smart devices;

The staff development and cybersecurity personnel qualification scheme refer to the following domains:

- Staff's cybersecurity awareness education program
- Cybersecurity qualifications of relevant staff and external consultants engaging the technical components of the CFP, including the baseline assessments, system vulnerability tests and simulated tests, and responsible staff participating in the Hotel CISP for the hotel or hotel group.

5.1.5 Provide update online training and assessment annually

The cybersecurity awareness education programme requires all staff members using any corporate and customer servicing systems to enroll and to pass an online test annually. The education and test content should be updated regularly to reflect the latest & relevant cybersecurity threats & trends. The cybersecurity awareness education programme can be a vital process to develop a corporate culture of taking cybersecurity and data privacy seriously. The cybersecurity personnel qualification scheme ensures that only qualified individuals can perform certain technical processes. The qualification scheme can reference existing industry qualifications (e.g., Certified Information Systems Security Professional ("CISSP"), Certified Information Systems Auditor ("CISA") and qualification frameworks, which is the not-for-profit accreditation and certification body representing the technical information security industry.

The cybersecurity tests involve two major test plans: system vulnerability tests and simulated tests based on cyber threat intelligence. The system vulnerability test is also known as a white-box test where the test manager knows the entire architecture of the hotel's systems, networks, devices, and check if any of these system components contains known but unpatched security loopholes, misconfigurations, and non-approved devices and applications such as implanted malware. Hotel IT management should maintain a technology stack and inventory that contains all approved software and API, hardware, and third-party platforms e.g., cloud service. In the system vulnerability tests, the test manager can prepare and conduct the test plan with reference to the technology stack and inventory. The simulated tests are a dynamic black-box test where the test plan is formulated with reference to recent popular cyberattacks and particularly those targeting the hotel industry. According to the IBM Data Breach Investigation Report (2021), "System Intrusion, Social Engineering and Basic Web Application Attacks represent 85% of breaches" in 2020" which is an illustration of cybersecurity intelligence applicable to the hotel industry. The simulated tests involve a red team who is a contracted ethical hacker trying to break into the hotel's defense systems without prior knowledge of the hotel's system architecture which is also known as a kind of penetration test; another team is called a blue team who is an internal cyber defense team to counteract against the simulated cyber-attack from the red team. The simulated tests can validate the effectiveness of the cyber defense systems & facilities and the blue team's technical competence.

5.1.6 Establishment of hotel technology innovation & Risk Division (the "Division")

Emerging technologies can be adopted by hotels in response to growing guest demands, continuous operational efficiency, and increasing compliance requirements. Hotel management should establish a technology innovation & risk division that continuously assesses (1) the adoption opportunities of innovative technologies e.g., 5G, Internet-of-Things ("IoT"), and big data & artificial intelligence and (2) any technology risks associating with external development and internal adoption of these emerging technologies that attract cyberattacks. The Division should serve as an in-house consultant for introducing innovative technologies and providing operation management practice addressing cybersecurity threats. The success factor of the same Division being responsible for introducing innovative technology and assessing newly induced cybersecurity risks relies on the Division managing to generate cybersecurity risk-balanced hotel technology innovation suggestions to the hotels. The Division can be formed by a small team who have deep knowledge of industry needs, who are competent to technology adoption for business improvements, and who are vigilant for the developments of industry compliance and regulatory regimes.

For instance, when a hotel introduces 5G live-streaming conferencing event management for corporate clients, the Division should advise the management that all encryption certificates for Internet connectivity protection be in place and ensure strong enough to avoid the conferencing facilities being interrupted and hijacked. For another instance, when the IoT technology and biometric authentication technology are adopted for guest room check-in process, the in-room WIFI service and other smart devices can be activated automatically (in passwordless manner) so as to avoid the use (and the leak) of passwords and any subsequent unauthorized access to the hotel facilities when the same prolongedly unchanged password is stolen, say, by guests of other guest rooms or by unfriendly hackers.

5.1.7 Subscribe to corporate incidence insurance policies

No cybersecurity risk can fully be mitigated in modern society. The hotel board management should cover any residual cybersecurity risk by means of subscribing to corporate cyber incidence insurance policies. The cyber incidence insurance underwriters will usually ask the hotel to implement added cyber risk management measures comparable to the insurance premium and coverage which is the residual risk in this situation; this external risk mitigating driver can further improve the hotel's overall corporate governance in containing cybersecurity risks.

5.2 Recommendations to payment card & e-wallet companies

Establishment of an industry-wide mechanism to demote hotels not having sound electronic payment compliance track records. Payment cards include both physical cards and electronic cards, can transact online and offline, and can be in the forms of credit cards, debit cards and electronic wallets. According to Verizon 2020 Payment Security Report ("PSR"), "*the hotel industry has been one of the three least compliant key industries to Payment Card Industry Data Security Standard ("PCI DSS") between 2015 and 2019. A potential correlation is that the hotel industry has among the lowest levels of payment card data security sustainability when compared to other key industries*".

These payment card & e-wallet companies should establish a mechanism to warn and restrict payment transactions with hotels which have repeated records of processing unauthorized guests' payment transactions and have no sound electronic payment compliance controls in place. For instance, when a hotel has been non-conformance to the PCI DSS consistently for more than two years, the hotel should be restricted from conducting online transaction of amount over a certain threshold; these business restrictions can cause serious inconvenience threatening the hotel business continuity, so they implement effective industry-wide measures to maintain electronic payment compliance. More often unsound compliance track records imply internal risk vectors e.g., theft of guest information by hotel staff.

5.3 Recommendations to governments for formulating regulations of the hotel industry's participation in industry-wide Cyber Intelligence & Information Sharing Platform (CISP)

While the hotel industry can impose self-disciplinary guidelines of participating in hotel CISP, the governments can monitor if the self-disciplinary measure of hotels is performed satisfactorily or not. The governments should regulate hotels' participation in the hotel CISP causing the hotels to be aware of cybersecurity intelligence having direct risk vectors against them; the regulations also protect the personal data privacy of all guests in the hotel industry.

6. Conclusion, Limitation and Future Research

The objective of this research is to investigate the possible leakages in hotel's cyber security through the real cases that happened in the past decade. Based on the results, insights were revealed which contributes to design and strengthen cyber security in hotels. The aim of such an episode is to arouse all hotels, governments and payment cards and e-wallet companies to work hand in hand in cyber security. In this regard, to invest more resources and pay more effort on greater preventive, protective, and reactive measures in enhancing cyber security in hotels.

This study has limitations which the author attributes to the relative weakness of interviews to present valid, reliable, and trustworthy empirical evidence. Consequently, it is recognized that the results of this study present a snapshot of thoughts and opinions from the cyber security experts. Future research should explore the cyber security in other hospitality sectors such as theme parks, airlines, and travel agents.

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The impact of information presentation on tourists' pro-environmental hotel choices

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Abstract

We propose that two types of information commonly used to promote eco-hotels (process: eco-efforts vs. achievement: eco-certificates) will have an impact on their choice intention for an eco-hotel. Three studies provide initial evidence that tourists are more likely to choose the pro-environmental hotels with eco-certificates (vs. eco-efforts). However, this effect will be reversed when tourists are with incremental (vs. entity) mindset. Also, those incremental theorists will choose the hotel with eco-certificates which show a high (vs. low) difficulty to acquire.

Keywords: Mindset Pro-environmental, Hotels Information presentation, Processing fluency, Eco information

Does green promote consumption? A study on the impact of green landscape elements of cover page photograph on consumers' booking behaviour

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Abstract
The cover page photograph of property in Airbnb leaves the first impression on consumers. It is meaningful to find out the best of representing to promote consuming behavior. This study explores the impact of green landscape elements of the cover page photograph on consumers' booking behavior by employing the data released by Airbnb. Besides, the moderation effect of the Coronavirus (COVID-19) pandemic and the locations (rural/urban) are explored. The results may provide references for the host to choose cover page photographs that will attract customers.

Keywords: Cover page, Green landscape elements, Booking behavior, COVID-19, Location of B&B

Factor influencing local millennials' intention to purchase green products in Klang Valley focusing in environmental concern

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Abstract
Different researchers define the term green products based on the researchers' understanding thus there are various definitions of green product. As stated by Sdrolia & Zarotiadis (2018), the study shows that there is no unified definition for green products and the terms are interpreted in many ways. Green products can be known as environmental friendly products. According to Abdullah et al. (2018), green products are ecological products which does not lead to pollution and it can reduce the negative effects towards the environment in contrast to other substitutes. Besides that, green products are also defined by Bharanitharan (2012) as green technology's manufactured products which does not result in environmental hazards.

According to Bharanitharan (2012), there are eight measures that can define green products which are:
I. Products that are originally grown,
II. Products that are recyclable, reusable and biodegradable,
III. Products with natural ingredients,
IV. Products containing recycled contents, non-toxic chemical,
V. Products contents under approved chemical,
VI. Products that do not harm or pollute the environment,
VII. Products that will not be tested on animals,
VIII. Products that have eco-friendly packaging such as reusable, refillable containers etc.

The continuous environmental degradation has encouraged people around the globe to reduce the rate of environmental damage. Eventually, the environmental pollution issues will bring more damage to the economy and it will affect the quality of peoples' lives. Besides that, green products are gradually getting attention these days because people realised that it helps in reducing damages to 'mother nature' by human. A research on factors influencing local millennials' intention to purchase green products in Klang Valley for this study is to identify and analyse environmental concerns factor that can influence local millennials with intention to purchase green products.

Due to pursue researcher's interest in topic regarding millennial's intention to purchase green products, one important independent variable such as environmental concern will be further analysed. Besides that, this study is important to establish an understanding on factors that are influencing local millennials' intention to purchase green products in Klang Valley. In addition, this study is important for the future researchers as the data can be use as reference when a new research is being conduct in the future. Furthermore, this study can provide information such as consumers' demands on green products for companies that want to produce green products.

Keywords: Environmental Pollution, Green Products, Local Millennials, Klang Valley, Factors.

1.Introduction

Talks about the background of research that is relating to environmental deterioration and green products. This chapter also focuses on the problem statement, research objectives, research questions, framework, research hypothesis and the importance of study. This research is being conduct to further exploring factors that are influencing the intention to purchase green products. In the previous studies, four independent variables such as price, knowledge, eco-label and peer pressure were analysed and proved that all the independent variables have significant influence on the dependent variable which is the purchase intention. However, the previous study shows that the low R Square value from regression analysis may be due to more possible independent variables or factors out there that are affecting the Klang Valley local millennials' intention to purchase green products. Thus, this study will further analyse on independent variable which id environmental concern.

1.1 Problem Statement

Due to the environmental degradation happening globally, people all around the world are trying to revert the rate of environmental damage. Environmental degradation not only affects the ecosystems and wildlife, it also affects humans' health (Rinkesh, n.d.). Besides that, the effect of environmental degradation will have an impact on the economy such as loss of tourism industry.

According to N. Khalil et al. (2011), environmental pollution problems in Malaysia has always been there since long time ago. As time goes by, the environmental pollution problems became a serious issue for the country that cause damages to the economy and affects the quality of peoples' life. Issues such as landslides, flash flood and haze in Malaysia has become an eye-opener to the government and communities. It stated that the green movement strongly recommended for help in reducing the damage towards the earth. For that reason, the public should have high awareness and knowledge of the green movement. Through the awareness and knowledge of the green movement, the public will opt for green products that can help in reducing impact on the environment.

1.2 Research Objective

I. To analyse factors such as environmental concern that can influence local millennials in Klang Valley's intention to purchase green products.

1.3 Research Question

I. Does environmental concern influence the purchase intention of local millennials in Klang Valley to purchase green products?

2. Literature Review

2.1 Social network

2.1.1 Millennials

As stated by Smith & Nichols (2015), Millennials or Generation Y are individuals that were born between year 1980 to 1999. The Millennials were born immediately after Generation X and the millennials would be aging from 21 - 41 years old by the year 2021. The study stated that Millennials are the most recent generation that is dominating the workforce as the Baby Boomer generation retires. As Moreno et al. (2017) stated, the Millennials group are considered by the economic sectors as a highly attractive market segment because this group of people are willing to spend their income quickly. According to Lim, Azizah & Thurasamy (2015), the largest segment of Malaysia's population in year 2010 are the Generation Y which are roughly 40% out of 11 million people. Therefore, the Millennials or Generation Y have higher spending power.

2.1.2 Klang Valley

Klang Valley is made up of Kuala Lumpur and its adjacent districts from Selangor. Few districts from Selangor that are a part of Klang Valley are Klang, Petaling, Gombak, Ulu Langat, Sepang, Putrajaya, and Multimedia Super Corridor. According to Tey (2012), those few districts from Selangor made up 86% of the total population of Selangor.

Based on the past studies, both inter-state and intra-district migration are most likely to involve young adults between the ages of 20 and 34 years which falls under the Millennials category. Besides that, Klang Valley's recent migrants are over-represented by the 20-29 age group with 46.1% in Kuala Lumpur and 37.5% in Selangor (Tey, 2012). Main reasons for migration into Klang Valley are the accessibility to institutions of higher learning and high employment opportunities.

2.1.3 Purchase Intention

According to Muhammed Abdullah & Filzah (2017), purchase intention can be defined as a consumer's plan to buy a specific item with a trademark. According to Mirabi, Akbariyeh & Tahmasebifard (2015), a customer's purchase decision is known to be a complicated process as one's purchase intention will mostly be influenced by factors like behaviour, perceptions and attitudes of consumers. In addition, Teng & Laroche (2007) states that consumers will go through the product comparison process on similar products when there is an intention to purchase a product. Based on the past study, purchase intention of green products was conceptualized as respondents' willingness to buy environmental friendly products (Muhammed Abdullah & Filzah, 2017). Besides that, past studies proved that intentions to purchase green products are positively influenced by different factors such as price and peer pressure (Muhammed Abdullah & Filzah, 2017 & Nam, Dong & Lee, 2017).

2.1.4 Environmental Concern

According to Al Mamun et al. (2018), environmental concern can be define as assessment of one's attitude on the facts, their own conduct or other's behaviour that has environmental repercussions. Aside from that, environmental concern can be define as the degree to which people are aware about environmental problems and their eagerness to solve the problems (Maichum, Parichatnon & Peng, 2016). A study stated that people who have high concern regarding the environment are more likely to purchase green products (Al Mamun et al., 2018). Maichum, Parichatnon & Peng (2016) also mentioned that environmental concerns are crucial factors in influencing consumers' intention to purchase green products. Some consumers think that environmental concern is the factor that makes them willingly to purchase green products.

According to Onurlubaş (2018), humans have always searched for resources such as food, clothes and shelter from the ecosystems or environment since a long time ago and always benefited from the resources. For thousands of years, the resources from ecosystems were utilised without any concern. Now that the population has increased, the usage of natural resources also increased drastically. The limited resources from the ecosystem and problems such as pollutions that keep happening are becoming an issue to human beings. These issues manage to create concern for the people who want to live a healthy life and ensure that the next generations will have a good environment to live in.

2.2 Conceptualization

2.2.1 Relationship between environmental concern and purchase intention

The Cronbach's alpha value of 0.978, the study indicates that the item's environmental concern is reliable (Al Mamun et al., 2018). The study also finds that the level of environmental concern among low-income household heads has a positive influence on their attitudes towards environmentally friendly or green products. The study of Maichum, Parichatnon & Peng (2016) proved that the item of environmental concern is reliable with Cronbach's alpha value of 0.892. Besides that, Maichum, Parichatnon & Peng (2016) found that environmental concerns have a positive significant influence on purchase intention for green products.

Thus, this study proposes the following hypothesis:

Ha1: Environmental concern has a significant influence on the purchase intention of local millennials in Klang Valley to purchase green products.

3. Methodology

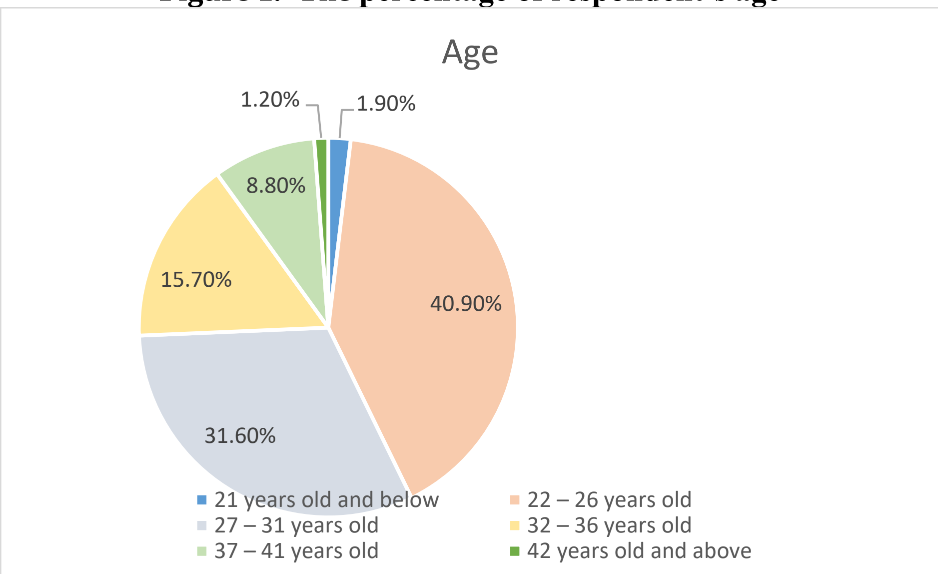
3.1 Measurement

According to Jansen & Warren (2020), research methodology is about researcher's action in implementing strategies to make sure that the research outcomes are valid and reliable. This study was conducting to study about factors influencing local millennials' intention to purchase green products in Klang Valley. Research design and process of conducting the research will be discuss. The unit of analysis has been decided hence the sampling process was executing for analysis. A pilot test was conducting to test the reliability once research instruments has be chosen for the research. Methods for data analyzing has be decided and the processes ensure that this study will obtain highly accurate data so that the result of the study is reliable.

4. Results

4.1 Profile of respondents

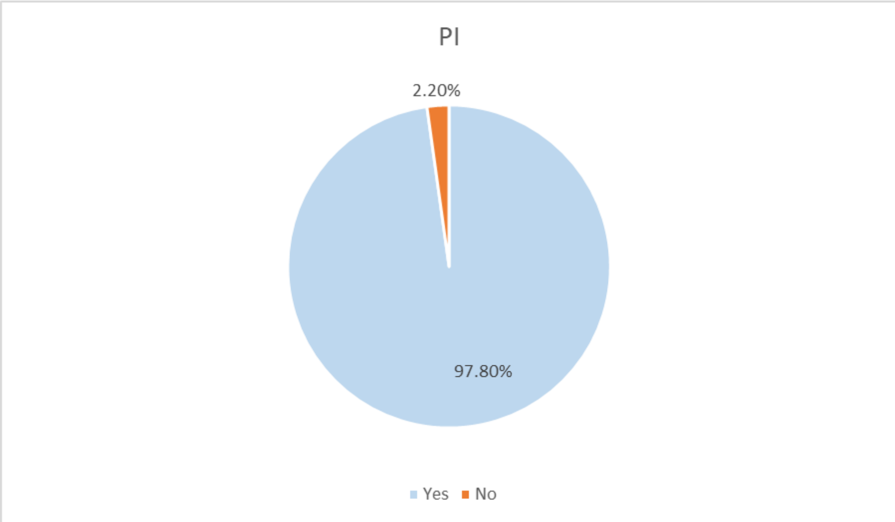
Figure 1. The percentage of respondent's age



Source: Researcher's own analysis from Google Form data

Based on Figure 1, there are 8 respondents (1.9%) from the age group of 21 years and below and 5 respondents (1.2 %) from the age group of 42 years and above which does not suit the information needed, therefore these 13 respondents' information are considered invalid. Based on the Figure 4 above, the highest number of respondents, 40.9% are from the age group 22 – 26 years old. Followed by age group 27 – 31 years old with 31.6%, age group 32 – 36 years old with 15.7% and lastly the age group 37 – 41 years old with 8.8%.

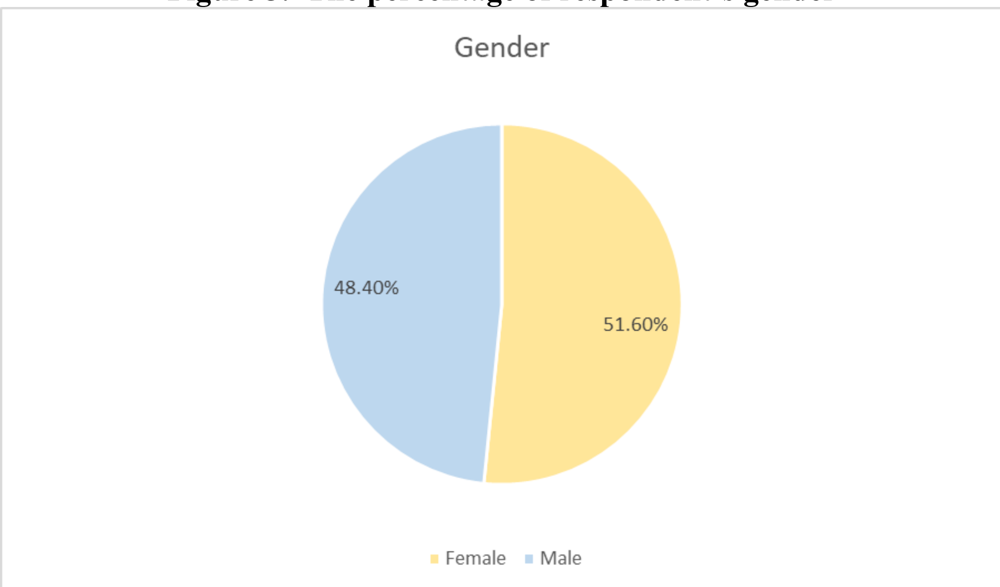
Figure 2. The percentage of respondent who intend to purchase green products in the future



Source: Researcher's own analysis from Google Form data

Figure 2 shows that out of 45 respondents who did not passed the third screening question, 44 (97.8%) respondents answered that they do intend to purchase green products in the future. Meanwhile, 1 (2.2%) respondents answered that they do not have intention to purchase green products in the future. The 44 respondents will proceed to section B's while 1 respondent will proceed to the submission of questionnaire.

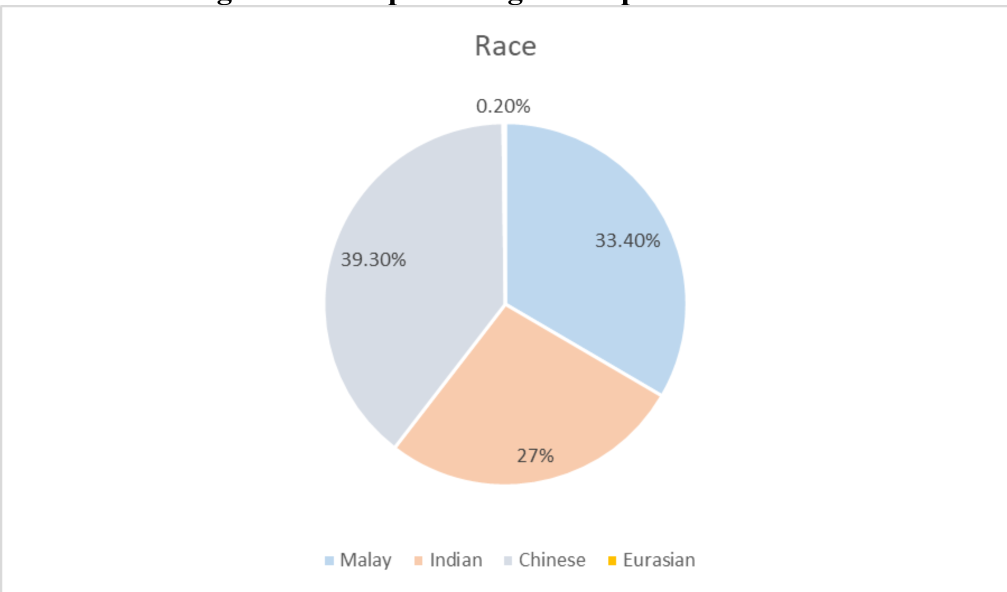
Figure 3. The percentage of respondent's gender



Source: Researcher's own analysis from Google Form data

Based on Figure 3, the questionnaire was responded by 407 respondents. Figure 3, shows that the highest number of respondents are female with 51.6%. Based on the data, 210 (51.6%) out of 407 respondents are female while another 197 (48.4%) out of 407 respondents are male. The differences in number between female and male respondents are 13.

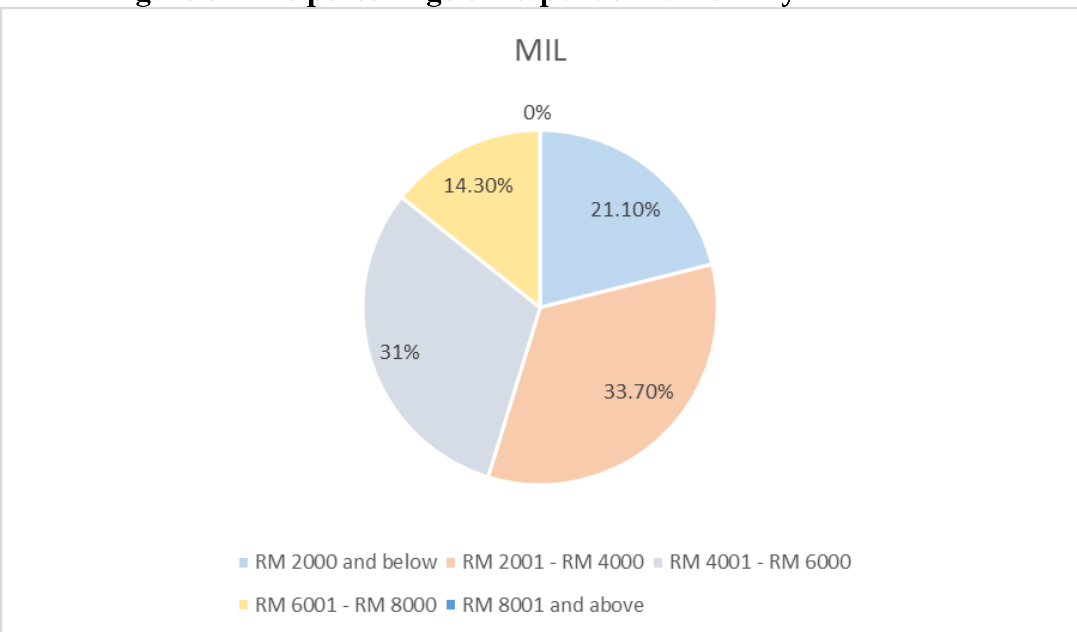
Figure 4. The percentage of respondent's race



Source: Researcher's own analysis from Google Form data

Based on Figure 4, 160 out of 407 respondents are Chinese which takes up to 39.3%. Followed by Malay respondents 136 (33.4%) and Indian respondents 110 (27%). Besides that, 1 respondent (0.2%) selected the other race option and stated that she is Eurasian.

Figure 5. The percentage of respondent's monthly income level



Source: Researcher's own analysis from Google Form data

Figure 5 shows most of the respondents are from a monthly income level of RM 2001 - RM 4000 with a number of 137 respondents (33.7%) out of 407 respondents. The second highest respondents are from the monthly income level RM 4001 - RM 6000 with 126 respondents (31%). It was follow by monthly income level RM 2000 and below with 86 respondents (21.1%) and monthly income level RM 6001 - RM 8000 with 58 respondents (14.3%). There are 5 options of monthly income level however only 4 options are reflected on Table 18 as none of the respondents belong in the monthly income level of RM 8001 and above.

4.2 Measurement of the Environmental Concern Instrument

Environmental concern plays an important factor for researchers to analyse regarding its influences on millennials' intention to purchase green product. According to Al Mamun et al. (2018), environmental concern can be define as assessment of one's attitude on the facts, their own conduct or other's behaviour that has environmental repercussions. Aside from that, environmental concern is define as the degree to which people are aware about environmental problems and their eagerness to solve the problems (Maichum, Parichatnon & Peng, 2016). All the items is being measure by using 5-points Likert Scale.

Table 1. Measurement of the Environmental Concern Instrument

No.	Item Statement	Reference	Measurement Type
1	I am concern about environmental pollutions.	Onurlubas (2018), Chowdhury & Alamgir (2021) & Patak, Branska & Pecinova (2021)	5-points Likert Scale 1= Strongly Disagree (SD) 2= Disagree (D) 3= Neutral (N) 4= Agree (A) 5= Strongly Agree (SA)
2	Humans are severely abusing the environment.		
3	We are approaching the limit of the number of people the earth can support.		
4	Human intervention in the environment often has disastrous consequences.		
5	If we do not change our behaviour, it will lead to major environmental disasters.		
6	I am concerned about the polluted air's effects on me and my family.		

5. Discussion and Conclusion

5.1 Discussion of Findings

Table 2. Reliability statistic for environmental concern

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.957	*6*

Table 2 displays the reliability statistics of 6 items, please refer to Table 2 for item statements. Table 2 also shows that Cronbach's Alpha value for environmental concern variable is 0.957. Based on Table 2, Cronbach's Alpha value that is more than 0.9 is consider as excellent. Environmental concern variable is the second highest Cronbach's Alpha value among other variables. As a conclusion for the items of variable are reliable. Moreover, past studies also find this variable reliable (Al Mamun et al., 2018 & Maichum, Parichatnon & Peng, 2016).

Table 3. Reliability statistic for purchase intention

Reliability Statistics	
Cronbach's Alpha	*N of Items*
.937	*5*

Table 3 displays the reliability statistics of five items, please refer to Table 5 for item statements. Table 3 stated that Cronbach's Alpha value for purchase intention variable is 0.937. Cronbach's Alpha value that is more than 0.9 is consider as excellent. Thus, the items of variable are reliable. Moreover, past studies also find this variable reliable (Al Mamun et al., 2018 & Chen, Chen & Tung, 2018)

Table 4. Normality Test Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviat	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
EC1	407	1	5	4.285	0.92441	-1.686	0.121	3.159	0.241
EC2	407	1	5	4.2334	0.92692	-1.785	0.121	3.561	0.241
EC3	407	1	5	3.8649	0.95149	-0.744	0.121	0.609	0.241
EC4	407	1	5	4.0983	0.94955	-1.464	0.121	2.315	0.241
EC5	407	1	5	4.3612	0.89595	-1.973	0.121	4.462	0.241
EC6	407	1	5	4.285	0.93763	-1.858	0.121	3.674	0.241

Based on Table 4, the highest value for skewness is 0.253 and the lowest value is -1.973. It can be concluded that the values are acceptable since it falls between −3 and + 3. As for the kurtosis values, the highest value is 4.462 while the lowest value is -0.806. It can be concluding that the values are acceptable since it falls between −10 to +10. Therefore, the normality test is accepted and the data are normally distributed.

5.2 Conclusion
In conclusion, the research objectives of this study have been achieved the significant results. The research objectives of this study are to identify and analyse factors such as environmental concerns that can influence local millennials in Klang Valley's intention to purchase green products and identify the most important factor that can influence local millennials in Klang Valley's intention to purchase green products. The results show that the environmental concern can influence the dependent variable.

5.3 Limitations of this study

Future researchers could explore the It is common for the researcher to face difficulties because there are many aspects which need to be taken into consideration while conducting a research study. Researcher managed to identify a few limitations throughout the research. The first limitation that researcher faced while conducting the research is the small sample size and targeted location for research purpose. In this study, researcher only focused on local millennials from the Klang Valley area. There are more local millennials throughout Malaysia, thus the result of this research may not be perfect since there are more opinions out there that were not being included in this study.

Besides that, a limitation that the researcher faced while conducting the study is a short timeframe given to conduct the research. Researcher was given a short period of 6 months to complete this study. The limited timeframe set had caused the researcher to limit the study area by focusing only on local millennials' intention to purchase green products in Klang Valley and can considered additional dimensions. There are many more related journals out there that researcher has yet to study thus the researcher may not have enough knowledge or deeper understanding regarding this topic.

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Tourist Engagement, Memorable Tourism Experience, and Subjective Well-Being in Film-Induced Tourism

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Abstract
The purpose of this study is to investigate the relationship between tourist engagement, memorable tourism experience, and subjective well-being and the mediating role of memorable tourism experience. Purposive sampling is conducted to the tourists travelled to Korea for film tourism. Data from 424 tourists revealed that the hypotheses are supported. In addition, memorable tourism experience is the mediating role. The finding is expected to assist marketing managers enhancing the memorable experience in their destinations and provide a reference for further marketing strategies.

Keywords: Tourist engagement, Memorable Experiences, Subjective Well-Being, Film Tourism

Effectiveness of storytelling in tourism destination marketing through virtual reality: Perception of tourism experts, marketers & content creators

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Abstract
A qualitative investigation adopting netnography, this study aims to explore the effectiveness of storytelling in tourism destination marketing through Virtual Reality (VR). Unlike many previous studies, this study focuses on a different perspective taking into context the opinion of tourism experts, marketers, and content creators. The findings of the study suggest that VR is an impactful tool in destination marketing, but the effectiveness depends on the compelling story itself. Simultaneously, level of immersion and engagement plays a crucial role in effectively delivering the story to potential tourists.

Keywords: Virtual reality, Tourism marketing, Storytelling theory, Destination marketing

The trustworthiness and integrity of influencers in marketing destinations

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Abstract
The influencer-driven marketing concept tend to be one of the leading marketing approaches to utilize endorsement, publicity stunt and commercial exploitation. This study aims to identify the characteristics that help influencers to successfully promote a travel product; and examine the role and importance of the trustworthiness and integrity of influencers in the context of marketing destinations by conducting a qualitative method. And the results are expected to confirm that influencer trustworthiness could affect travel decisions.

Keywords: Influencer-driven marketing approach, Trustworthiness and integrity, Credibility, Tourism, Destination decision-making

The perception of Islamic friendly attributes in an OIC and non-OIC destination on Muslim tourists' visit intention

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Abstract
The world tourism industry has become more competitive. The study of the future behavioral intention of halal tourism is the subject of interest in tourism, which has been demonstrated to play an important role in forming destination development. This study investigates whether Islamic-friendly attributes influence Muslims' intention to visit. The country's religion of respondents of this study is Indonesia (OIC) and Thailand (non-OIC) Muslims. The non-probability sampling technique is selected, and this study adopts a purposive sampling technique. An online survey questionnaire is distributed to the target respondents via electronic mail. This study has theoretical (academic) and managerial (practical) implications. In terms of theoretical implications, the first theoretical contribution of this study is its enhancement of the understanding of Islamic-friendly attributes. This study also has practical implications.

Keywords: Islamic-friendly attributes, Perceived value, Destination trust, Intention to visit, OIC and non-OIC

Tourism middle & small size firms' (TMSF) coopetition in complex institutional context: Antecedents and its effect on sustainable competitive advantages

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Abstract

This study aims to explore the tourism middle-small size firms'(MSFs) coopetition and its antecedents and consequence of sustainable competitive advantage in complex institutional context through the integration of the institutional theory, social exchange theory and commitment theory. Through the field survey in the Greater Bay Area in Southern China, this study identified the structural links between tourism MSFs' institutional environment, economic benefit and commitment of regional framework and the coopetition and the effect on their sustainable competitive advantage along with the comparative analysis based on the different social system regarding this structural model within this region.

Keywords: Tourism middle-small size firm, coopetition, institutional environment, sustainable competitive advantage

A conceptual framework of the mediating effect of risk impacts and moderation effect of government supports on the non-linear crisis management of hotel operations

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Abstract
The tourism industry is important to the country's economy; however, it is a very high vulnerability crisis. Crisis management is one of the keys to dealing with the crisis, mitigating the negative outcomes, and ensuring business continuity. As Phuket is a strategic tourist destination, the hotel industry plays a main part in the Phuket economy and the government is likely to provide support to the industry. Yet, there is no standardized crisis management as there are influential factors such as hotel characteristics, risk impacts, and government supports. Problems regarding the effective crisis management of hotels are included (1) Lack of focus on crisis management by hotels, (2) Poor understanding of crisis management in the hotel industry, (3) less prominence of government support on crisis management of the hotels, and (4) limited study on hospitality crisis management in terms of mediating effect of risk impacts and moderation effect of government support in the hotel industry. The purpose of this paper is to conceptualize the determinants of the effectiveness of crisis management in hotels in order to determine the hotel characteristics that influence the risk impacts, to determine the mediational effect of risk impacts on the effectiveness of hotel crisis management, to examine the moderating effect of government supports on the effectiveness of hotel crisis management, and to explore the significance of influential factors on the effective crisis management systems between hotels. The significances of the research are to propose the revision of crisis management and the suggestion of government support for crisis management. The expected outcomes are the comprehensive crisis management framework including the significant difference between hotel characteristics and the risk impacts, the mediating effects of risk impacts between hotel characteristics and effective crisis management, and the moderation effect of the government support on the risk impacts towards the effective crisis management.

Keywords: Conceptual framework, crisis management, hotel characteristics, the government supports, risk impacts

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Tourism economic impact assessment: A systematic review

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Abstract
There is an excellent achievement in this economic impact research field. This paper employs the systematic literature method to review 183 pieces of literature in the Scopus database from 1988 to 2021 and finds that: the development of the tourism economic impact can be defined in three phases; scholars develop the research either from the angle of supply-side or from the demand perspective; the primary assessment models are Input-Output, CGE, IMPLAN, REMI, REMII, and MGM models. To acquire more precise data and assessment results in the different tourism markets and apply the dynamic model are the future trends.

Keywords: Tourism, Economic impact, Assessment model, MGM model, CGE model

Community involvement in tourism development

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Abstract
This study seeks to analyze the role of Hagonoy residents and their support for tourist development in the Municipality of Hagonoy, Bulacan Province, Philippines. As a result, it attempted to respond to the amount of community engagement in terms of co-option, compliance, consultation, collaboration, collective action, and co-learning. The study also highlighted the characteristics that influence community participation in tourist development.

Keywords: Tourism development, Community engagement, Community participation, Descriptive research

The taxi industry surviving against all odds a South African perspective

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Abstract
The taxi industry is part of the tourism industry as it provides mobility to and from destinations and provides employment for a large number of people. Sustainable transportation or to be served by innovative practices, namely new types of mobility, logistics in a geographical area and intelligent systems to manage a liveable environment. This study endeavoured to determine the current practices, sustainable alternative of taxi owners, taxi drivers, rank managers, rank marshals and the Department of Transport (DoT) in challenging times.Objectives: (a) What change is likely to be implemented in the future? (b) Is there a gap between the future of transportation and the contributors of the taxi industry? The study followed a qualitative research approach.

Keywords: Taxi industry, Unregulated, Sustainable transportation, Green economy

Impacts of attributes of kids café on customer satisfaction and behavioral intentions

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Abstract
The kids industry market for kids are gradually growing. Among the kid's industry, it is the kids café that is growing noticeably. kids café is a place that provides entertainment and food service. In kids café, they are consumers kids and can become parents. However, the customers of the kids café are the parents who pays the fee. The purpose of this study is to apply the attributes of kids café to investigate the impacts of customer satisfaction, and behavioral intentions from the perspective of parents who are customers. The objectives of the research are as follows. First, the impacts of the attributes of kids café on customer satisfaction is investigated. Second, the impacts of the attributes of kids café on the behavioral intention is investigated. The sample of this study is to conduct a survey from May 16 to 20, 2022, sampling 350 parents who have visited a kids café within the last 12 months. The survey is a self-report method that the respondents fill out directly, and will be distributed online. Each question in the questionnaire used in this study was divided into 4 items. First, in order to understand the current status of customers of the kids café, it consists of visiting experiences, frequency of visits, and functions and characteristics of kids cafés that are mainly used. Second, the attributes of kids cafés are composed of 9 attributes based on the investigation tool of prior research and the results of the kids café field survey. The attributes of kids cafés will measure the importance of customers' thoughts using a Likert 7-point scale. Third, customer satisfaction and behavioral intentions (revisit intentions, recommendation intentions) will be confirmed using a Likert 7-point scale. Finally, as demographic characteristics, it consisted of items such as the person's gender and age, the child's gender and age, education level, occupation, and income. For data analysis in this study, SPSS 25.0 for Windows (IBM Corp, Armonk, NY, USA) and AMOS 21.0 for Windows (IBM Corp, Armonk, NY, USA) was used. To test the proposed hypotheses and research framework, the following statistical analyses were conducted. First, frequency analysis and descriptive statistical analysis (mean, standard deviation) were calculated to understand the general characteristics of the subjects. Second, descriptive statistics for variables constituting the model of this study were analysed. The mean and standard deviation for each variable were calculated. Third, an exploratory factor analysis and a confirmatory factor analysis were conducted to determine the internal consistency by securing the internal validity of the measurement items of the evaluation tool used in this research model. This study suggested that the attributes of kids café can improve customer satisfaction and, consequently, lead to customer behavioral intentions. The academic implication of this study is that it is the

first study to reveal the attributes that affect the satisfaction and behavioral intentions of customers using kids cafés. Implications from the industry will be useful data for building a marketing strategy for kids cafés to gain competitiveness as a theme restaurant that can provide the properties of a theme park and a restaurant in a complex way.

Keywords: Kids cafés, Attributes of kids café, Customers, Satisfaction, Behavioral intentions

1. Introduction

The kids industry market has doubled in 10 years from KRW 19 trillion in 2007 to KRW 40 trillion in 2018(Ebest investment securities, 2019). Recently, the number of kids are decreasing due to the low birth rate (Statistics Korea. 2021). However, kids industry market is gradually growing (Korea Institute for Industrial Economics & Trade, 2019; Chosun media, 2020). In particular, among the kids industry, the scale of food service businesses and kids cafés with kid's play facilities where they can play and eat together is gradually increasing.

In the case of food service establishments with kid's play facilities, the main selling point is food and beverages, and kid's play facilities are provided free of charge (Ministry of Public Administration and Security, 2021). In addition, when installing a children's play facility in a food service business, it is stipulated that the facility must be registered in the children's play facility safety management system of the Ministry of Public Administration and Security (Ministry of Public Administration and Security, 2021). As of March 2022, 1,270 food service businesses have registered kid's play facilities. Looking at the installation status by year, 39 were established before 2010, increased to 261 by 2015, and significantly increased to 892 by 2020(Ministry of Public Administration and Security, 2022). There are 1,833, kids cafés in operation as of November 2021(Ministry of Public Administration and Security, 2021). Looking at the status of business licenses by year, there were 10 establishments before 2014, 63 in 2014, 104 in 2015, 175 in 2016, 343 in 2017, 352 in 2018, and 2019. 364 in 2020, 222 in 2020, and 172 in 2021, a significant increase from 2014 to 2019 (Ministry of Public Administration and Security, 2021). In particular, the number of franchises has increased significantly. Currently, there are about 70 kids cafés franchise companies, and there are about 50 brands that have been established since 2014 (Korea Fare Trade Commition, 2022). The kids cafés have significantly increased in quantity so far. Although there are differences between brands and businesses, kids café sells a variety of products, such as entertainment and food services, to kids and parents with a theme that catches the eye in common.

On the other hand, in most cases, the fee for using the various services of the kids café where you can enjoy the experience of theme parks and restaurants is based on a two-hour basis so that you can stay for at least two hours. Looking at the cost of use of major kids cafés, in the case of Pororo Park, kids use 25,000 won per 2 hours, and parents have to pay 10,000 won (Pororopark, 2022). In the case of Lilliput kids café, the cost of use for kids are 15,000 won based on two hours, and there is no fee for parents, but food must be ordered (Lilliput kids café, 2022). A study on childcare items and related consumers price index found that the cost of using kids cafés increased from 11,500 won in 2018 to 12,050 won in 2019 (Korea Institute of Child Care and Education, 2019). Considering the future inflation rate, it is expected that the fee for using the kids cafés will continue to increase.

When you visit a kids café, you basically pay an entrance fee for 2 hours. Children and parents use a variety of products while staying at the kids café for more than two hours. The kids cafés largely provide entertainment and food services, and are reported and operated as other

amusement park facilities or food service businesses. In other words, a kids café can be defined as a theme restaurant that is a combination of a theme park and a restaurant.
The kids café has the complex characteristics of a theme park and a restaurant, and the various attributes of this place will affect the satisfaction and behavioral intention of customers who visit the kids café.

Hwang et al. (2020) classified the quality of interaction with staff service, quality related to the physical environment, and quality related to food to measure the service quality of kids cafés. Also, a study on the attributes of theme parks similar to kids cafés (Milman, 2009; Taplin, 2012; Fotiadis & Vassiliadis, 2016; Liang & Li, 2021) and a study on the attributes of theme restaurants (Ebster & Guist, 2005; Weiss et al., 2005; Kim & Moon, 2009) also derived various attributes. However, a study examining the relationship between the attributes of kids cafés, customer satisfaction and behavioral intentions was conducted by Hwang et al. (2020), but few.

The kids café is divided into consumers and customers. In kids cafés, they are consumers kids and parents. However, the customers of the kids café are the parent who pays the fee. In this study, the purpose of this study is to see the behavioral intentions to use the kids café. In this regard, kids cafés should target parents, who are customers who influence purchases. Therefore, in this study, parents, who are customers, were also used as a sample.
The purpose of this study is to investigate the structural influence relationship between the attributes of kids café, customer satisfaction, and behavioral intentions from the perspective of parents who are customers.

The purpose of this study is to apply the attributes of kids café to investigate the impacts of customer satisfaction, and behavioral intentions from the perspective of parents who are customers. The objectives of the research are as follows. First, the impacts of the attributes of kids café on customer satisfaction is investigated. Second, the impacts of the attributes of kids café on the behavioral intention is investigated. Through this, it provides academic implications in that it is the first study to reveal the attributes that affect the satisfaction and behavioral intentions of customers using kids cafés. In addition, it is intended to provide practical implications for establishing a marketing strategy for the kids cafés to be competitive as a theme restaurant that can provide the attributes of a theme park and a restaurant in a complex way.

2. Literature Review

2.1 Kids Cafés

Kids cafés provide play to kids for a fee by installing amusement facilities or equipment in accordance with the “Tourism Promotion Act” or children’s play equipment in accordance with the “Enforcement Decree of the Special Act”, and sell food and beverages to kids or their accompanying guardians. It means the place of business of a person whose business is to provide (Ministry of Public Administration and Security, 2021).

In the case of kids cafés, food and beverages are mainly sold, and if amusement facilities or equipment and children's play equipment are provided free of charge to customers, it cannot be regarded as a kids cafés (Ministry of Public Administration and Security, 2021). kids cafés are equipped with amusement facilities or equipment such as mini trains, trampolines, and air bounces, children's play equipment or facilities such as slides and swings, and children's products such as various toys (Ministry of Public Administration and Security, 2021). It also has restaurant facilities that sell food and beverages to customers such as kids and parents (Ministry of Public Administration and Security, 2021).

Kids cafés are equipped with various facilities, equipment, and functions, so there are many relevant laws and regulations. In the case of amusement facilities or equipment, they fall under the Tourism Promotion Act of the Ministry of Culture, Sports and Tourism, children's play equipment and kid's play facilities fall under the Special Act on Children's Product Safety of the Ministry of Trade, Industry and Energy, and the Children's Play Facility Safety Management Act of the Ministry of Public Administration and Security (Ministry of Public Administration and Security, 2021). In the case of environmentally harmful substances, it falls under the Environmental Health Act of the Ministry of Environment, the Food and Drug Administration of the Ministry of Food and Drug Safety in the case of food and beverage facilities, and the Fire Service Act of the Fire Department and the Publicly Used Establishments Act in the case of National Fire Agency (Ministry of Public Administration and Security, 2021). Amusement facilities or equipment in kids cafés are installed for the purpose of providing fun, enjoyment, and thrills to the indoor space, and most of the kids cafés are equipped with amusement facilities or equipment. However, in the case of kids cafés, among the amusement facility businesses, there are mainly facilities and equipment such as trampolines and air bounces that are not subject to safety inspection, so there are many cases where they are reported and operated as other amusement facility businesses (Ministry of Public Administration and Security, 2021). In addition, if children's play equipment is installed in a kids cafés, kids can use it after registration and inspection in the children's play facility safety management system of the Ministry of Public Administration and Security (Ministry of Public Administration and Security, 2021). If food and beverages are provided at a kids cafés, report to the food service business. However, it is not necessary to report "in the case of selling finished beverages, sweets, etc., or pouring water on cup noodles, disposable teas, or food" (Ministry of Public Administration and Security, 2021).

Most of the kids cafés are franchises.The number of franchises has increased significantly. Currently, there are about 70 kids cafés franchise companies, and there are about 50 brands that have been established since 2014 (Korea Fare Trade Commition, 2022).

Among the kids cafés franchise companies, Playtime Group is operating 15 brands with four themes according to age. Starting with the first store in 1994, the business scale has grown to 268 in Korea and 19 overseas as of March 2022. greatly enlarged (Playtime group, 2022). In addition, Pororo Park is a kids cafés with the theme of Pororo, a famous character at home and abroad, and has 15 stores in Korea and 12 stores in China, Singapore, Saipan, and the Philippines (Pororo Park, 2022). In the case of Liliput, it is operating 22 stores in Korea and two overseas including Vietnam and Thailand under the theme of premium combining the finest amusement facilities and Italian restaurants (Lilliput kids café, 2022).

In terms of research related to kids cafés, in Korea, there are studies on perception or satisfaction in architecture and design-related fields, focusing on space (Moon & Shin, 2012; Joo & Byun, 2012; Lee & Nam, 2019; Choi & Lee., 2021), studies on air quality and hazardous substances in environmental and safety-related fields (Park et al., 2013; Kim et al., 2019), and research grafted with early childhood education in fields related to child development (Kim et al., 2010) were found to exist. In addition, it was found that there are case studies that grafted digital technology (Kim & Kim, 2016) and studies on the relationship between experience value and revisit intentions of IoT technology (Kim & Lee, 2018). Meanwhile, in tourism research, there are studies on service quality, satisfaction, and loyalty provided by kids cafés (Hwang & Shin, 2020; Hwang et al, 2020). However, there was no study on the Impacts of attributes of kids café on customer satisfaction and behavioral intentions

2.2 Theme Park Attributes

A theme park is a place where various features such as attractions, rides, events, shows, structures, landscape, restaurants, and retail stores are presented around a specific theme(s) to offer a unique atmosphere and experience (Themed Entertainment Association, 2016).

Liang & Li (2021) defined a theme park as a dedicated space with five main characteristics: thematic identity, closed space with controlled access, hybrid consumption, performative labor, and merchandising.

Milman (2009) presented a total of 7 attributes as a study related to the selection attributes of theme parks which are entertainment variety and quality, Courtesy/cleanliness/safety/security (fundamental operational issues), Food variety and value for money, Quality of theming and design, Availability and variety of family-oriented activities, Quality and variety of rides and attractions, Pricing and value for money. Taplin (2012) and Fotiadis & Vassiliadis (2016) derived factors such as facilities, information, staff service, price, education, rest, and environment as selection attributes of theme parks.

The kids café is a combination of an indoor playground and a restaurant, and has the characteristics of a theme park. Therefore, in this study, the attributes of the theme park are used to explore the attributes of the kids café.

2.3. Theme Restaurant Attributes

Entertainment and food service in restaurants are places where you sell experiences, not just purchases. This positively contributes to outcome variables such as customer satisfaction and behavioral intentions. It can also promote corporate profit creation (Josiam et al., 2004; Josiam & Henry, 2014). A theme restaurant refers to a place that offers a fun experience together in a general restaurant that serves meals (Weiss et al., 2005; Kim & Moon, 2009).

In other words, it can be said that theme restaurants provide customers with greater pleasure, memorable experiences, and unique experiences than when they visited a general restaurant (Ebster & Guist, 2005; Kim & Moon, 2009). Looking at the attributes of general restaurants, Kivela et al. (1999a, 1999b, 2000) derived a total of five attributes of customers experiences in a restaurant. First and last impressions, service excellence, ambience excellence, food excellence and feeling comfortable to eat there, reservations and parking. Jung et al. (2007) classified food and cleanliness, menu quality, restaurant environment, restaurant service, and convenience factors for kids. Ryu et al. (2012) was classified into physical environment, food, and service as service attributes of general restaurants.

Also, as a study on the selection attributes of theme restaurants, Heung (2002) suggested a total of 5 attributes. food quality, servers attitude, value for money, atmosphere, and word-of-mouth. Weiss et al. (2005) derived a total of four attributes by classifying them into food, service, atmosphere, and new experience to see the effect of theme restaurant attributes on satisfaction and revisit intentions. Meng & Choi (2017) presented 7 attributes focusing on atmosphere rather than meals, such as background music, attractive layout, and unusual atmosphere as a service cape of a themed restaurant. As such, it was revealed that various attributes were derived from theme parks, theme restaurants, and general restaurants, and that these attributes affect customer emotions, satisfaction, and re-visit intentions (Kim & Moon, 2009; Weiss et al., 2005; Meng & Choi, 2017; Han & Ryu, 2009; Ladhari et al., 2008; Liu & Jang, 2009).
Among the attributes of kids cafés shown in this study, it can be seen that the attributes related to food service are similar to those of theme restaurant.

3. Methodology

3.1. Sampling and Data Collection

The sample of this study is to conduct a survey from May 16 to 20, 2022, sampling 350 parents who have visited a kids café within the last 12 months. For the selection of sample, it was said that various sample sizes were required depending on the study, ranging from 30 to 460 as a sample size suitable for the structural equation model (Wolf et al., 2013). In addition, Faber & Fonseca (2014) found that when the sample size is small, internal and external validity may not be secured, and when the sample size is too large, clinically insignificant cases can be identified as significant differences. could appear. Therefore, in this study, 350 people were recruited in consideration of future data loss according to the judgment of the researcher based on previous studies.

Sample Selection through an online survey company (Embrain). Quota sampling method (16 trials nationwide) samples are selected.

The survey is a self-report method that the respondents fill out directly, and will be distributed online.

3.2. Measurement

Each question in the questionnaire used in this study was divided into 4 items. First, in order to understand the current status of customers of the kids café, it consists of visiting experiences, frequency of visits, and functions and characteristics of kids cafés that are mainly used. Second, the attributes of kids cafés are composed of 9 attributes based on the investigation tool of prior research and the results of the kids café field survey. The attributes of kids cafés are theme, play equipment and facilities, shows or performances, educational and experience programs, food, service, environment, price, and accessibility. The attributes of kids cafés will measure the importance of customers' thoughts using a Likert 7-point scale. Third, customer satisfaction and behavioral intentions (revisit intentions, recommendation intentions) will be confirmed using a Likert 7-point scale. Finally, as demographic characteristics, it consisted of items such as the person's gender and age, the child's gender and age, education level, occupation, and income.

3.3. Data Analysis

For data analysis in this study, SPSS 25.0 for Windows (IBM Corp, Armonk, NY, USA) and AMOS 21.0 for Windows (IBM Corp, Armonk, NY, USA) was used. To test the proposed hypotheses and research framework, the following statistical analyses were conducted.

First, frequency analysis and descriptive statistical analysis (mean, standard deviation) were calculated to understand the general characteristics of the subjects.

Second, descriptive statistics for variables constituting the model of this study were analysed. The mean and standard deviation for each variable were calculated.

Third, an exploratory factor analysis and a confirmatory factor analysis were conducted to determine the internal consistency by securing the internal validity of the measurement items of the evaluation tool used in this research model. If an item that inhibits one-dimensionality is found, a confirmatory factor analysis (CFA) for each constituent concept was performed after reliability analysis to remove the item.

4. Implications

The academic implication of this study is that it is the first study to define kids cafés, which have the complex characteristics of theme parks and restaurants, as theme restaurants, and to derive the attributes of kids cafés focusing on the characteristics of theme parks and restaurants. In addition, it has academic significance in that it is a study that empirically analyzes the relationship between the attributes and customer satisfaction and behavioral intentions by deriving the attributes of kids cafés. Meanwhile, the industry implications of this study are to provide practical implications for providing high-quality services by in-depth analysis of customer satisfaction and behavioral intentions among various attributes of kids cafés.

As a result, it will be a useful resource for establishing a competitive marketing strategy by suggesting a direction for enhancing the competitiveness of the kids cafés operation and differentiated management in the industry.

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Chinese customers' perceived yuanfen in hotels and intention to recommend: Feeling of gratitude as a mechanism

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Abstract
This paper aims to examine the hypothesis that the feeling of gratitude mediates the relationship between Chinese customers' perceived yuanfen in a hotel and their intention to recommend that hotel. The hypothesis is tested by using Partial Least Squares Structural Equation Modelling (PLS-SEM). Drawing from 464 qualified questionnaire responses, this study reveals that Chinese customers who have a stronger sense of yuanfen with the hotel are more likely to recommend this hotel because the customers' yuanfen perception stimulates their feeling of gratitude. Accordingly, practical implications are proposed.

Keywords: Perceived yuanfen, Hotel, Intention to recommend, Gratitude, Chinese customer

When does corporate social responsibility drive customer citizenship behaviour in tourism and hospitality industry?

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Abstract
Customer Citizenship Behaviour (CCB) is one of the altruistic customer behaviours, which has a positive profound impact on enhancing service firm performance and benefiting its service employees or other customers. Although some researchers have identified the positive link between Corporate Social Responsibility (CSR) initiatives and customer citizenship behaviour, few of them explored when the relationship of CSR and CCB will be amplified. To fill this gap, this study builds on social information processing theory and conducted three experiments. The results show that the relationship is amplified by self-image congruence and cause-brand fit.

Keywords: Citizenship behaviour, CSR, Social information processing theory, Self-image congruence, Cause-brand fit

Utilitarian or hedonic?: Factors affecting the purchase intention of a serviced apartment in Bangkok

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Abstract
There are many kinds of accommodations available to choose from nowadays, both for short term and long-term stays. Since hotels might not be able to offer all of the preferences required by guests, new accommodation such as hostels, Airbnb, homestay, and serviced apartments are starting to play a bigger part in guests' consideration since these sometimes offer a lower cost and provide similar facilities. However, these advantages are not fully appreciated, which is why this research is important. This research will bring fresh perspectives to the context of serviced apartment. This research is going to examine the selection criteria among Thai guests when considering a serviced apartment as well as be able to acknowledge the renting intentions when looking at utilitarian and hedonic value. This research was conducted based on Hedonic and Utilitarian theory. Convenience sampling will be used as a method to collect data with questionnaires of 503 samples which are all from Thai people. The finding showed that the participants lean more toward epistemic value only which means that in order to increase intention, epistemic is important to focus on. However, other values still cannot be neglected.

Keywords: Serviced apartment, Criteria selection, Utilitarian value, Hedonic value, Marketing strategy

1. Introduction
The number of serviced apartments have been increasing from the year of 2019, both among the international industry and Thailand aspect (Apartments Industry, 2019 & Thailand Property Website, 2020). As for the definition of serviced apartment, it is a fully-furnished apartment with facilities provided such as large spaces, kitchen, and other services similar to a hotel but has a lower rent rate than hotel (Bangkok Condo Finder, 2020 & SuiteHub, 2021). Thus, serviced apartments are different from other kinds of accommodation. However, one accommodation that is considered to be similar to serviced apartments is AIRBNB. AIRBNB is a platform available online which allows consumers to rent and it could be both short and long term which makes it similar to serviced apartments (Park Regis Website, 2021). The only differences would be inconsistency in quality and missing facilities (Luxury Serviced Apartments, 2018).

According to The Department of City Planning Bangkok (2019), there were around 2.2 million people that needed to come to Bangkok in order to work and study, of which 95 percent required to rent temporary residences (The Department of City Planning Bangkok, 2019). Moreover, many of the customers started to shift from other kinds of accommodations to serviced apartments (The Department of City Planning Bangkok, 2019). The reasons are serviced apartments are cheaper than hotels but have similar facilities (Craven House website, 2018), larger space (Luxury Serviced Apartments, 2018), and more privacy (Hotel News Source, 2019).

Since there are few serviced apartments in Thai customers research context, this research is going to fill the available gap. However, in order to understand the consumer's behavior, this research is going to use the theory of Utilitarian and Hedonic value. Utilitarian is the functional factor which consists of 'function' and 'condition' (Lu & Liu & Fang, 2016); function is the physical attributes and the condition is the complementary attributes to the function (Sheth, 1991). Hedonic is the emotional factor which consists of 'emotional' and 'epistemic' (Lu & Liu & Fang, 2016); emotion is the arousement and epistemic is the curiosity (Sheth, 1991). Consumers usually will make a decision based on utilitarian factors such as price and location and hedonic factors such as privacy (Acosta, 2017).

This research will bring a new marketing strategy for the service apartment sector to be able to win in the competition. According to Radu (2019), to be able to win in terms of performance in competitions, the business would need to acknowledge customer's real preferences and selection criterion.

This study will be useful from the academic and practice perspectives as it will present the preferences of serviced apartments from the view of Thai consumers. Such research is currently lacking and this will offer new ways of marketing to practitioners.

Research Questions

1. How do the Utilitarian and Hedonic factors impact the purchase intention on serviced apartments?
2. What are the Hedonic factors that impact people on the decision making of serviced apartments?

Research Objectives

1. To investigate how the Utilitarian and Hedonic factors affect the decision making on serviced apartment
2. To determine the influential factors affecting the Thai customers before choosing the serviced apartment

2. Literature Review

2.1 Criteria Selection for Serviced Apartments

2.1.1 Utilitarian Values

From much previous research, **location** is the main factor that would usually concern consumers when choosing the serviced apartments. Phadungyat (2008) stated that customers would like to live in a place that is close to their workplace and has easy access to the skytrain system. From the research of Smith and Pinkerton (2020), the customers would want to stay where it is convenient to travel. Moreover, people will decide on the residence based on safe and secure locations such as the proximity of a police station (Singla & Bendigiri, 2019; Smith & Pinkerton, 2020). Lastly, Deepeka and Narayanan (2018) have stated that customers prefer serviced apartments that are easily accessible. The second important factor is the **Price** which is supported by the research of Foxley (2001) in the United Kingdom. Followed by the research of Koeri (2016) who has emphasized the importance of price and the amount of deposit. Having a reasonable price is quite crucial for the customers when they have to make a decision (Gunasekaran & Anandkumar, 2012). Thirdly is the **Facilities** that are available in the premises. The finding from Phadungyat (2008), high-speed internet is the most important facility and the least is meeting rooms, followed by safety and security matters such as electricity key card and bright hallway. Other facilities that are also important are washer and dryer machines, free cable and internet, fitness, and the private bathrooms (Smith & Pinkerton, 2020). Lastly is the **Product** itself. According to Foxley (2001), the ability of serviced apartments that have an ease of extended stay is persuasive since the customers will be able to be flexible with the contract. The size of the room and the furniture in the room are also of some importance (Koeri, 2016).

Table 1. Serviced apartments utilitarian values

	The Most Important Utilitarian Values	Authors
1.	Location	Phadungyat (2008) Deepeka and Narayanan (2018) Singla and Bendigiri (2019) Smith and Pinkerton (2020)
2.	Price	Foxley (2001) Gunasekaran and Anandkumar (2012) Koeri (2016)
3.	Facilities	Phadungyat (2008) Smith and Pinkerton (2020)

2.1.2 Hedonic Values

The most important factor under hedonic is **Service**. Customers place a high value on staff service and the management team. Customers tend to have more interactions with service staff (Phadungyat, 2008). Similarly to the research of Smith and Pinkerton (2020), friendly and accommodating staff is important and a valued asset in serviced apartment. Moreover, service can be one of the indicators that reflect on the value of the serviced apartments which is the reason why it is important to the customers (Deepeka & Narayanan, 2018). Second important factor is **Brand**; according to Phadungyat (2008), customers would likely to rely more on international brands due to the credibility of the quality as well as the familiarity to the brand. They are also already loyal customers, who have been repeat guests. The statement is quite similar to the finding of Koeri (2016) research. Lastly is the **Flexibility and Comfort** factor. Most customers preferred to stay in a place that would be able to provide them coziness and a homely feeling (Foxley, 2001). Furthermore, Gunasekaran and Anandkumar (2012) stated that the flexibility and comfort included having their own space, security, experiencing something different, local environment, flexible stay, and having a friendly atmosphere.

Table 2. Important serviced apartments hedonic values

	The Most Important Hedonic Values	Authors
1.	Staff service	Phadungyat (2008) Deepeka and Narayanan (2018) Smith and Pinkerton (2020)
2.	Brand	Phadungyat (2008) Koeri (2016)
3.	Flexibility and Comfort	Foxley (2001)

2.2 Criteria Selection for AIRBNB

As mentioned in the introduction part, apart from serviced apartments, AIRBNB is also considered as the similar kind of accommodation provided.

2.2.1 Utilitarian Values

Similarly to serviced apartments, **Price** is one of the main and most important factor when customers are deciding to rent a room. This factor has been supported by the research of Poon and Huang (2017), Chatterjee et al. (2019), and Tran and Filimonau (2020). Price would usually be important to all accommodations except for high-end hotels (Chatterjee et al, 2019).

Moreover, stated in Tran and Filimonau (2020) research, customers would be most motivated by the accommodations that provided better value and money saving. Next factor is **Cleanliness**. In the research of Poon and Huang (2017), both groups of respondents - user and non-user have stated the same, which is the cleanliness of the room. This is similar to the finding of Wang and Jeong (2018). Thirdly, **Facilities** available; security is still the main factor that the customers will lean toward (Poon & Huang, 2017). Mentioned in the research of Chatterjee; Dandona; Mitra and Gir (2019), facilities provided in the premises are crucial in order to motivate the guests. The last important factor is **Location** which has to be convenient for the users (Tran & Filimonau, 2020).

Table 3. Important AIRBNB utilitarian values

	The Most Important Utilitarian Values	Authors
1.	Price	Poon and Huang (2017) Chatterjee; Dandona; Mitra and Gir (2019) Tran and Filimonau (2020)
2.	Cleanliness	Poon and Huang (2017) Wang and Jeong (2018)
3.	Facilities	Poon and Huang (2017) Chatterjee; Dandona; Mitra and Gir (2019)

2.2.2 Hedonic Values

The first important factor is **Service** which is quite similar to that in the serviced apartment context. Non-users participants from the research of Poon and Huang (2017) stated that service is the most important. As for the research of Wang and Jeong (2018), the customers preferred that the hosts would need to be nice and friendly. Secondly is the **Experience** provided by the accommodation. To be able to try new technology gadgets will excite the guests as well as making the experience to be more enjoyable (Wang & Jeong, 2018). Furthermore, the feeling of being a part to support the locals is also another reason why customers choose that particular AIRBNB. Thirdly, **Ambiance** also has an important impact on the customers. They would like to receive the homely feeling while staying (Chatterjee et al., 2019). Last criterion is the **Website** of the AIRBNB. From the findings of Wang and Jeong (2018), the website needed to be trustable and reliable in order to persuade the customers to book. Since the online platform is the first touchpoint that the customers will get to interact with the accommodations, it needs to make a clear impact in order to receive a positive outcome (Akarsua, Foroudib & TC Melewar, 2020).

Table 4. Important AIRBNB Hedonic Values

	The Most Important Hedonic Values	Authors
1.	Service	Poon and Huang (2017) Wang and Jeong (2018)
2.	Experience	Wang and Jeong (2018) Guttentag ; Smith ; Potwarka and Havitz (2018)
3.	Ambiance	Chatterjee; Dandona; Mitra and Gir (2019)

2.3 Serviced Apartments and AIRBNB Comparisons

Table 5. Serviced apartment and AIRBNB comparisons

	Similarities		Differences			
	Serviced Apartment & AIRBNB	Supported by	Serviced Apartment	Supported by	AIRBNB	Supported by
Utilitarian Value	Price and Facilities	Poon and Huang (2017), Chatterjee et al. (2019), Foxley (2001), Gunasekaran and Anandkumar (2012), Koeri (2016), Phadungyat (2008), Smith and Pinkerton (2020); Tran and Filimonau (2020)	Location	Deepeka and Narayanan (2018); Singla and Bendigiri (2019); Smith and Pinkerton (2020)	Cleanliness	Poon and Huang (2017), Wang and Jeong (2018)
Hedonic Value	Service	Poon and Huang (2017); Wang and Jeong (2018); Phadungyat (2008); Deepeka and Narayanan (2018); Smith and Pinkerton (2020)	Brand and Flexibility and Comfort	Phadungyat (2008); Koeri (2016); Jones (2001)	Experience and Ambiance	Wang and Jeong (2018); Guttentag; Smith; Potwarka and Havitz (2018); Chatterjee; Dandona; Mitra and Gir (2019)

Hence, customers have some similar decision criteria to choose between Serviced Apartments and AIRBNB. They are Price and Facilities for the Utilitarian value while Hedonic value is Service. But some criteria are different in their importance when considering a Serviced Apartment or AIRBNB. In terms of Utilitarian value; Serviced apartment's customers would prefer Location. While AIRBNB's guests put an importance on Cleanliness. As for the Hedonic value; Serviced Apartment's customers lean toward Brand and Flexibility and Comfort. AIRBNB's customers are motivated by Experience and Ambiance.

2.4 Theoretical Framework

2.4.1 Utilitarian and Hedonic Consumption Value

These values clarify in-depth understanding on the decision-making process of the customers and will be used when deciding in purchasing something (Smith & Pinkerton, 2020). Utilitarian values will be in the perspective of function while hedonic values will be in regards to the emotional (Smith & Pinkerton, 2020).

A. Utilitarian

According to Smith and Pinkerton (2020), this is the value that supports rational decision making for the customers. It is in regards to the facilities, price, physical products, and things that would usually provide convenience.

B. Hedonic

According to Smith and Pinkerton (2020), the hedonic will be associated with the emotion and epistemic. Emotions are simply a feeling customers receive when using the product. Epistemic is an experience or wanting to experience new things as well as gaining new knowledge from it. Thus, this would usually be related to personal feelings and experience.

According to Khan and Dhar and Wertenbroch (2005), hedonic values would usually compliment the utilitarian motives.

Adapted Model

The research model has been adapted from the research of The (de)motivation factors in choosing Airbnb amongst Vietnamese consumers (Tran & Filimonau, 2020). This research studied the purchase intention of Vietnamese consumers on AIRBNB.

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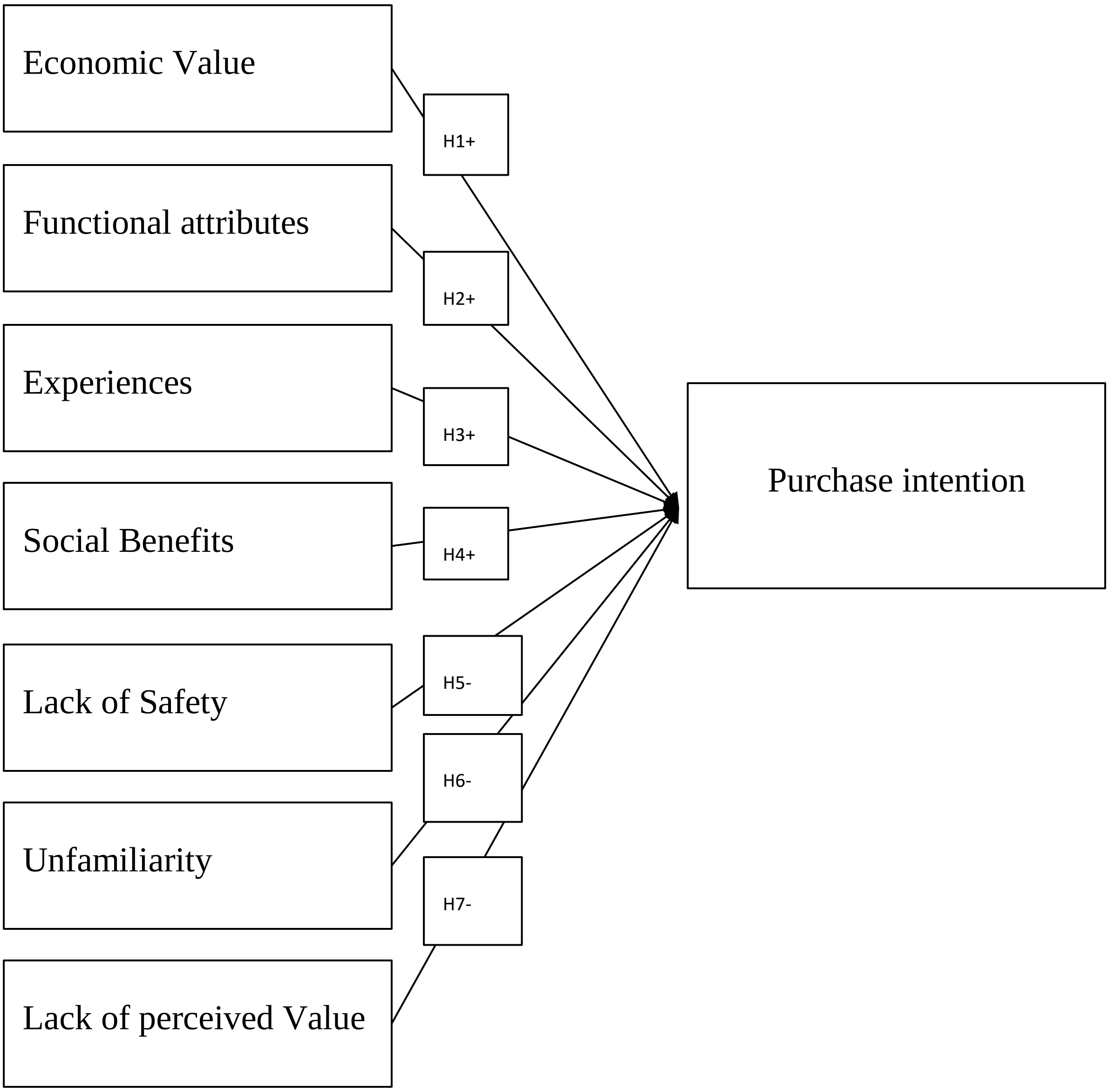
Figure 1. Adapted model



Adapted Model from Tran and Filimonau research (2020)

Current Proposed Conceptual Framework and Hypothesis
In this research, the following hypotheses were proved:

According to Koeri (2016), the physical attributes significantly influence the customer. Moreover from Tran and Filimonau's (2020) research, it has been reported that Functional attributes motivate consumers to choose Airbnb.
H1a: Function positively impacts intention to rent serviced apartment

According to work by Koeri (2016) , the research has shown that 'price' which is in the function factor influences the customer. Moreover from Phadungyat (2008), the participants put a higher

importance on 'price'. 'Location' is also another crucial factor consisting in the condition factor.
H1b: Condition positive impacts intention to rent serviced apartment

Brand delivers the quality which motivates customer's decision on renting an Apartment (Koeri, 2016). Also supported by Phadungyat (2008), The participants reported that they often stayed at the same brands Apartments to minimize the risk of staying with unfamiliar brands. The trustiness indicates the emotion generated.
H2a: Emotion positively impacts intention to rent serviced apartment

Experiences motivate the consumers to choose Airbnb (Tran & Filimonau, 2020). Stated by Smith and Pinkerton (2020), definition of experiences can be when people get curious about new things which are under the category of epistemic.
H2b: Epistemic positively impacts intention to rent serviced apartment

Figure 2. Current utilitarian & hedonic values model

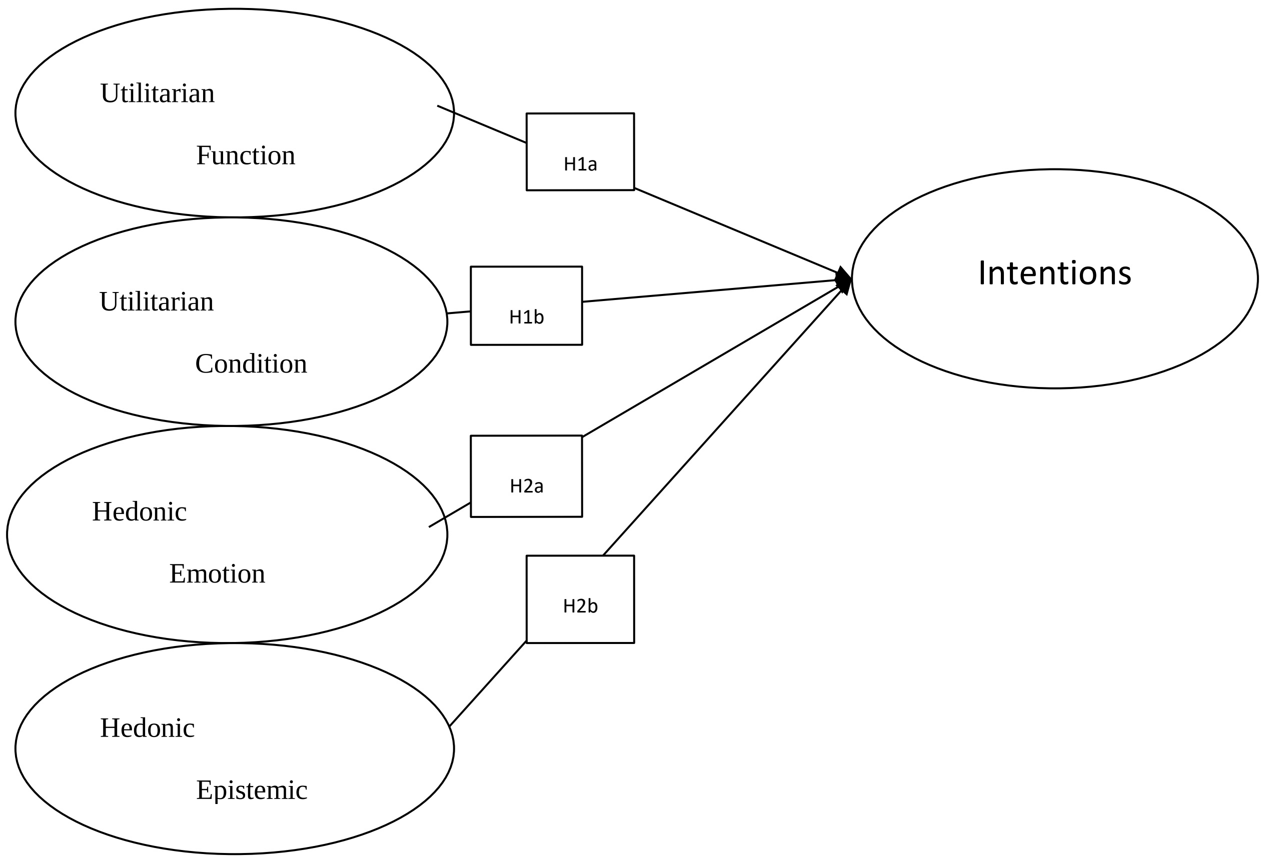


Table 6. Previous studies on serviced apartments and AIRBNB purchase intentions

Scholars	Topic On	Required Partici-pants	Research Contexts	Research Approach	Topic Explained
Phadungyat (2008)	Factors influencing the selection of serviced apartments	Female Business Travelers	Thailand	Quantitative research	- **Location** was the **most important** factor - Followed by **service, facilities, and brand**.
Deepeka and Narayana (2018)	Strategies adopted by Serviced Apartments for Customer Attraction and Retention in Emerging Market	Service Apartment owners / Key Executives	India	Quantitative research	- **Service and location** are **crucial** in selecting an accommodation by the customers.
Gunasekaran and Anandkumar (2012)	Factors of influence in choosing alternative accommodation	Indian and foreigners	India	Quantitative research	- The **homely atmosphere** factor is the first factor. - Followed by **price.**
Singla and Bendigiri (2019)	Factors affecting rentals of residential apartments	Indian	India	Secondary data collection	- Total **floor area and number of rooms** positively affect the rental value. - **Location** (eg. Police stations, employment zones, school/ college, Central Business District and hospitals.
Smith and Pinkerton (2020)	Apartment selection by college students	Americans and Asians	United States of America	Quantitative research	- **Determinant** criteria is **utilitarian value**. - Specific attributes which Asian students differ from Americans are on the **security and accessibility to where they want to go**.
Foxley (2001)	Serviced apartments in the UK	Owner	United Kingdom	Qualitative research	- **Price and flexibility/comfort** are important
Koeri (2016)	A Study Of Factors Influencing Customer Choice	Thai people	Thailand	Quantitative research	- The **price** is the most significant.

	Decision In Renting Apartment In Bangkok				- Followed by **furniture, rules and regulations, promotions, and location**.
Poon and Huang (2017)	Past experience, traveler personality and tripographics on intention to use Airbnb	Hong Kong people	Hong Kong	Quantitative research	- **Cleanliness** is a top priority for the participants.
Chatterjee et al. (2019)	Airbnb in India: comparison with hotels, and factors affecting purchase intentions	Indian	India	Quantitative research	- **Price** is the most important criteria across hospitality choices. - **Facilities, home-like feeling, trust and friendly service** were important for Airbnb. - **Perceived authenticity** had large significant positive effects on purchase intention.
Tran and Filimonau (2020)	The (de)motivation factors in choosing Airbnb	Vietnamese	Vietnam	Quantitative research	- **Customer experience and social benefits** did **not** show a **significant** effect on purchase intentions.
Wang and Jeong (2018)	What makes you choose Airbnb again? An examination of users' perceptions toward the website and their stay	White and Asians	United States of America	Quantitative research	- Easy, trustworthy, and useful **website**. - **Amenities** significant predictors for consumers' satisfaction
Guttentag et al. (2018)	Why Tourists Choose Airbnb?	Canadian	Canada	Quantitative research	- **Novelty experience** is important

In the table it has shown clearly that there is an apparent gap of research. Most of the previous research on both serviced apartments and AIRBNB have been done in other countries. For the Thai context, research which has been done in Thailand (Phadungyat 2008) has a different target group, which is foreign travelers.

3. Methodology

3.1 Research Design

This research uses quantitative methods since it can bring a wider range of information (Etikan & Musa & Alkassimmany, 2015). The survey is divided into three main parts which are demographic, criteria selection based on Utilitarian and Hedonic value theory. The questionnaires will be proofread in the process of an expert panel which will be done by five experts in this particular business.

3.1.1 Instrument development

The questionnaires were formed according to the information from Utilitarian and Hedonic Consumption Values which will be derived from other research.

Table 7. Instrument development utilitarian

Function	
…. The physical attributes of the serviced apartment was enough to satisfy my need (eg. room size).	(Hanzae, 2012)
…. I liked the effectiveness of the Serviced Apartment.	(Hanzae, 2012)
…. It is necessary for me to stay at the serviced apartment.	(Lee & Kim, 2017)
…. The serviced apartment is practical for my requirements	(Lee & kim, 2017)
Condition	
…. The price of the room was reasonable in the serviced apartment.	(Hanzae, 2012)
…. Staying at the serviced apartment was convenient for me	(Ryu & Han & Jang, 2009)
…. Service at the serviced apartment was quick	(Ryu & Han & Jang, 2009)
…. Personal income effect on the decision making when choosing to rent	(Chung, 2015)
…. I try to rent rooms that are on sale.	(Katt, 2020)
…. I pay attention to good deals of prices.	(Katt, 2020)
…. I compare room prices from different brands.	(Katt, 2020)
Hedonic	
Emotion	
…. I stayed at this serviced apartment since I could have good feelings.	(Hanzae, 2012)
…. Living in this serviced apartment was pleasant.	(Hanzae, 2012)
…. Although the cost was higher than other serviced apartments, I liked to stay at a better place.	(Hanzae, 2012)
…. The living experience at this serviced apartment was truly a joy.	(Hanzae, 2012)
…. I usually continue to find new apartment not because I have to, but because I want to change scenery	(Katt,2012)
Epistemic	
…. During the living experience at this serviced apartment, I felt the excitement of staying in it.	(Hanzae, 2012)
…. It is interesting to stay in the serviced apartment	(Gursoy & Spangenberg & Rutherford, 2006)
…. I am willing to use serviced apartment because I am curious about the new accommodation	(Lee, 2017)
…. I am willing to use serviced apartment because I am eager to know the local	(Lee, 2017)
…. While staying, I feel a sense of adventure.	(Katt, 2020)
…. Environmental friendliness is affecting my decision, personally.	(Katt, 2020)

Intention of Renting	
…. I think it is a wonderful way to stay in serviced apartment	(To, 2007)
…. I think I will continue living in serviced apartment in the future	(To, 2007)
…. I think I will be using a Serviced Apartment in the future.	(Yi, 2020)
…. I plan to use Serviced Apartment in the future	(Yi, 2020)
…. I intend to try and use a Serviced Apartment within a year.	(Yi, 2020)

3.2 Data Collection Method and Data Analysis
The distribution will be conducted at serviced apartments, BTS/MRT skytrain systems, universities, and offices. The data will be collected from Thai consumers who used, have been using, or will use serviced apartments in the future by convenience sampling.

In addition, since this research has more than one variable affecting the renting intention, multiple regression is applied. Structural Equation Modeling (SEM) is used in this research since it is more efficient in doing multiple regression methods (Vanichbancha, 2014).

3.2.1 Sampling Size
The research will need to acquire at least 400 participants since according to The Department of City Planning Bangkok (2019), there are 2.2 million people who need a temporary residence in Bangkok. The calculation according to Saunders's method (2012), the result for sample size is 384 or more and add 5% in the final sample with a total of 400 respondents done by Thai people. Total data received more than 600 samples; however, after being screened only 503 are left

3.2.2 Measurement Model Validity
Starting with the Confirmatory Factor Analysis (CFA), it will be used to identify the observed variables following the measurement variables (Hanzaee & Rezaeyeh, 2013). The Goodness-of-Fit (GOF) value will be tested by Normed Chi-square that needs to be less than five and Root Mean Square Error of Approximation (RMSEA) (Streiner, 2006). In order to test how much the hypothesis model is different from the data, it will be checked by the Chi-square and Degree of Freedom. RMSEA indicates how much the model differs from the data which should not be over 0.10 that indicates bad fit while 0.08 is reasonable, and 0.05 is good fit (Streiner, 2006). Furthermore, the Comparative Fit Index (CFI) and Tucker–Lewis index (TLI) have to be more than or equal to 0.95 (Lee and Olivares, 2018). In addition, according to Krabbe (2017); Convergent validity measures how close the new scale is connected to other variables while Discriminant validity measures to make sure that the scale is not connected with unrelated ones. According to Hair et al. and J.J (2006), Average Variance Extracted (AVE) needs to result in more than 0.5 and Construct Reliability (CR) needs to be more than 0.7 both of which test whether the variables are fitted in the model. The correlation result needs to be more than 0.5 while 0.7 is perfect (Hair et al., 2014) but should not be more than 0.85 and AVE needs to be higher than squared correlation (Kline, 2005).

3.3.3 Hypothesis Testing
According to Hair et al. (2009), the Path Analysis process is the modelling approach to explore the connection in the model by adding the single direction-arrow to the model will complete the relationship. The results will give all of the above-mentioned values.

4. Results
4.1 Overall Demographic

Figure 3. Demographic

Variables	Frequency	Percentage
Age		
18-25	364	72.4
26-35	96	19.1
36-45	17	3.4
45+	26	5.2
Gender		
Male	121	24.1
Female	378	75.1
LGBTQ	4	0.8
Occupation		
Office Worker	98	19.5
College Student	319	63.4
Business Owner	61	12.1
Freelance	10	2
Government Officer	5	1
Teacher	3	0.6
House-wife	4	0.8
Pharmacist	1	0.2
Retired	2	0.4
Resides in		
Serviced Apartment	21	4.2
Regular Apartment	34	6.8
Dormitory	89	17.7
Condominium	81	16.1
Home	277	55.1
Rented House	1	0.2
Reason for choosing the residing residents at the moment		
Near University	243	48.3
Near Workplace	85	16.9
Convenience Transportation	159	31.6
Near Department Store	13	2.6
Privacy	1	0.2
Near BTS	1	0.2
Comfort	1	0.2
Suitable price		
2,000-3,000	110	21.9
4,000-5,000	216	42.9
6,000-7,000	94	18.7
8,000-9,000	41	8.2
10,000+	42	8.3

4.1.1 Profile of the survey respondents

The profile of survey respondents from figure 9 are as follows; majority of the respondents are female (75.1%) and the largest group are at the age between 18-25 years old (72.4%). Outstanding number of respondents are students (63.4%) and majority of the group live at home (55.1%) at the time of survey distribution due to covid-19 pandemic. For the reason as to why the respondents chose the current residence, the majority answered that because it is close to their university (48.3%). Last question in the demographic part is the suitable price which largest group answered 4,000-5,000 baht (42.9%).

4.2 Measurement Model

4.2.1 Confirmatory factor analysis

Confirmatory factor analysis (CFA) investigates reliability and validity. To verify the validity of the model, the Goodness of fit (GOF) is measured by looking at Normed Chi-square ($\chi 2/df$), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI) and Tucker Lewis Index (TLI) (Hair et al., 2010).

From four variables of Utilitarian Function, Utilitarian Condition, Hedonic Emotion, and Hedonic Epistemic with the factor loading cut-point of ≥ 0.7 (Hair et al., 2014) and connected one pair of modifications. Results are as follows; chi-square = 767.392, df = 198, $\chi 2/df = 3.876$, RMSEA = 0.076, CFI = 0.935, TLI = 0.924 which are all acceptable.

Table 8. Measurement items and CFA

Constructs and measurement items	SFL	t-value	CR	AVE	α
UF			**0.854**	**0.598**	**0.850**
UF1	0.873	18.296			
UF2	0.884	18.492			
UF4	0.709	N/A			
UC			**0.837**	**0.509**	**0.910**
UC1	0.792	17.810			
UC2	0.826	18.631			
UC3	0.797	17.929			
UC4	0.814	18.351			
UC6	0.749	23.592			
UC7	0.737	N/A			
HEM			**0.864**	**0.567**	**0.850**
HEM1	0.829	N/A			
HEM2	0.848	22.688			
HEM3	0.745	18.822			
HEM4	0.798	20.758			
HEP			**0.810**	**0.516**	**0.892**
HEP1	0.799	N/A			
HEP2	0.859	21.704			
HEP3	0.834	20.904			
HEP4	0.755	18.349			
IN			**0.913**	**0.678**	**0.913**
IN1	0.821	19.913			
IN2	0.839	20.439			
IN3	0.853	20.892			
IN4	0.828	20.122			

IN5	0.775	N/A

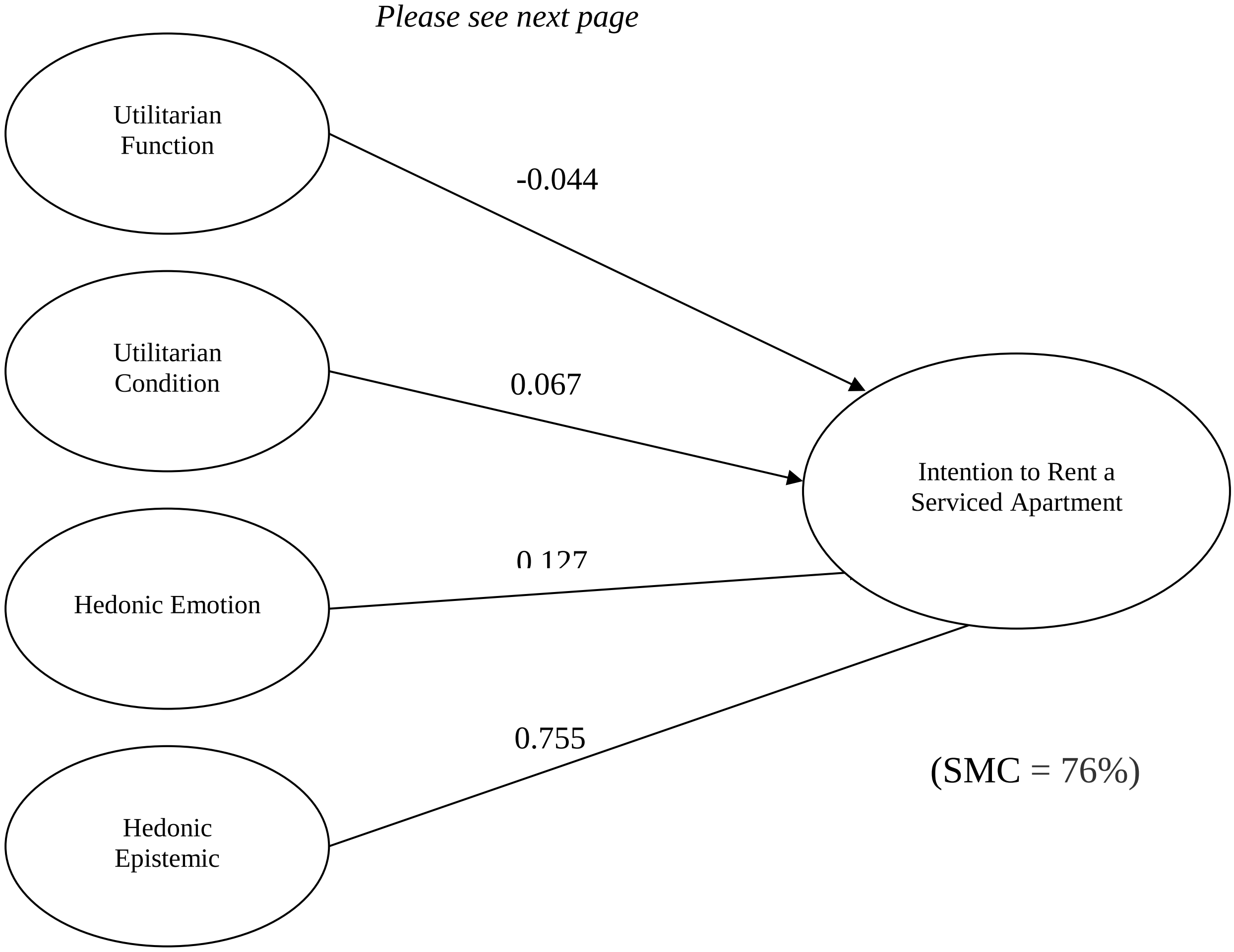
For the convergent validity criterion is ranging from 0.709 to 0.873. The Average Variance Extracted (AVE) cut-off point is 0.5 (Hair et al., 2014) which from the results are all acceptable ranging from 0.509 to 0.678. For the Construct Reliability (CR) to be more than 0.7 (Hair et al., 2014) all the results are passed with 0.810 to 0.913. Lastly, according to Devellis (1991), Cronbach's alpha has to be more than 0.7 which all of the results are acceptable. As for the discriminant validity, AVE will need to be checked and it needs to be larger than the squared correlations which are all fulfilled (Hair et al., 2010). The correlation value cannot be more than 0.85 (Kline, 2005) which all of the results are less than that.

4.2.2 Structural Model

Overall Fit

Figure 4. Structural model

Please see next page



Shown in figure 14, from 503 data set; similar criteria is being applied from measurement of Goodness-of-Fit and the results are chi-square = 767.392, df = 198, $\chi 2/df$ = 3.876, RMSEA = 0.076, CFI = 0.935, TLI = 0.924. All of which are passed.

Furthermore, there are the square multiple correlations (SMC) values that will report the variance explained by the independent variables (Byrne, 2010) which needed to be at or more than 10% (Falk and Miller, 1992). For this research SMC for the intention to purchase a serviced apartment is at 0.760 or 76% which passed the cut-off point.

4.2.3 Hypotheses testing

The test results of the four hypotheses, H2b was supported due to its positive path coefficient ($\beta 4 = 0.755$, $t = 12.253$, $p \leq 0.001$). However, for H1a ($\beta 1 = -0.044$, $t = -0.585$, $p > 0.05$), H1b ($\beta 2 = 0.067$, $t = 0.678$, $p > 0.05$), and H2a ($\beta 3 = 0.127$, $t = 1.428$, $p > 0.05$) were not supported as the path coefficient were negative.

Table 9. Standardized estimates for structural model

Path	Standardized estimate	t-value	Hypothesis
H1a IN ← UF	-0.044	-0.585	Not supported
H1b IN ← UC	0.067	0.678	Not supported
H2a IN ← HEM	0.127	1.428	Not supported
H2b IN ← HEP	0.755	12.253***	Supported

Note: *** means significant

Table 10. Average mean score

Value	Average Mean Score
Utilitarian Function	3.6372
Utilitarian Condition	3.8765
Hedonic Emotion	3.5857
Hedonic Epistemic	3.4662

Even though hypothesis testing showed that epistemic is the only factor that has been supported. Take note that mean scores still show an importance on utilitarian condition and utilitarian function with the scores higher than hedonic values as shown in table 10. Thus, utilitarian factors and emotion cannot be neglected to serve customers but to acknowledge that in order to increase intention, hedonic epistemic is an important value to apply.

5. Discussion and Conclusion

The findings can address the objective one which stated in the findings from previous literature, majority of the researchers found the findings toward utilitarian rather than hedonic. However, this research found that the results in hypothesis testing is focused on hedonic variables which are in regard to feelings. This does not indicate that utilitarianism can be overlooked but only hedonic will increase renting intention. According to Carbone and Haeckel (1994), customers will usually expect to receive pleasure from service experience which is hedonic value. Moreover, according to Basaran and Buyukyilmaz (2015), young generations will be more likely to get affected by hedonic values which goes along with this research respondents' demographic. The reason might be because the emotional aspect is a crucial part in the service industry and will lead the customers to be loyal to the brand (Dedeoglu et al., 2018).

The findings can also address objective two as mentioned in the previous paragraph, by focusing on hedonic value will increase the intention. From hedonic value, the most influential factor for Thai participants is epistemic which is quite different from previous research. The H1a (Utilitarian Function), H1b (Utilitarian Condition), and H2a (Hedonic Emotion) are not supported due to its insignificant results. The reasons why this result happens might be because many millennials are part of the participants and millennials prefer to have smart apartment, high-tech equipment rather than fundamental attributes such as parking space (Tamn, 2022). In literature of AIRBNB, the research of Wang and Jeong (2018) and Guttentag ; Smith ; Potwarka and Havitz (2018) also supported epistemology with the statement of providing an experience. Epistemic will also be able to create uniqueness to accommodation which makes the tenants feel unique from living there when compared to others (Lee, Levy, & Yap, 2015). According to Jones Lang LaSalle Hotels' report (2002), serviced apartments that provide (a) food and beverage, (b) recreation, and (c) business facilities are considered to be premium. For premium products, epistemicity is an essential factor to be included in order to raise intention to purchase (Teng, 2018). Moreover, since most of the participants of this research are generation Y and Z; they are quite innovative and would be motivated by technology and creativity (Alp, Karacaoğlu, & Güngör, 2020). According to Hur, Yoo, and Chung (2011), innovative oriented customers usually are motivated by epistemology when making a decision to purchase. As well as in the research of Choe and Kim (2017) and Geoffrey Soutar (2000), in the hospitality and tourism sector epistemic value is an important factor in order to get consumers' positive attitudes. In addition, since Thailand has few serviced apartment units available (The Global Serviced Apartments Industry Report, 2021), Thai people might find it interesting to learn more about serviced apartments due to the current lack of knowledge about it and result in leaning more toward epistemology.

5.1 Theoretical Implications

First theoretical implication is the gap of research in the serviced apartment industry from Thai consumers perspective. Not many studies are about serviced apartments or from Thai people point of view. Research available is done in other countries or done with different target groups. Hence, this research will add to the gap in available literature by introducing new insights from Thai consumers' attitudes and their behavioral intentions by using theory of hedonic and utilitarian values.

Second theoretical implication is extending the literature on hedonic value and filling the knowledge gap on epistemic value toward serviced apartments. Previous researches mostly emphasized on emotional value which is in contrast to this research. The statement from Batra and Ahtola (1990), stating that customers will rely on utilitarian and hedonic values in order to purchase goods and services. Hanzaee and Rezaeyeh (2012) also found the contrasting statement that utilitarianism is the only value that affects customers' behavioral intentions.

5.2 Practical Implications

For the owner, instead of investing all on location and physical attributes, they can add intangible things and create novelty to the place which will lead to curiosity and eagerness to learn about something such as adding theme and story. For the managerial team, focusing on only changing the physical attributes would not be the only thing necessary anymore after what this research has found. Since epistemicity plays an important role in increasing intention, the team can focus on creating new experiences and make it memorable and knowledgeable for the customers. For example, Gonçalves et al. (2015) stated that green products affect epistemic value which increase the purchase intention, so the managerial team can adjust the product to be more environmentally friendly. Moreover, since Thai customers have little knowledge in regards to serviced apartments, the team can solve this by boosting more advertisements to increase acknowledgement and renting intentions. Third contribution is to the marketing managers. They can adjust the marketing strategies, making it more appealing and exciting. According to Wang, Liao, and Yang (2013), they mentioned that applications on mobile devices arouse the epistemic value. This statement shows that adding more technologies and AI can create excitement and knowledge which lead to the new experience.

6. Conclusion

From the research objectives which determine the study that impact the purchase intention by looking at the utilitarian and hedonic. The results showed that hedonic especially epistemicity is the only value supported but other values still cannot be overlooked.

7. Limitations of the Study and Suggestions for Future Research

The first limitation is this research only focused on the serviced apartment industry which cannot be applied to other kinds of accommodations. Future research will need to get results from different groups of customers to be able to study the right kind of accommodation of that research. Secondly, the target group which this research only focuses on is Thai customers. It is recognized that other nationalities have different behavior and preferences. Thus, for other groups and countries, a new data set is needed by changing the target group for future research to be able to fit better.

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The impact of the COVID-19 pandemic on luxury hotel guest experience: Evidence from online reviews

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Abstract
This paper reacts to calls for research on the distressing impact of the COVID-19 pandemic on the hotel industry by assessing guest experiences during the COVID-19 pandemic in the context of luxury hotels in Sabah, Malaysia. This paper utilised 333 online reviews extracted from the TripAdvisor website analysed through Leximancer software to generate concepts out of words. Three themes were derived from the data analysis: room, hotel, and stay. It is important to scrutinise the determinants of guest experiences, formulate strategies to maintain guests' positive experiences, and suggest alternatives to minimise the negative experience, especially during the health-related crisis and adjusting to possibly longer-lasting shifts in guest preferences.

Keywords: COVID-19 pandemic, Hotel guest experience, Online reviews, Sabah

A research agenda to sustain chef career during COVID-19 using complexity theory: A case study of Klang Valley luxury hotels

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Abstract
During the COVID-19, chef occupation is more challenging especially for chef managers such as sous chef, executive sous chef and executive chef. There is a lack of qualitative studies examining the chef career challenges during the COVID-19, particularly from the perspective of chefs in Malaysia. More than 60 per cent of the 4- and 5-star hotels in Malaysia are affected during the COVID-19, especially the kitchen and the food and beverages departments. Hence, this research is intended to explore and apply the complexity theory in sustaining chef career during COVID-19.

Keywords: COVID-19, Chef career, Complexity theory, Sustain, Challenges

Perspectives on location photo weddings to Japan during the COVID-19 pandemic: From the survey in Hong Kong

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Abstract
A location photo wedding is an outdoor photo shoot (with or without a wedding ceremony) of wedding costumes in tourist or scenic spots by a professional photographer. Based on a survey of suppliers of location photo weddings in Japan, Konno, Yashiro, and Hanai (2019) found that people in Hong Kong are highly interested in location photo weddings and strongly prefer Japan as a destination for them. Also, the characteristics of location photo weddings as a tourism experience that take advantage of local resources include *life events*, *photography*, and *relationships*; moreover, they have the possibility of deepening ties with the local community through these three elements. In this study, we examined the characteristics of location photo weddings as seen in the user-side survey. An Internet survey was conducted with 200 participants living in Hong Kong in September 2021. An analysis of the group with experience of location photo weddings in Japan (N = 18) showed the most important element from the perspective of the tourism subject was *photography*, followed by *life events*, and *relations* were also quite important factors. Focusing on the timeline of tourist behavior, it was observed that the level of satisfaction with experiences during travel is extremely high for location photo users. In terms of spillover effects that lead to future revisits to Japan, location photo weddings leave a strong impression on users, and there is a certain possibility that those who have experienced them will become a reserve army for repeat visitors.

Keywords: Location photo weddings, Photography, Life event, Japan, Hong kong

1. Introduction

Before the coronavirus disease 2019 (COVID-19) pandemic, there was a growing interest in developing new tourism content, as inbound tourism was gaining momentum in Japan. Against this backdrop, the authors focused on *location photo weddings* as a form of travel related to weddings and grasped its characteristics from interviews with suppliers of location photo weddings in Sapporo and Hong Kong (Hanai et al., 2019; Konno et al., 2019). As a result, we found that people in Hong Kong are highly interested in location photo weddings; in particular, there is a high preference for Japan as a destination for these events. Notably, the characteristics of location photo weddings as a tourism experience that utilizes local resources include *life events*, *photography*, and *relationships*. These three elements have the potential to deepen ties with the local community. In addition, it is necessary to consider this issue from the tourists' perspective.

However, tourism activities—including international tourism—have been greatly constrained by the global spread of COVID-19 after 2020. Nevertheless, it is evident that the preference for tourism in Japan has not declined (Japan Travel Bureau Foundation 2020; JTB Tourism Research & Consulting Co., 2021).

Against this background, this study will clarify the following research questions through a survey of the attitudes of Hong Kong residents toward location photo weddings:

RQ1: Examine the elements of location photo weddings as a tourism experience that utilizes local resources from the perspective of the supplier, as identified in previous research, from the viewpoint of a tourist subject living in Hong Kong at the present time who has experienced the COVID-19 pandemic.

RQ2: Examine the time series of tourism behavior (before, during, and after traveling) in location photo weddings and to focus on the ripple effect that leads to revisits to Japan in the future.

2. Literature Review

2.1 The Rise of Location Photo Weddings in Japan

In order to achieve the target of 8 trillion yen in travel spending by inbound tourists to Japan in 2020, the Japan Tourism Agency has identified the enhancement of experiential content as an urgent issue in light of changes in travel patterns around the world. This involves the shift from *group travel* to *individual travel* and from *tangible goods consumption* to *intangible goods consumption*. Among them, the "Resort Wedding Tourism Model Establishment Project" ("Implementing Organization: Okinawa Resort Wedding Association") was selected as one of the model projects of the "Leading-edge Tourism Contents Incubator Project" in 2018. Meanwhile, local governments have begun to pay attention to wedding-related travel as a new type of tourism content that can stimulate demand for individual travel and consumer spending. For example, Okinawa Prefecture, which is one of the popular destinations for location photo weddings, conducted surveys on tourism trends related to resort weddings earlier than the national government (Okinawa Prefecture Tourism Promotion Division, 2017, 2018). Previous studies on resort weddings include those on Karuizawa (Imai, 2014) and the Kobe Wedding Conference as leading urban resort wedding destinations (Nishikawa, 2019). Among them, Imai (2014) states that "a wedding style that involves wedding travel for the couple and attendants is called a resort wedding." In contrast, Konno et al. (2019) defined location photo weddings as separate photo shoots outside the studio, separate from the wedding day, and photography in wedding costumes in locations such as tourist spots and nature.

Location photo weddings first became popular in Taiwan in the 2000s and then throughout the Asian region and have since expanded to Hong Kong and throughout China. The purpose of location photo weddings is to display the photos at the wedding venue first, and then they go abroad for the location weddings. In response to this trend, wedding businesses in Japan expanded into Taiwan and Hong Kong around 2010 to promote their services; in fact, the number of visitors to Japan for location photo weddings is increasing. From the above, it can be said that location photo weddings represent a relatively new approach to wedding-related travel.

2.2 Three Elements of Location Photo Weddings

Through a survey of location photo wedding suppliers, Konno et al. (2019) noted that Hong Kong and Taiwan were the most common nationalities among inbound users of location photo weddings in Hokkaido. Furthermore, when comparing the preference of shooting locations between the two, Hong Kong users were more nature-oriented, preferring snow and flower fields, whereas Taiwanese users were more brand-oriented, choosing famous tourist spots.

Furthermore, Konno et al. (2019), from the perspective of "tourism as an experience involving the tourism subject and the tourism destination (destination)," identified three elements of location photo weddings: (1) connection with the community through *life events*, (2) connection with the community through *photography*, and (3) connection with the community through *human relationships*. Marriage is a life event that has a great impact on the people around them, as well as the people themselves. In Hong Kong, many people spend several years preparing for a wedding and have a strong interest in the event. They are particularly concerned about location photo weddings, carefully gathering information, and choosing the location, photographer, and costume. In the sense that location photo weddings allow people to experience the important life event of marriage in a special place away from their daily lives, the relationship between the visitor and destination area is likely to be more memorable than in ordinary travel.

In addition, location photo weddings create a strong connection between the visitors and the local community through photographs. Locations for photo weddings are chosen with a particularly deep feeling of "I want to put myself on top of the scenery to create the best possible photo." As the resulting photographs are unique to them, the locations have a unique value. In addition, the photographs will be remembered for a long time after the trip because they will be kept in a photo album and are often shared on a social networking service (SNS). Through photography, the relationship with the local community becomes particularly close and the skills of the photographer can enhance the attractiveness of the location.

In location photo weddings, the user and the local staff (photographer, interpreter, make-up artist, assistant who takes care of various errands such as arranging cabs, and urgent shopping) work together for a long time from preparation to completion, creating a work of art together. It can be pointed out that location photo weddings offer many opportunities for local human resources to exert their power and increase satisfaction through hospitality.

3. Methodology

3.1 Participants

An Internet survey was conducted. Data collection was delegated to Crossmedia Marketing, Inc. from September 7 to 14, 2021. The sample totaled 200 persons; specifically, it was 91 men and 109 women aged 18 years and over who lived in Hong Kong. A total of 97 participants were married; also, 59 of them had a partner.

3.2 Items

The participants responded to items about the following aspects:

- Experience and intention to have a location photo wedding: Participants were asked if they have conducted a location photo wedding; have a plan for a location photo wedding; are interested in a location photo wedding, even though they have no plan now; are not interested in a location photo wedding; or none of the above apply.

- Time to do/want to do a location photo wedding: If the participants had conducted, planned, or were interested in a location photo wedding, they were asked if they had a location photo wedding or when they planned or hoped to have one.

-Reasons for having/wanting to do a location photo wedding: If the participants had conducted, planned, or were interested in a location photo wedding, they were asked to choose the most suitable option that applied to them. The options were "Because it is trendy"; "Because I have seen a SNS or blogs of people who have experienced location photo weddings"; "Because it was recommended by a family member, friend, or acquaintance"; "Because I want to be blessed by my friends and acquaintances"; "Because I want my family to be happy or because it is an important family event"; "Because I want to add to the fun and memories of the two of us"; "Because it is a natural thing to do"; "Because it is a status symbol"; and "Other."

- Place where they had done/wanted to do a location photo wedding: If the participants had conducted, planned, or were interested in a location photo wedding, they were asked where they had done or wanted to do a location photo wedding. The options were "Hong Kong," "Japan," "Except Hong Kong and Japan," and "Undecided."

- Important points to decide a destination for a location photo wedding: If the participants had conducted, planned, or were interested in a location photo wedding in Japan, they were asked to choose the most suitable option to apply to them. The options were "Shooting location," "Price," "Convenience," "Security," and "Legal wedding."

- Information source for deciding on a location photo wedding destination: If the participants had conducted, planned, or were interested in a location photo wedding in Japan, they were asked what kind of information source they had used. The options were "Media information about weddings (magazines, internet, TV and radio, etc.)"; "Wedding expos, bridal fairs and other wedding-related events"; "PR for photography studios, inquiries and meetings with studios"; "Movies, animations, dramas, etc. that are set in Japan"; "Word of mouth from family, friends, and acquaintances"; "My own experience of staying in Japan"; and "Others."

- Area where they have done/want to do a location photo wedding in Japan: If the participants have conducted, have a plan, or are interested in a location photo wedding in Japan, they were asked about the area where they have done/want to do a location photo wedding. The options were "Hokkaido," "Kanazawa," "Karuizawa," "Tokyo," "Kyoto," "Nara," "Osaka," "Kyusyu," "Okinawa," and "Others."

- Reasons for picking the area as a destination for a location photo wedding in Japan: If the participants had conducted, planned, or were interested in a location photo wedding in Japan, they were asked to choose the most suitable option. The options were "Because of the unique nature of the four seasons in Japan (snowy scenery, rows of cherry trees, autumn leaves, etc.)"; "Because of the beauty of nature (beaches, seaside resorts, highland resorts, flower fields, sunsets, etc.)"; "Because I can feel Japanese tradition and culture such as temples, shrines, gardens, kimono, etc."; "Because I like the atmosphere of villages and townscapes"; "Because it is a famous and popular city or tourist destination"; "Because there are famous photo spots and buildings that can be recognized at a glance"; "Because it is not so well known;" "Because it is a special place for us"; "Because it has a sophisticated atmosphere and a sense of luxury"; "Because it is an Instagram-worthy photo spot"; and "Other."

- Experiences during a location photo wedding in Japan: Participants were asked about their experiences during the location photo wedding in Japan. It consisted of 20 items rated on a 5-point Likert scale. These 20 items were developed based on Konno et al. (2019) and were classified into three elements of location photo weddings: (1) connection with the community through life events, (2) connection with the community through photography, and (3) connection with the community through human relationships.

4. Results

4.1 Grouping of the Participants

According to the items of experience and intention regarding a location photo wedding, the participants who have conducted a location photo wedding, or have a plan for one, or are interested in having one though they have no plan now are referred to as an *interest group* (*n* = 157) (Table 1). Nearly 80% of the 200 participants had experienced or had planned to experience location photo weddings. More than 80% of the interest group has actually experienced it or are planning to do so within the next five years at the latest (*n* = 133). Furthermore, 50 participants answered that they would choose Japan as the destination for location photography and 18 participants actually experienced location photography in Japan (Table 2). The former is the *Japan-interest group* and the latter is the *Japan-experience group*.

Table 1. Experience and Intention Related to Location Photo Wedding

	N	%
I have conducted a location photo wedding.	60	30.0%
I have a plan for a location photo wedding.	44	22.0%
I am interested in a location photo wedding though they have no plan now.	53	26.5%
I am not interested in a location photo wedding.	34	17.0%
None of the above apply.	9	4.5%
Total	200	100.0%

Table 2. Experience and Intention Related to Location Photo Weddings in Japan

	Choose Japan / Total	%
I have conducted a location photo wedding.	18/60	30.0%
I have a plan for a location photo wedding.	16/44	36.4%
I am interested in a location photo wedding though they have no plan now.	15/53	30.2%
Interest group total:	50/157	31.8%

4.2 Summary of Interest Group

The top reason for location photo weddings was “Because I want to add to the fun and memories of the two of us” (32.5%) (Table 3). In second place was “Because it is trendy” (17.8%), and third place was “Because I have seen SNS or blogs of people who have experienced location photo weddings” (15.3%). In total, 33.1% cited the influence of their surroundings as their reason.

Table 3. Reasons Having/Wanting to Do a Location Photo Wedding

	N	%
Because I have seen a SNS or blogs of people who have experienced location photo weddings.	24	15.3%
Because I want my family to be happy or because it is an important family event.	8	5.1%
Because I want to add to the fun and memories of the two of us.	51	32.5%
Because I want to be blessed by my friends and acquaintances.	20	12.7%
Because it is a natural thing to do.	8	5.1%
Because it is a status symbol.	3	1.9%
Because it is trendy.	28	17.8%
Because it was recommended by a family member, friend, or acquaintance.	14	8.9%
Other.	1	0.6%
Total	157	100.0%

As shown in Table 4, 50.3% of the participants chose Hong Kong as their location photo wedding, while 31.8% chose Japan as their location photo destination. In particular, the selection rate for Hong Kong and Japan tended to be relatively high among those who planned to have a location photo wedding. Therefore, it can be inferred that they chose nearby locations to avoid long-distance travel during the COVID-19 pandemic.

Table 4. Place Where They Have Conducted/Want to Do a Location Photo Wedding

		Destination				
		Hong Kong	Japan	Except Hong Kong and Japan	Undecided	Total
I have conducted a location photo wedding.	*n*	32	18	7	3	60
	%	53.3%	30.0%	11.7%	5.0%	100.0%
I have a plan for a location photo wedding.	*n*	25	16	1	2	44
	%	56.8%	36.4%	2.3%	4.5%	100.0%
I am interested in a location photo wedding though they have no plan now.	*n*	22	16	7	8	53
	%	41.5%	30.2%	13.2%	15.1%	100.0%
Total	*n*	79	50	15	13	157
	%	50.3%	31.8%	9.6%	8.3%	100.0%

When deciding a destination for a photo wedding location, the most important factor was the shooting location (43.9%), followed by price (32.5%), and then convenience (13.4%) (Table 5). However, for those who had plans, the top priority was reversed, with price being the most important (34.1%), followed by location (31.8%). There was also a tendency for convenience to be more important (20.5%). In general, the participants emphasized location and price, but when they actually had a plan, they tended to place more emphasis on price and convenience.

Table 5. Important Points in Selecting a Destination for a Location Photo Wedding

		Important points to decide a destination					
		Shooting location	Price	Convenience	Security	Legal wedding	Total
Interest group	*n*	69	51	21	7	9	157
	%	43.9%	32.5%	13.4%	4.5%	5.7%	100.0%
I have conducted a location photo wedding.	*n*	33	19	4	2	2	60
	%	55.0%	31.7%	6.7%	3.3%	3.3%	100.0%
I have a plan for a location photo wedding.	*n*	14	15	9	3	3	44
	%	31.8%	34.1%	20.5%	6.8%	6.8%	100.0%
I am interested in a location photo wedding though they have no plan now.	*n*	22	17	8	2	4	53
	%	41.5%	32.1%	15.1%	3.8%	7.5%	100.0%
Total	*n*	69	51	21	7	9	157
	%	43.9%	32.5%	13.4%	4.5%	5.7%	100.0%
Japan-interest group	*n*	21	21	4	2	1	50
	%	42.0%	44.0%	8.0%	4.0%	2.0%	100.0%

4.3 Summary of Japan-interest Group

In the Japanese-interest group, the importance of price was relatively high compared to the interest group, with price (44.0%) and location (42.0%) coming first and second, respectively (Table 5). As in the case of those who are interested in and plan for a location photo wedding, the first reason for choosing Japan is price, followed by location. It is natural that price—which tends to be high, especially for overseas travel—is the most important factor, but location was cited by a small margin. It appears that Japan's attractiveness as a shooting location is highly valued.

Word of mouth (60.0%) was the top source of information regarding location photos in Japan (Table 6). This was followed by media information about weddings (56.0%), events (56.0%), and stay experiences (54.0%). Media information and events related to weddings have become a source of information with influence comparable to word of mouth (influence of influencers) and the personal experience of staying in Japan, which are currently mainstream sources of information. Wedding-related information is expected to be effectively utilized in marketing in the future.

Table 6. Information Source on Selecting a Destination for a Location Photo Wedding

	N	%
Word of mouth from family, friends, and acquaintances.	30	60.0%
Media information about weddings.	28	56.0%
Wedding expos, bridal fairs, and other wedding-related events.	28	56.0%
My own experience of staying in Japan.	27	54.0%
PR for photography studios, inquiries, and meetings with studios.	21	42.0%
Movies, animations, dramas, etc. that are set in Japan.	20	40.0%

In terms of specific areas in Japan, Tokyo, Kyoto, and Hokkaido were the top three destinations (Tokyo, 56.0%; Hokkaido, 50.0%; and Kyoto, 44.0%) (Table 7). Admittedly, the two major cities, Tokyo and Osaka, and the ancient capital Kyoto, are "typical Japanese cities (tourist destinations)," while Hokkaido and Karuizawa are "areas with a strong brand image related to snow and resorts," which are rare in the Asian region.

Table 7. Area Where They Have Conducted/Want to Do a Location Photo Wedding in Japan

	N	%
Hokkaido	25	50.0%
Tokyo	28	56.0%
Kyoto	22	44.0%
Osaka	19	38.0%
Karuizawa	15	30.0%
Okinawa	13	26.0%
Nara	12	24.0%
Kyusyu	7	14.0%
Kanazawa	3	6.0%

The main reason for choosing this area was the nature of the four seasons (56.0%; Table 8). It can be said that the beauty of nature, traditions, and culture, especially the nature of the four seasons, is seen as a symbol of the "unique characteristics of Japan (i.e., uniqueness of Japan)," which is why people choose location photo weddings.

Table 8. Reasons for Selecting the Area as a Destination for a Location Photo Wedding

	N	%
Because of the unique nature of the four seasons in Japan.	28	56%
Because I can feel Japanese tradition and culture such as temples, shrines, gardens, kimono, etc.	7	14%
Because of the beauty of nature.	6	12%
Because there are famous photo spots and buildings that can be recognized at a glance.	3	6%
Because I like the atmosphere of villages and townscapes.	2	4%
Because it is a famous and popular city or tourist destination.	2	4%
Because it is a special place for us.	1	2%
Because it has a sophisticated atmosphere and a sense of luxury.	1	2%
Because it is not so well known.	0	0%
Because it is an Instagram-worthy photo spot.	0	0%
Total	50	100%

4.4 Summary of Japan-experience Group

To understand the evaluation of the experience of location photo weddings in Japan, we set 20 items based on the "elements of location photo weddings as a tourism experience that makes use of local resources" from the perspective of the supplier as identified in previous research. This was also done from the perspective of the tourism subject—i.e., "time series of tourism behavior" and "revisit intention to Japan."

The average score for each item was calculated using a five-point scale. In addition, the percentage of participants who selected "applicable" and "somewhat applicable" was calculated as the affirmation rate (Table 9). Of the 20 items, 16 received an affirmative rating of 70% or higher, and 14 received an average rating of 4.0 or higher, which is generally a high rating in terms of both affirmative rating and average. Admittedly, the characteristics and spillover effects identified in previous studies are generally significant.

Table 9. Experiences During a Location Photo Wedding in Japan

	Affirmation rate	Average	Elements of location photo weddings	Time series of tourism behavior	Revisit intention to Japan
The place where we were able to take wonderful photos became very important to us.	94.4%	4.50	photography	after	impression
The skill of the photographer and staff was excellent.	94.4%	4.44	photography	during	impression
The hospitality of the photographer and staff made the trip more enjoyable.	94.4%	4.11	relationships	during	impression
The town where we traveled for the location photo wedding left a stronger impression on us than ordinary travel.	88.9%	4.44	life events	during	impression
I still look back at the photos and albums from time to time and cherish them.	88.9%	4.44	photography	after	impression
The town where we went for the location photo wedding has become an important part of our lives.	88.9%	4.33	life events	after	impression
I want to visit other cities in Japan.	88.9%	4.28	-	after	intention
I sometimes talk about the memories of location photo weddings with my family and friends.	83.3%	4.28	life events	after	impression
From the location photo wedding, my interest in Japan has increased.	83.3%	4.22	life events	after	intention
Focused on the choice of location to take beautiful photos.	83.3%	4.22	photography	before	impression
The town we traveled to for the location photo wedding gave us a special experience and memory of our own.	77.8%	4.11	life events	during	impression
I want to recommend sightseeing in Japan to my family and friends.	77.8%	4.11	life events	after	intention
I want to revisit the destination of the location photo wedding	77.8%	4.06	life events	after	intention
I want to meet the same staff again.	77.8%	3.94	relationships	after	intention
I want the same photographer to do the photo shoot again.	72.2%	4.00	photography	after	intention
I still keep in touch with the photographer and staff.	72.2%	3.61	relationships	after	intention
I want to recommend the destination of my location photo wedding to my family and friends.	66.7%	3.89	life events	after	intention

I want to revisit the place where I took wonderful photos and take photos again.	66.7%	3.72	photography	after	intention
I was impressed by the long time spent with the photographer and staff.	55.6%	3.78	relationships	during	impression
I want to recommend the photographer and staff to my family and friends.	55.6%	3.72	relationships	after	intention

5. Discussion and Conclusion

5.1 Elements of Location Photo Weddings Discussion and Implications

Research Question 1 in this study examined the characteristics of location photo weddings as a tourism experience that utilizes local resources from the perspective of the supplier. Notably, this has been identified in previous research from the viewpoint of a tourist subject living in Hong Kong at the present time who has experienced the COVID-19 pandemic. Konno et al. (2019) extracted three elements of location photo weddings: (1) connection with the community through life events; (2) connection with the community through photography; and (3) connection with the community through human relationships.

Items (in Table 9) related to photography were rated the highest (two out of six items had affirmation rates of 90.0% or higher and four items had affirmation rates of 80.0% or higher). This was followed by items related to travel destinations and places as life events, with four of eight items having an affirmation rate of 80% or higher. This indicates that the participants gave high marks to “photographic skills” for recording the greatest highlights of their lives, followed by “travel destination as a life event,” which also created a strong impression.

In the category of human relations, “The hospitality of the photographer and staff made the trip more enjoyable” received a high affirmative rating of 94.4%. The affirmation rate for “I want to meet the same staff again” and “I still keep in touch with the photographer and staff” were also relatively high at over 70.0%.

In general, the three elements of “tourism as an experience involving the tourism subject and the tourism destination (destination),” which were hypothesized in previous research from the perspective of suppliers, were confirmed in the study from the user side. The first element was photography, followed by travel as a life event. It was highlighted that photography and travel experiences as a life event have captured the hearts of many tourists and deepened their relationship with the region. In terms of relationships, more than 70.0% of the participants wished to be reunited or continued their relationships with the photographers and staff. Considering the fact that relationships in general can have good or bad chemistry, it is clear that relationships are a very important factor in a location photo wedding.

5.2. Characteristics from the Perspective of a Time-series of Tourism Behavior and Ripple Effect Leading to Revisits to Japan

Research Question 2 examines the time series of tourism behavior (before, during, and after traveling) in location photo weddings and focuses on the ripple effect that leads to revisits to Japan in the future.

Of the five items related to “during travel”, three items were rated particularly high. Similarly, 11 of the 14 “after traveling” items were rated relatively highly. It is clear that the level of satisfaction “during travel” is extremely high among location photo wedding users.

As for the ripple effect that leads to revisits to Japan, the items related to strong “impressions” were rated high in both affirmation rate and average value. Three of the nine items had affirmation rates of 90% or higher, and four items had affirmation rates of 80% or higher. Four items had average ratings of 4.4 or higher, and two items had average ratings of 4.2 or higher. It can be said that location photo weddings create a strong impression on users.
The items related to the intention to revisit and the continuation of the relationship with Japan were not as strong as the impressions, 7 of the 10 items had an affirmation rate of 70% or higher, and 2 items had an average rate of 4.4 or lower and 4.2 or higher. It can be said that there is a certain potential for those who have experienced location photo weddings to become a reserve army of repeat customers, with a desire to revisit and become influencers to those around them.

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How to lead and deliver true hospitality to restore guest's confidence during COVID-19 pandemic? Case of InterContinental Zhuhai Hotel

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Abstract

Purpose – The coronavirus (COVID-19 pandemic) has unprecedented effects on the hospitality industry. Challenges resulting from the loss of demand caused by travel restrictions, national and local lockdowns, social distancing measures, and truncated hours of operation, and sudden business closures following governmental lockdown orders (Hall et al., 2020). This study used the case of InterContinental Zhuhai Hotel to investigate how to lead and deliver true hospitality to guests during COVID-19 pandemic. Insights were explored to restore guest's confidence in luxury hotels in this unprecedented period.

Design/Methodology/Approach – A purposeful sampling method is employed to investigate by using in-depth interviews with hoteliers. Research questions were derived to guide this empirical study.
(1) What is True Hospitality?
(2) How to lead the team to cope with the challenges of COVID-19 pandemic?
(3) How to deliver true hospitality to restore guest's confidence during COVID-19 pandemic?
(4) What are the guest's experiences reflected on online ratings and reviews during COVID-19 pandemic?

Findings – Based on thematic analysis of in-depth interviews with hoteliers about the ways to lead and deliver true hospitality to restore guest's confidence during COVID-19 pandemic, 10 Cs were identified from this study:
1) Charismatic Leadership Driving all Teams Stepping out of Comfort Zone Courageously!
2) Comprehensive Delivering True Hospitality of Incredible and Caring Services
3) Conclusive and Strict Sanitary Measures
4) Caring Services and Careful Disinfected Measures by Front Office Team
5) Convincing Cleaning Standards by Rooms Services Team
6) Creative Culinary Produced by Food and Beverages Team
7) Changeable Sales Strategies but Unchangeable Spirit of True Hospitality by Sales Team
8) Communicative and Creative Marketing Communications by Marketing and Communication Team
9) Compassionate and Supportive Human Resources Team
10) Committed and Competent Teams Coping COVID-19 Pandemic Cooperatively

Research Limitations/Implications - These strategies are expected to impress and enhance guest experiences which are reflected on online ratings and comments. Based on the research results, a framework for leading and delivering true hospitality to restore guest's confidence during COVID-19 pandemic was proposed.

Practical Implications – For hoteliers, leading and delivering true hospitality is a fundamental but powerful strategy to restore guest's confidence and achieve sustainable competitive advantages in these fierce and harsh market conditions. For guests, delivering true hospitality of incredible and caring services that can meet and exceed their expectations can restore their confidence towards the hotel and further build loyalty to the hotel even during COVID-19 pandemic.

Originality/Value – The findings show practical insights to lead and deliver true hospitality to restore guest's confidence in a luxury hotel. The study investigates one of the luxury hotels in Zhuhai, China, an area where research is sparse within the context of Asia and almost non-existent in Zhuhai, China. From this perspective the study contributes to the hotel management and service delivery of luxury hotels during health crisis literature.

Keywords: COVID-19 pandemic, Hotel management, Services delivery

1. Introduction

The coronavirus (COVID-19 pandemic) has had unprecedented effects on the hotel industry. Challenges caused by the sharp decline of demand due to travel restrictions, social distancing norms, truncated hours of operation, and ad hoc closures by governmental lockdown orders (Hall et al., 2020). UNWTO Secretary General Zurab Palliatively stated that, "The world is facing an unprecedented health and economic crisis. Tourism has been hit hard, with millions of jobs at risk in one of the most labour-intensive sectors of the economy" (UNWTO 2020, p. 1). China's hotel industry has met severe challenges (China Hospitality Association, 2020; China Tourism Research Institute, 2020; Sun et al., 2020; Zhang et al., 2020). Owing to travel bans and social distancing restrictions, travel incentives were dropped (Hao et al, 2020).

The current priority for the hotel industry is to create incredible experiences for guests to restore their confidence. Therefore, leading and delivering true hospitality to restore guest's confidence during COVID-19 is important in hospitality research (Sigala, 2020). This study aims, therefore, to fill this research gap by exploring how to lead and deliver true hospitality to restore guest's confidence during the COVID-19 pandemic. This paper used the case of InterContinental Zhuhai Hotel to investigate how to lead and deliver true hospitality to restore guests' confidence in this unprecedented period. Given the explorative nature of this study, a qualitative approach via interview with hotel management was adopted. Research questions are posed:

(1) What is True Hospitality?
(2) How to lead the team to cope with the challenges of COVID-19 pandemic?
(3) How to deliver true hospitality to restore guest's confidence during COVID-19 pandemic?
(4) What are the guest's experiences reflected on online ratings and reviews during COVID-19 pandemic?

The perspectives of hoteliers are included in the study, which provides valuable insights for the hospitality industry to cope with the challenges of COVID-19 pandemic and to restore guest's confidence.

1.1 Background of InterContinental Zhuhai, IHG

InterContinental Zhuhai makes its home in the Yanlord Marina Centre, a city landmark complex alongside the picturesque Qing South Road of Zhuhai. The Hotel is adjacent to Gongbei/Macau port, Zhuhai rail station and confronting Hong Kong-Zhuhai-Macau Bridge. This 46-storey high rise offers 324 contemporary guest rooms and suites, each with floor-to-ceiling windows overlooking panoramic sea view or city view. With four award-winning restaurants and lounge, over 2,000 ㎡ meeting and event space, a renowned infinite outdoor pool, InterContinental Zhuhai delivers true hospitality and prestigious InterContinental Life to guests from all around the world. (InterContinental Zhuhai website, 2022).

2. Literature Review

2.1 The Essence of Hospitality

The Oxford English Dictionary (2002) defines hospitality as the 'friendly and generous reception of guests or strangers', while the Chambers English Dictionary (2001) defines it as, 'entertaining strangers and guests kindly and without reward (Hemmington, 2007). Hospitality means the host is being hospitable through feelings of generosity, a desire to please and take care of guests as an individual (Lashley, 2000). Hospitality means generosity, friendliness, the host-guest relationship, entertainment, and experiences given freely (King 1995). Hospitality as behaviour and experience that focus on the host-guest relationship, generosity, theatre, and performance, create more surprises to exceed guest's expectations, the security of strangers (Hemmington, 2007). Conflict between generosity and the economics of business that raise a question of whether true hospitality can ever be provided within a commercial context (Telfer, 2000). Because tension between generosity and the economic relationship in commercial hospitality context (King 1995). This leads to several tensions when hotels try to provide a true sense of hospitality (O'Connor 2004). The notion of performance is significant both in terms of the guest experience and the implications for staff as performers (Darke and Gurney 2000). Hotel staff are required to meet and exceed guest's expectations in special, creative, and exciting ways that create memorable experiences to nurture behavioural and emotional loyalty (Hammington, 2007).

2.2 Guest's Expectations and Hotel's Responses on Service Delivery in COVID-19 Pandemic

The uncontrollable impact of the COVID-19 pandemic forced hoteliers to redesign guests' experiences (Bonfanti et al., 2021) and to implement proper risk information intervention measures (Zhang et al, 2020). Whereas guests focus on experience, cleanliness, service, and front-desk in the pandemic phases because of increasing demand for inside experiences, security and hygiene (Hu et al, 2021). Safety is paramount in hotels (Telfer, 2000). Hotel guests are often in unfamiliar and alien environments and see the hotel as an important sanctuary (Hepple et al. 1990, Rutherford and McConnell 1991, King 1995, Telfer 2000, Choi and Chu 2000, Gill et al. 2002, Poon and Low 2005). During the COVID-19 pandemic, guests were extremely concerned about services related to hygiene, safety, and social distancing measures (Nilashi et al, 2021). Hotels respond to guests' needs by implementing contactless services such as self-serving apps, kiosks, and robots (Lau 2020). All staff wear face masks to make intangible hygiene and safety tangible, representing genuine care in true hospitality (Kong et al.,2021).

2.3 Guests' Experiences Reflected on Online Ratings and Reviews

Guest's electronic reviews are influential for hotels (Yang et al., 2018). Guests indicate their preferences through electronic comments (Ahani et al., 2019). Prabu (2014) stated that more than 80% of travelers browse other travelers' comments before making a booking, while 53% are unwilling to choose a hotel with no reviews. Travelers prefer to stay longer in the hotels with positive comments and high ratings than negative comments or low ratings (Hoisington, 2018). Thus, hotels' revenues are specifically delicate to the impact of electronic reviews (Hilbrink, 2017). For hoteliers, online reviews present hotels with the opportunity to conduct consumers' behavior analysis referring to standard ratings (Nilashi et al., 2018). Online reviews can allow managment to understand the actual performance of a hotel from the guest's perspectives (El-Said, 2020).

This study seeks to response to the below research main questions:
1. What is True Hospitality?
2. How to lead the team to cope with the challenges of COVID-19 pandemic?
3. How to deliver true hospitality to restore guest's confidence during COVID-19 pandemic?
4. What are the guests' experiences reflected on online ratings and reviews?

3. Methodology

3.1 Research Design

In line with the explorative nature of this study, a qualitative research strategy was employed for primary data collection and analysis (Creswell and Creswell, 2018) to examine how to lead and deliver true hospitality to restore guest's confidence during COVID-19 pandemic. Semi-structured interviews were selected as the data collection method because it provides respondents with the flexibility to express their views freely (Creswell and Creswell, 2018). The interview protocol questions were as follows: 1) What is True Hospitality? 2) How to lead the team to cope with the challenges of COVID-19 pandemic? 3) How to deliver true hospitality to restore guest's confidence during COVID-19 pandemic? 4) What are the guests' experiences reflected on online ratings and reviews?

3.2 Sampling and Data Collection

This study employed a purposeful sampling approach to invite knowledge-rich informants who could provide relevant information about leading and delivering true hospitality to restore guest's confidence during COVID-19 pandemic. Using personal networks, the researchers approached potential participants by working in a luxury hotel (five-star rating) and their hotel was still running. Interviews were conducted between Jan and Feb 2022, each lasting for approximately 40 minutes. Interviews were mostly undertaken in English and Mandarin. The translation of interview responses into English was subsequently cross-checked for meaning and consistency by researchers fluent in both languages to ensure that it retained the subtlety and meaning of the original responses (Hogg et al., 2014). Creswell (1998) recommended conducting 5–25 interviews to reach data saturation. Researchers should continue collecting and analysing data until additional data start to repeat previous data and no longer provide new insights (Strauss and Corbin, 1998; Guest et al., 2006). In this study, data saturation was reached after 10 interviews. Table 1 presents the profiles of the respondents. The multiple sources of evidence and informants' confirmation of data content helped ensure research validity and reliability (Yin, 2003).

Table 1. Profile of Respondents

ID	Job Position	Nationality	Gender	Age
H1	General Manager	China	M	51-60
H2	Director of Marketing and Communications	China	F	31-40
H3	Director of Sales	China	F	31-40
H4	Director of Food and Beverages	China	M	31-40
H5	Front Office Manager	China	M	31-40
H6	Director of Rooms	China	M	31-40
H7	Guest Service Manager	China	F	31-40
H8	Restaurant Manager	China	F	31-40
H9	Director of Cuisine	China	M	31-40
H10	Director of Human Resources	China	M	31-40

3.3 Data Analysis

To gain a degree of meaning depth, which is not possible to achieve simply by analysing quantitative data, a qualitative data analysis was chosen. Qualitative research is used for understanding things rather than with measuring them, whereby the “subjectivity and the authenticity of human experience” (Silversman, 2010, p. 138) allows the researcher to gain an insight into the different meanings, beliefs, feelings, and attitudes of research subjects (Holloway et al., 2007; Veal, 2006). The interviews were audio recorded, and later transcribed and checked for accuracy. Through a thematic analysis, this research enabled the detection, examination, and description of themes gleaned from qualitative data (Braun and Clarke, 2006). The data analysis followed a blended approach, which is theoretically driven but also allows for themes to inductively emerge from the data (Miles et al., 2014). A bilingual (English and Mandarin) researcher transcribed the interviews. The data were manually analysed for this exploratory study, although there are a lot of computing tools for qualitative analysis. This choice provides an advantage for an interpretative approach rather than just doing a mechanical analysis using software (Gr€oschl, 2005). Finally, the results were grouped into similar conceptual areas according to prevalent themes.

4. Findings and Discussions

Based on the analysis of the interviews, it was possible to examine and categorize ten main themes:

[1] Charismatic Leadership Driving all Teams Stepping out of Comfort Zone Courageously!
[2] Comprehensive Delivering True Hospitality of Incredible and Caring Services
[3] Conclusive and Strict Sanitary Measures
[4] Caring Services and Careful Disinfected Measures by Front Office Team
[5] Convincing Cleaning Standards by Rooms Services Team
[6] Creative Culinary Produced by Food and Beverages Team
[7] Changeable Sales Strategies but Unchangeable Spirit of True Hospitality by Sales Team
[8] Communicative and Creative Marketing Communications by Marketing and Communication Team
[9] Compassionate and Supportive Human Resources Team
[10] Committed and Competent Teams Coping COVID-19 Pandemic Cooperatively

Leading and managing the team to provide true hospitality in crises can be challenging (Bitner, 2008; King, 1984). As our results indicate, the hoteliers are actively engaged in precautionary measures in response to the COVID-19 crisis (see Figure 1 for conceptual framework). Our research provides insights for hoteliers to deliver true hospitality to restore guest's confidence during COVID-19 pandemic.

4.1 Charismatic Leadership Driving all Teams Stepping out of Comfort Zone Courageously
General Manager (GM) adopt charismatic leadership creates a strong personal bond with followers. This connection reflects their followers' convictions of their leader's extraordinary character which inspires followers to achieve unprecedented results (Conger et al. 2000). By seeing beyond current constraints and challenges, charismatic leader articulates a compelling vision of the future. This vision of the future solidifies that personal connection, forges an identity between members and the hotel, and inspires high levels of personal commitment (Lussier and Achua 2009). Bennis and Nanus (2007) suggested that the key indicator of a successful leader is the leader's skill at paying attention, inspiring hearts, touching souls, and affirming the best in team. Creates a change in people's hearts and minds that empowers people to become passionately committed to a great ideal and fulfil their potential (Anding 2005). GM has strong abilities to ensure harmonious and synergic communication relationships to improve performance. He leads his team to review, redesign the services, and adjust the marketing strategies in response to the ever-changing external environment. Whereas he never changes the fundamental principle of providing true hospitality for good that has been upheld firmly in whatever situation.

4.1.1 Leader Uphold the Fundamental Principle of Providing True Hospitality for Good
"True Hospitality is about ensuring every guest who can feel welcome and genuine care, recognized and respected, no matter who they are and where they are. True Hospitality for Good, which means striving to make a difference, every day, to our people, guests, and communities, and protecting the beauty of the world around us. At InterContinental true hospitality is our service culture which we put at the centric of our service and operation and we are practicing it day in and day out. It includes four parts in detail - True Attitude, True Listening, True Confidence and True Responsiveness, to deliver the most genuine and satisfying experience to our guests."

4.1.2 Management Strategies and Acts as a Safety Leader
GM develops management strategies and acts as a safety leader that promotes employee safety behaviour from four aspects - safety coaching, care, motivation, and control.

(1) For safety coaching, GM provides employees with sufficient safety knowledge and safety guidance. Implement IHG Cleaning Promise based on the guest room cleaning Standard Operating Procedures (SOPs) which was developed by IHG support centre coping with global pandemic prevention. "*By complying IHG guidelines, our hotel and government pandemic prevention policies and regulations are our bottom line throughout the whole operation day in and day out. We adopt IHG cleaning promise SOPs, hotel SOPs and hotel policy and procedures, government hygiene and health guidance."*

(2) For care, GM enhances employee positive expectations and confidence of crisis intervention, he provides positive feedback on employees' safety concerns. During COVID-19, leader develops an organizational atmosphere that supports safety, conducts systematic safety skills training, and provides sufficient protective equipment. This helps to improve employee safety performance. GM pay attention to belief restoration during crises and provides psychological motivation for employees to adopt safety behaviours. He cares about employee's needs and psychological status during the crisis, provide employees with sufficient safety information, as well as demonstrating the hotel's crisis response capabilities. "*At the beginning, the staff felt worried and unsafe during the pandemic breakout period, after receiving the prompt information and guidance, their worries were*

released, and pressures were relieved." GM meets the safety needs of the teams and develops a safe workplace, as well as providing enough resources to support employee safety behaviour. *"A series of staff pandemic prevention SOP and Policies and procedures by following IHG guidance and local government guidance were adopted."*

(3) For safety motivation, GM establishes safety motivation systems and rewards employees for behaviours that are conducive to improving safety performance, such as adhering to safety systems, taking part in safety training, and proposing new safety ideas. Clear policies and comprehensive SOPs covering both workplace and dormitory even at home. Hotel put the safety control content in our existing management system and staff norms, it is an evolving and ongoing process. "*We put the pandemic practice as the baseline of operation and require our staff to practice. We motivate and reward team members by using existing programs together with considering their safety operation behaviours."*

(4) For safety control, GM sets up safety management systems and safety behavioural norms and improves hotel safety performance through monitoring employee safety performance and correcting unsafe behaviours. GM emphasis changing mind-set to cope with uncertainty. GM driving all teams stepping out of their comfort zone courageously. He emphasises that his team must treat the uncertainty as the certainty, then deal with it calmly, confidently, and optimistically in whatever situation.

4.2 Comprehensive Delivering True Hospitality of Incredible and Caring Services

Create a systematic operation approach to cope with pandemic situations, which includes change, adjust, tailor made and create service and product processing based on pandemic prevention purpose or guest's demands. 'Hygiene and Health Kits' are supplied complimentary for every in-house guest, F&B outside catering and take away services are provided, temporary closure of outdoor swimming pools to adopt social distancing measures in public areas. Hotel management design the guest experiences to include lots of little surprises or sparkling moments to delight their guests. They take care of their guests along the way, starting from reservation, arriving at the hotel lobby, check-in, room staying, dining experiences, fitness centre, till check out and departure. They create lots of memorable experiences for guests such as pre-arrival call, cartoon bouquet for kids, themed welcome amenities in room, guest preferences for housekeeping service, restaurant butler service for VIP guests, farewell arrangement for special guests, hotel souvenirs, give-aways and hotel mascots are presented. Unexpected Moment Week a one-week delivering special guest experience activities in hotel, mini-wow housekeeping service, tailored made room decoration for celebratng guest's special moments. When guests encounter with unexpected situations or have special requests, they provide assistance instantly such as accompanying guests to hospital when needed, prepare special meals for elderly, decorate guest room/dining room for celebrating guest's special moments, themed Little Prince guest room for kids, show kitchen in the ballroom to create unique event experience, special welcome gifts and flowers, free upgrade for special guests, provide cooking demonstration of dessert or carving in restaurant, deliver the bi-monthly food promotion, live band performance, gueridon service, Christmas choir are just some examples of little surprises or sparkling moments to delight their guests.

4.3 Conclusive and Strict Sanitary Measures

Guests are extremely concerned about their sense of safety. All staff wear face masks to make intangible hygiene and safety tangible, representing genuine care in true hospitality (Kong et al.,2021). IHG Clean Promise in place as daily guidance. Ensuring guests have high confidence in hotel services, a strict standard of hygiene to maintain cleanliness, hygiene and avoiding the spread of germs and viruses in the air. Hotel put safety and pandemic prevention in the heart, all departments comply with re-designed Standard Operating Procedures (SOPs) including

IHG Cleaning Promise, IHG Way of Clean, Food safety management, staff health and safety management. Hotel is responding by implementing strict cleaning protocols to combat the virus. Strict hygiene and sanitary measures to secure their guests' accommodation environments such as conducting complete disinfection; controlling food hygiene; distributing masks at the hotel entrance and at the food picking area in restaurant; detecting the health of guests and employees by thermometer one by one carefully; shutting down swimming pool, gyms, and other public areas and facilities. ***"****We promptly update employees with pandemic control situation progress, prevention approaches from government authorities and IHG support centre, conduct training and practice on daily cleaning and disinfection and emergency drills periodically. Hotels follow safety measures that entail the compulsory wearing of face masks by guests and staff."*

4.4 Caring Services and Careful Disinfected Measures by Front Office Team

Disinfectant and masks are provided at the reception for guests, strict audit checking for health records of each arrival guest at entrance and parking lots. Body temperature measuring robot is used to measure each guest body temperature efficiently, effectively, and accurately. Key card would be disinfected at once upon return. Front desk team will remind guests to keep social distance in a caring way. Attentive care for guests in need during the pandemic period such as concierge staff can accompany guests to hospital in 24 hours.

4.5 Convincing Cleaning Standards by Room Services Team

Implement Standard Operating Procedures (SOPs) including IHG Cleaning Promise, IHG Way of Clean about standardized disinfection procedures and anti-pandemic cleaning measures in all the guest rooms, corridor, and pantry, lifts, and all hotel public areas. Pandemic prevention kits are supplied complimentary in every room. Pandemic prevention measures are communicated via multi-channel with guests through guest letters, TV screen displays and notices. Implement white bed program that takes away unnecessary sofa pillows and bed sheets. Linen cleaning and laundry disinfection measures in place.

4.6 Creative Culinary Provided by Food and Beverages Team

Chefs are devoted to preparing the delicious and creative cuisines for guests artistically. They prepared a tailor-made menu for senior guests attentively. They changed the theme of bi-monthly buffet and menu regularly and won tons of favourable comments which have been posted on online platforms with impressive evaluation scores and feedback. For the safety measures, assign extra manpower to remind the protective measures and give masks to the guests while they are taking food at the buffet restaurant. In this way, all the guests are aware of the hygiene while they are dining simultaneously. Also, guests are required to fill guest contact information records to keep track of their trail records. Safety and audit checking is not only conducted daily, but also inspected by the government monthly, yearly as well as food safety audit by 3rd party from IHG. Implement IHG Clean Promise the standardized disinfection procedure and anti-pandemic cleaning measures. Whereas impressive and stylish service cape and service experiences are considered attentively. "*Music band has performed on stage. Restaurant design artistic decorations according to different festival such as New Year, Valentine, Mid-Autumn Festival, Halloween, and Christmas as well as bi-monthly themes such as Malaysian theme, Italian Theme, Northwest China flavour, etc."*

4.7 Changeable Sales Strategies but Unchangeable Spirit of True Hospitality by Sales Team

A shift was changed from focusing on the international business travel market to the national leisure market; focus not only for the business travellers but also for family travels and leisure travellers, providing services not only for international guests but also for domestic guests. However, to uphold and deliver true hospitality firmly without changes in whatever situation.

"We focus on service excellence, exceptional product quality and consistency, exploring new market opportunities and gaining advantage through leveraging strengths is an ongoing process. To capture the growth of the family and kids' market, our hotel has built a Planet Trekker kids club including kids golf, fairy-tale castle, and cooking class activities for kids."

Hotel has changed from traditional sales channels to WeChat Apps for stimulating online purchase at anytime and anywhere. Nowadays, guests heavily depend on mobile apps to shop online (Kim et al., 2013). Mobile technology facilitates people to access the required information anytime and anywhere (Wang and Wang, 2010). Smartphone apps is convenient, the search process for guests are just a few easier steps, making the purchase process simple, quick, reachable, and free of stress (Ozturk et al., 2016). Hotel has already acknowledged that mobile apps are an emerging communication medium that can attract new customers and enhance brand loyalty, brand awareness and brand experiences resulting in higher sales (Hew et al., 2017; Narang and Shankar, 2019; Zhou, 2014). Hotel did successful live streaming on wedding, dim sum, afternoon tea, guest room and fitness centre services. The 3 years anniversary promotion offers creative 'blind box' via WeChat. On the one hand, it can delight guests in surprising ways, on the other hand, it can boost business purchase. Guests can buy hotel products and services via mobile apps instantly. Through Double 11 in November 11 in 2021 which is the popular online shopping event in Mainland China, the flash sale of Zhuhai set the highest record of sales among Zhuhai hotel sectors. Also, use live streaming to promote products interactively.

4.8 Communicative and Creative Marketing Communications

Management joined the WeChat groups to listen guest's opinions, follow their requests instantly and interactively. Live-stream conferences and on-line virtual conference room are adopted during the pandemic period. Additionally, the local creature and delicacy of Zhuhai's Virgin Scylla Crab was chosen as the mascot of the InterContinental Zhuhai with a name called "Xiao Xie." It was designed as various emoji for guests to download in WeChat for sharing among their social circle through WeChat. It is a smart way to convey an approachable and appealing image. Xiao Xie wears staff uniform function as mascot, ambassador and actor for various promotional videos which spread via e-channels to attract the family-oriented market segment and kids.

4.9 Compassionate and Supportive Human Resources Team

To alleviate the tense pressure both in physical and psychological ways, the human resources department organized various activities for relaxation and decompression for all staff including singing competition, on-line cooking show, fun sport competition, hotel knowledge and skill competition, team outing, dumpling making, festival celebration throughout the year. So that the harmony, healthy and happy working atmosphere is maintained in whatever tough situation. Whereas, to ensure effective internal communication by sharing the update information promptly. Coordinate communication through staff town hall meetings, training sessions and daily briefings constantly.

4.10 Committed and Competent Teams Coping COVID-19 Pandemic Cooperatively

At InterContinental Zhuhai, teammates are devoted and are willing to go the extra mile because they have a great leader who always stands by them and demonstrates true hospitality in whatever situations. Strong affective commitment as displayed by the whole team because they have recognized their GM's leadership and values. Their powerful force is delivering true hospitality led by a charismatic and courageous GM who leads the team to uphold and deliver true hospitality firmly in whatever situation.

4.10.1 Guests' Experiences of True Hospitality Reflected on Online Ratings and Reviews

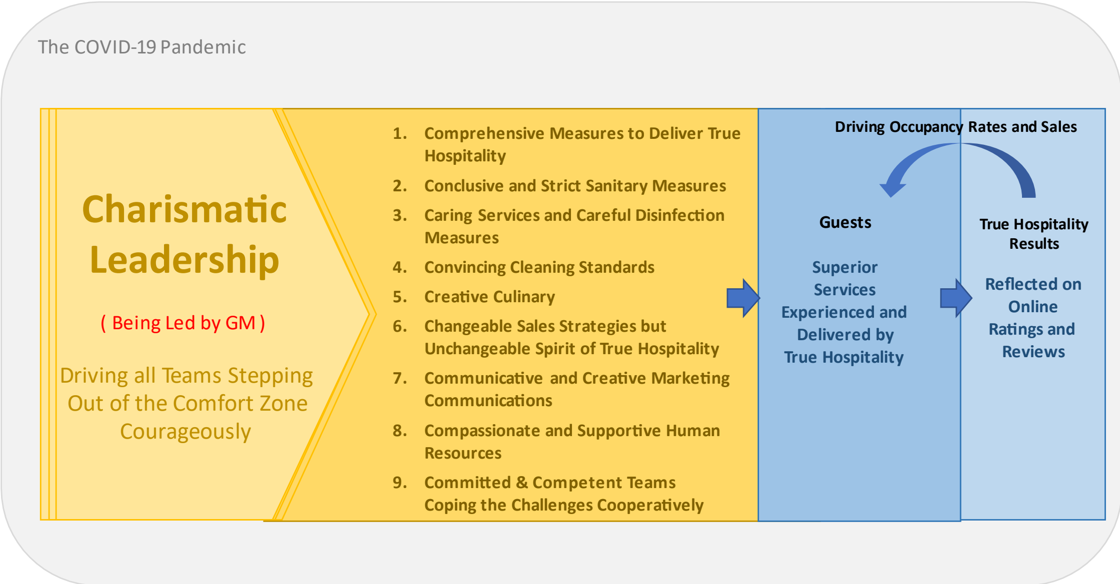
Guest's electronic reviews are influential for hotels (Yang et al., 2018). Guests show their preferences through electronic comments (Ahani et al., 2019) independently and voluntarily. Indeed, the online reviews provide valuable information shared by the guests which includes their satisfaction factors for effective engagement and loyalty in the luxury hotel context and highlight the areas for hotel's further enhancement.

"Even in the COVID-19 pandemic in 2021, InterContinental Zhuhai Hotel totally received 2,935 guest comments from 11 different booking channels which are including, Ctrip, TripAdvisor, Elong, Dianping, FLiggy, Qunar, Agoda, Booking, Expedia, Hotels, and Meituan. Among all the feedback, 98.13% of the comments were positive feedback. Our hotel not only receive lots of guest's positive comments and high ratings from online reviews, we have received 28 awards as recognitions, some of them from online review organizations such as TripAdvisor Traveler's Choice 2021 by Trip Advisor , Ctrip Annual Best Hotel 2021 by Ctrip, Restaurant of the Year 2021 by Dian Ping, Top 100 MICE Hotel 2019 by China Top 100 MICE Hotel, Platinum Award of Landmark Hotel in Guangdong-Hong Kong-Macao Greater Bay Area 2021 by Chinese and Foreign Hotel Magazines, and Annual Most Anticipated New Hotel 2018 by Target Taste…etc. I feel so proud to see the hotel rank in the top one position with a score 4.9 on Ctrip which are 100% rated by guests independently and voluntarily. We also got a top one position in the IHG Social Review Rating system in Zhuhai for 2 years. All those outstanding results reflected the actual performances of our hotel from the guest's perspectives through the online ratings and reviews systems."

4.10.2 Proposed Conceptual Framework

From the findings of the study, the conceptual relationship has been proposed in Fig. 1 (Framework of 10 Cs Strategies of Leading and Delivering True Hospitality to Guests During COVID-19 Pandemic). The 10 Cs strategies and expected outcome explored above can be framed, which include leading and driving various teams such as sales, food and beverages, marketing and communications, front office, rooms services, human resources to deliver true hospitality to restore guest's confidence during COVID-19 pandemic. Guests experienced the true hospitality of incredible and caring services that would be reflected in those online ratings and reviews. Eventually, those positive assessments will drive the occupancy rates and sales to hotel.

Figure 1. Framework of 10 Cs Strategies of Leading and Delivering True Hospitality to Guests During COVID-19 Pandemic



5. Conclusions, Limitation, and Future Studies

Even in the challenging period of COV1D-19 pandemic, management and frontline are devoted to deliver true hospitality to restore guests' confidence attentively, affectively, and authentically. Their efforts are well deserved to be recognized through those outstanding online reviews and ratings which are all truly reflected from guests' experiences of true hospitality at InterContinental Zhuhai Hotel.

This study contributes to actionable insights from the hoteliers' perspective to the hotel industry about leading and delivering true hospitality to restore guests' confidence of a luxury hotel during COVID-19 pandemic. Particularly, this study provides practical insights for China's luxury hotel management specifically to understand how to lead and deliver true hospitality to restore guest's confidence during COVID-19 pandemic, an area where research is sparse in Asia and almost non-existent within the context of China. While this study does not cover the general circumstances of the industry during the COVID-19 pandemic, in-depth interviews with hoteliers could provide insights for the development of the hospitality industry. The current study cannot claim to be conclusive as it is limited to one province in China. The results should be considered keeping this and subjectivity of responses in view. Nevertheless, the findings create options of further and comparative research in future. This paper presents limitations, but also offers directions for future study. The dataset used in the current study was collected from a single hotel. The empirical basis of analysis is restricted to a five-star hotel in Zhuhai province in Mainland China. Pandemic situations are different in nationalities. The current methodology can be repeated to uncover practical implications for different nations based on different datasets. Guest's expectations on service requirements are indifference between different hotel-types. Consequently, it is recognized that the results of this study present a snapshot of opinions from hoteliers. Future research should explore the coping strategies in other hospitality sectors.

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International working holiday makers in Japan's Niseko snow resort: Hosts' perspectives

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Abstract
Niseko is a popular international snow resort area in Hokkaido, Japan. It attracts international tourists and international human resources, some of whom hold working holiday (WH) visas. Many of working holiday makers (WHM)s work in the hospitality and tourism related companies in the area as well as engage in skiing and snowboarding. Despite their presence being important to the region, WHMs have not received much attention from academic research. Therefore, this study aims to review the WH program in Japan, focusing on international WHMs in Niseko and their impact on resorts from the perspectives of their hosts.

Keywords: Working holiday, Niseko Japan snow resort

Cooperation and competitiveness? Explore the impact of regulatory attention on hotel staff and the regulatory role of organizational culture

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Abstract
The study aims to explore the impact of regulatory focus on employee collaboration and competitiveness in international tourist hotels, while examining the moderating role of community culture/competitive culture. The questionnaire sample was volunteer staff of international tourist hotels. Non-probabilistic sampling (judgmental or purposeful sampling) is used. The study used preliminary data from 312 questionnaires (40% response rate) to analyze and found that the regulatory focus had a significant positive impact on the cooperative and competitive behavior of hotel employees. Finally, a community culture/competitive culture mitigates the relationship between regulatory focus and cooperation and competitiveness. This study discusses the implications for managers and recommendations for future research.

Keywords: Regulatory focus, Collaboration, Competitiveness, Tissue culture

1. Introduction

In labor-intensive hospitality and tourism, frontline workers often face on heavy workload (Dai, Altinay, Zhuang, Chen, & Management, 2021; Lin, Huang, Yang, & Chiang, 2014). According to Dar (2010), horizontal organizational structures are easy to find in many workplaces today, and these work structures rely more on team-based work. These organizational structures require fewer managers but require more intensive horizontal interaction.

As horizontal relationships become more important, employees need to have in-depth knowledge to perform their duties, while organizational relationships become more flexible (Dai, Zhuang, Yang, Wang, & Huan, 2020). As the modern workplace becomes more fragmented and teamwork becomes more prioritized, the demand for interaction and task interdependence among employees increases (Costigan et al., 1998; Knoll & Gill， 2011; Chung & Jackson， 2011). Rational structures such as modern organizations emphasize employees' willingness to cooperate (Marin, 2012). But at the same time, resources, rewards, promotions, and recognition are limited, leading to employee competition, sometimes becoming a negative feature (Walker & GREENHALL, 2011). Differences in cooperation and competitive relationships between employees cannot be handled through formal agreements. Relationships that acquire informal meaning can sometimes be altered by individual attitudes and behavioral habits.

As modern organizations become more flexible and simple, as the flexibility and simplicity of today's organizations increases, it becomes more important to manage the horizontal relationships and influences of various groups in the workplace (Ömüriş, Erdem, and Aytemur, 2020). The forms of cooperation and competition in the relationship between individuals differ from their traditional content. To illustrate the different aspects of the relationships between employees in an organization, further research is needed to raise new research questions. In addition, HR managers must understand the relationship between each other, such as cooperation and competition. As a result, more and more recommendations related to human resource management (HRM) applications need to be changed to new strategies (Gerlach, 2019).

In order to operate smoothly, hotel managers must consider the types of employees who are willing to cooperate or compete with others (Ömüriş, Erdem and Aytemur, 2020). Notably, the regulatory focus theory (Higgins, 1996, 1997) suggests that employees will adopt two strategies to achieve their goals, namely promoting focus and preventing focus. Promotion focus people see hope and desire as goals. On the other hand, those who focus on prevention make responsibilities and obligations their objectives. The theory explains that both categories will employ a strategy of urgency or vigilance to accomplish their tasks. On the other hand, people who think of positive outcomes as promoting priorities and preventing priorities try to avoid negative outcomes (Higgins et al., 2001).

By browsing the literature on organizational culture and leadership, the study found that they were all related to employee job performance (Bolden, 2011; Dumdum, Lowe, & Avolio, 2013; Howell and Avolio, 1993). Researchers have studied the relationship with leadership, organizational culture, and performance (Alvesson & Sveningsson, 2015; Common， Flynn ， & Mellon， 2016; Lucy, 2018). Krefting & Frost (1985) found that how organizational culture generates competitive advantage is defined by the boundaries of an organization's somehow, which prompts employee interaction or limits information processing to a certain level. Van den Steen (2010) shows that cooperation is observed more often in groups with more homogeneous beliefs by employing models that interpret their current behavior by employing past behaviors. Less common beliefs lead to employees being more likely to hide private information from managers and communicate less. Selective communication increases the impact of workers. However, it can reduce the performance of the organization. These previous exams show how the forces of culture affect organizational performance (Tan & Journal, 2019). Kosfeld & von Siemens (2011) looks at organizational culture from the perspective of collaboration and teamwork. The organization benefits from collaboration and teamwork in at least two ways: teams of skilled workers can achieve goals they can't achieve individually, and sharing information among workers can improve productivity.

Organizational culture theorists propose various measures for community culture/competitive culture (Bellot, 2011; Cooke & Rousseau，1988; Xenikou& Furnham， 1996). Researchers' perceptions and definitions of organizational culture manifest themselves in conjunction with developed cultural measures. Thus, organizational culture is defined as a set of values (Kasemsap, 2017; Ratnam-Lim， Tan， & Practice， 2015). The organizational culture measurements used by Deshpande et al. (1993) were designed to be different aspects, including competition, innovation, bureaucracy, and community culture, as these were considered more precise and more accurate by researchers.

As the theory of interactionism says, behavior is the result of the interaction of personality and situational factors. (Altinay et al.， 2019;Dai， Altinay， Zhuang， Chen， 2021; Endler & Edwards， 1986; Ratnam-Lim， Tan， & Practice， 2015). This study aims to explore the impact of hotel employee promotion/prevention priorities on cooperative/competitive behavior and the moderating role of competitive culture/community culture.

In the field of tourism studies, there is a large literature on regulatory priorities. However, few studies have discussed regulatory focus and cooperative/competitive behavior. As such, this study aims to uncover regulatory priorities for international hotel employees and their cooperative/competitive behavior,in addition,the collaborative/competitive cultureincludes a moderatorto fill gaps in the current literature and provide some advice to HR managers in the tourism and hospitality industry.

2. Literature Review and Research Hypothesis

2.1 Regulatory Focus is on Cooperation and Competitiveness

Recently, a growing body of research on regulatory priorities has been discussed, which encompass a wide range of issues, including organizing civic behavior (Bolino & Klotz, 2015; Shin, Kim, Choi, Kim, & Oh, 2017), (un)ethical behavior (Gino & Margolis, 2011), Work Performance (Byron, Peterson, Zhang, & LePine, 2018), Creativity (Chang & Teng, 2017) and Emotion (Cornwell & Higgins， 2016; Jung & Yoon， 2015). However, in the field of tourism and hospitality, few studies have explored the relationship between regulatory focus and hotel employee behavior. Therefore, this study aims to discover the impact of regulatory focus on cooperative and competitive behavior of hotel employees. According to the Regulatory Focus Theory (Higgins, 1996, 1997), in order to complete tasks and commit to meeting customer requirements, hotel employees who are promoted to key points will strive to gain more advantages to complete tasks and surpass others, thereby increasing competitiveness and reducing cooperation. On the other hand, the prevention focus of hotel employees can encourage them to bear the cost and help others reduce the chances of making mistakes. The members of the cooperative group respect their colleagues and fulfill their obligations. As a result, cooperation takes place and competitiveness decreases. Therefore, this study proposes the following assumptions:

H1. The stronger the promotion focus of hotel employees, the less cooperation they have.
H2. The stronger the prevention focus of hotel employees, the stronger their cooperation.
H3. The stronger the promotion focus of hotel employees, the more competitive they are.
H4. The stronger the prevention focus of hotel employees, the less competitive they are.

2.1 The Regulatory Role of Organizational Culture

From the perspective of regulatory focus theory, the cooperation and competitiveness of hotel employees may be affected by promotion priorities and prevention priorities. According to the interactiveist view (Carter & Fuller, 2016; Endler, Edwards, & Differences, 1986), the interaction between regulatory focus (personality factors) and organizational culture (including competitive culture and community culture (contextual factors) will have an impact on the cooperation and competitiveness of hotel staff. When the culture of competition is high, it's easy for hotel employees to get caught up in situations where both sides want and try to get the same thing at the same time, which means they struggle with others rather than with others. This hypothesis suggests that individuals exhibit competitive attitudes and behaviors when compared to others in order to improve their own performance and maintain superiority. Conversely, when community culture is strained, employees collaborate and believe their goals are positively correlated. That is, once one of them achieves their goal, the others will achieve it as well (Tjosvold and Tsao, 1989). If these mutual positive beliefs are maintained, the interaction continues, allowing the cycle of trust to be self-sustaining. When parties are constantly cooperating, they develop positive attitudes and social relationships because they are more likely to help and seek help (Jones and George, 1998). Therefore, this study proposes the following assumptions:

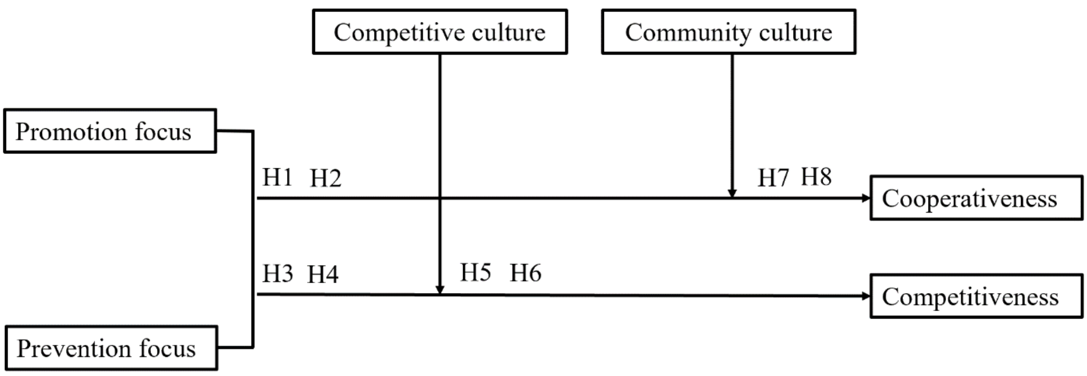
H5. Competitive culture has a regulatory effect on the relationship between promotion focus and competitiveness.
H6. Competitive culture has a regulatory effect on the relationship between prevention focus and competitiveness.
H7. Community culture has a regulatory role in promoting the relationship between focus and cooperation.
H8. Community culture has a regulatory effect on the relationship between prevention priorities and cooperation.

3. Methodology

3.1 Conceptual Framework

This study aims to explore the relationship between the regulatory priorities, collaboration, competitiveness and competitive culture/community culture of international tourist hospitality staff. The conceptual framework is shown in Figure 1.

Figure 1. Conceptual framework



3.2 Participants and Sampling Methods
3.2.1 Sampling Methods and Sample Size Calculations
The questionnaire was distributed to hotel managers in an online version, with a printed copy and redirected to volunteer staff at six five-star international tourist hotels in central and southern Taiwan. Convenient sampling and purposeful sampling are used. In Patton's (1990) view, purposeful sampling helps researchers select subjects who best provide the information needed for their studies. Regarding sample size, in the view of Tinsley & Tinsley (1987), 100 is not a good sample size. 250 is considered the standard sample size. 300 is a good sample size and 350 is a very good sample size. Thus, the study used 312 individual surveys (53% response rate) collected from a total of 600 self-administered questionnaires.

3.3 Measurements
The questionnaire's measurement variables included demographics, regulatory priorities, collaboration, competitiveness, community culture, and competitive culture. All measurements are based on a 5-point Rickett scale with anchor points ranging from 1 (strongly disagreed) to 5 (strongly agreed). The following describes the operational definitions for each variable, the items for each construct, and the measurement criteria.

3.3.1 Demographics
Demographic data includes gender, occupation, age, education level, marital status, position, place of residence, department, monthly income, term of office, total term of office.

3.3.2 Regulatory Focus
The concept of regulatory focus suggests that people are motivated by two different goals: promotion goals and prevention goals (Higgins, 1998; Lockwood, Jordan, & Kunda, 2002). Measurements of modulated lesions are based on the size of Wallace and Chen (2006) (twelve projects). 12 items were measured on a 5-point Likert scale, with anchor points ranging from 1 (strongly disagreed) to 5 (strongly agreed).

3.3.3 Cooperation
As Xie and her colleagues put it, Mead (2002, p. 8) conceptualizes cooperation as "the act of working together for one purpose." 13 items were measured on a 5-point Likert scale, with anchor points ranging from 1 (strongly disagreed) to 5 (reluctantlyagreed).

3.3.4 Competitiveness
As Xie and her colleagues have said, Mead (2002, p. 8) conceptualizes competitiveness as "the act of seeking or striving to acquire something that others are striving to obtain at the same time." Ten items are measured on a 5-point Likert scale, with anchor points ranging from 1 (strongly disagreed) to 5 (strongly agreed).

3.3.5 Organizational Culture
The measure of organizational culture is adapted from the measures of Deshpande et al. (1993) and Ogbonna & Harris (2000). The cultural labels used by Deshpande et al. (1993) were considered more accurate by practitioners, and researchers were theoretically reasonable. Nine items were measured on a 5-point Likert scale, with anchor points ranging from 1 (strongly disagreed) to 5 (strongly agreed).

3.4 Analysis Plan
SPSS 25.0 software was used in data analysis. According to the conceptual framework, the questionnaire is analyzed by the method of displaying as a bellows:

3.4.1 Descriptive Statistical Analysis
In research, descriptive statistics are important in that they provide a description of the basic characteristics of the data. In addition, they provided a quick summary of samples and measures (Mishra et al., 2019). Demographic data include gender, occupation, age, education level, marital status, position, place of residence, department, monthly income, term of office, total term of office.

3.4.2 Validation Factor Analysis
The study employed validation factor analysis (CFA) to understand the structure of modern intelligence test measurements (Keith & Reynolds, 2018). Lisrel 8.72 was used to verify factor analysis (CFA) and path analysis, and the rematching, one-dimensionality, convergence validity, and discriminant validity of the structural model were verified to verify the hypothesis. The outputs of this study include SFL, SE, t-value, SMC, X2, df, ^{X2} /df, IFI, CFI, NNFI, and RMSEA to check the reliability, validity, fit of the measured model.

3.4.3 Reliability Analysis
This work used Kronbach's α to assess the reliability of the measures. It is widely accepted that if Kronbach's α> 0.7, this means that if Kronbach's α is higher, the reliability of this measurement is consistent and credible (Vogt, 1999). When the sample size is greater than 350, the factor load should be at least greater than 0.30 (Hair, Anderson, Tatham, & Black, 2009). In fact, Kronbach's α value is at least greater than 0.5, preferably greater than 0.7 (Nunnally, 1978).

3.4.4 Regression analysis
Through regression analysis, research in many areas, including tourism and hospitality management, becomes much easier (Schroeder, Sjoquist, and Stephan, 2016). Using regression analysis, this study tested the impact of employee regulatory priorities on collaboration and competitiveness, as well as the moderating effect of competition/community culture.

4. Analysis and results
4.1 Descriptive statistical analysis
In 2021, it will be distributed to employees of six five-star international tourist hotels in northern, central and southern Taiwan via email and questionnaire. Hotel staff are asked to attend, and they have the right to agree or not. After discarding unavailable responses, 312 individual surveys (response rate of 53%) were collected from a total of 600 self-managed questionnaires. The male sample accounted for 50.4% of the total 156, and the female sample accounted for 49.2%. Most of the samples accounted for 32.4% of the total, aged between 45 and 54 years. 24.4% of the samples were between the ages of 19 and 24. 16% of the samples were between the ages of 25 and 34. 13.2% of the samples were between the ages of 35 and 44 and 12.4% were between the ages of 55 and 64. 1.6% of the samples were over the age of 65. 18% of the samples were at the front desk. 0.3% of the sample was from other sectors. 30.8% of the sample was domestic service. 50.8% of the samples were food and beverages.

Table 1. Multiple regression analysis of demographic variables

Autovolution	Factor variable	
	cooperate	Competitiveness
	B	
sex	0.04	0.01
age	0.03	0.08
location	0.01	0.03
Tenur	-0.15	-0.02
Type R2	0.02	0，00
Adjustment - R2	0，00	-0.01
F	1.40	0.39

Notes: * $p< 0.05$, ** $p< 0.01$, *** $p< 0.001$, n=600

β: Normalized regression coefficients

Table 2. Regression results

Autovolution	*Factor variable*	
	cooperate	*Competitiveness*
	B	
Promotion focus	-0.33***	0.36***
Prevention focus	0.4***	-0.12***
Community culture	0.32***	
Competitive culture		0.55***
Promotion Focus * Community Culture	0.11**	
Prevention Focus * Community Culture	-0.02	
Promotion focus * Competitive culture		0.08**
Prevention focus * competitive culture		-0.02
Type R2	0.72	0.76
Adjust -^{R2}	0.71	0.76
F	211.00***	252.00***

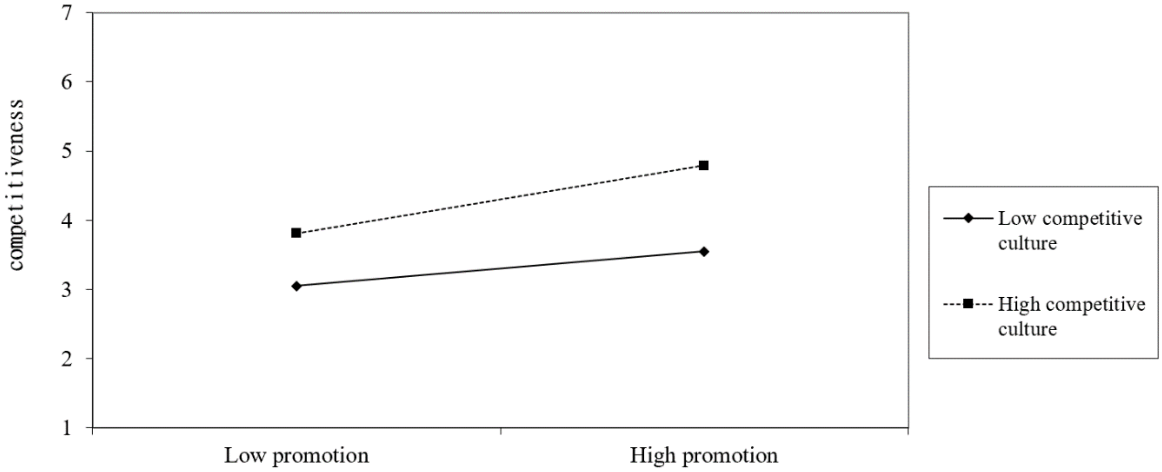
Notes: * $p< 0.05$, ** $p< 0.01$, *** $p< 0.001$, n=600;
β: Normalized regression coefficients

Tables 4-5 show that (1) promoting focus has a negative and significant effect on cooperation (β = -0.33, p<.0001). Therefore, assume that 1 is supported. (2) Prevention priorities have a positive and significant impact on cooperation (β = 0.4, p<0.0001). Therefore, hypothesis 2 is supported. (3) Promotion focus has a positive and significant impact on competitiveness (β = 0.36, p<.0001). Therefore, hypothesis 3 is supported. (4) Prevention focus has a negative and significant impact on competitiveness (β = -0.12, p<.0001). Therefore, hypothesis 4 is supported.

Table 4-5 also shows that the interaction between regulatory priorities and competitive culture significantly predicts competitiveness (H5:β=0.08; p<0.05, H6: β=-0.02) and interactions that regulate collaboration prediction between lesions and community cultures (H7: β = 0.11; p< 0.05， H8： β=-0.02). Tables 4-5 show that while the regulatory role of competitive cultures/community cultures is significant, the interaction of prevention priorities with competitive cultures/community cultures is not as significant as expected.

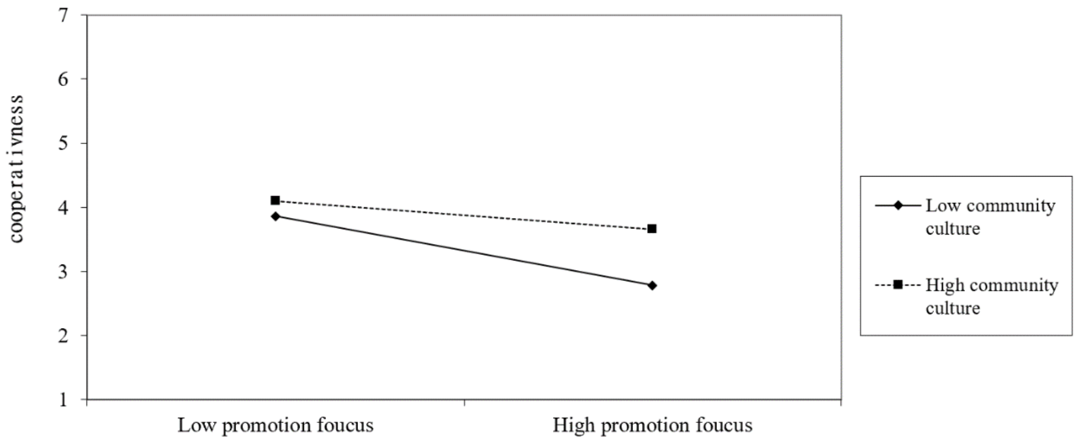
As shown in Figure 4-1, the promotion of hotel employees is highly focused, and the competitive culture slightly enhances the competitiveness, while the promotion of hotel employees with low attention can ease their competitiveness. Hypothesis 5 is supported.

Figure 4-1. The role of competitive culture in regulating the relationship between promotion and competitiveness



As shown in Figure 4-2, hotel employees pay more attention to promotion, and community culture can effectively improve their cooperativeness than employees with low prevention attention. Therefore, hypothesis 7 is supported.

Figure 4-2. The regulatory role of community culture in promoting priorities and partnerships



5. Conclusions and Recommendations

In a business environment, competitiveness and cooperation are bound to exist. Therefore, it is important for hotel managers to take advantage of the dynamics of competitiveness and cooperation in the workplace. In addition to appreciating the efforts employees put in the workplace, hotel managers need to consider how to enhance job performance and organizational culture. In addition, it is necessary to plan some activities to develop a culture that supports professional relationships between colleagues (Yang and Lau, 2019). The prospect of the need to balance cooperation and competitiveness in a work culture has become increasingly common.

The results of this study suggest that employees' promotion priorities and prevention priorities are related to their cooperative and competitive behavior. In organizations, promotion-focused people are more eager to pursue rewards and resources, and more likely to go against others. In contrast, prevention-focused people tend to make other people's goals their own and are more likely to work with others. Hotel managers can take advantage of regulatory scale and apply it to recruitment or training activities, and assign appropriate positions and tasks to employees to help the organization run more smoothly. For example, by offering powers, rewards, or bonuses, employees who highly value promotion are able to devote themselves to their work wholeheartedly and improve their skills to pursue personal and organizational goals. In addition, by placing highly preventative employees in positions based on teamwork, so that within the team they can help each other and develop positive communication, while outside the team, they can unite the strengths of individuals and achieve success.

The findings also point to a partial moderating effect of competitive culture/community culture on employee behavior, so it has been suggested that potential solutions to the difficulties associated with changing competitive culture/community culture may involve focusing on employee personality. However, with the results of this study, hotel managers can still enhance the competitive or cooperative behavior of certain employees by creating an environment that helps employees perceive a competitive or cooperative culture in the company. Culture can be included in the hiring process as skills and experience. The cultural recruitment process requires well-designed recruitment, selection, onboarding programs, and training and development opportunities to reinforce the cultural behaviors and practices required by new and existing employees.

Overall, the results of this study highlight that organizations face different attitudes and behavioral tendencies in the workplace. Therefore, HR management applications should recognize the tendencies and behaviors of employees in forms of competition/cooperation.

Limitations and Future Research Directions

The study has some limitations. During questionnaire design and study collection, precautions were taken to reduce the likelihood of co-method variance (CMV), however, false relationships between variables can still be caused by cross-sectional design. To avoid this from happening, future studies can collect different variable data at different points in time. There are also some limitations in the method. The study was conducted at the International Tourist Hotel. Future research could be extended to other related hospitality and tourism (i.e. travel agencies, airlines or restaurants).

Moreover, it should not be overlooked that cooperation and competitiveness may have secondary aspects. It is suggested that future studies discuss these possibilities in more detail and contribute to the literature. Another problem is that different jobs or positions may require varying degrees of competitiveness and cooperation. If a job requires strong collaboration or competitiveness, then this may affect employees' expectations of each other.

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Prediction of employee turnover based on optimized XG-boost model

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Abstract
As a service-oriented industry, employee turnover affects the quality of service. However, as a high turnover industry, how to reduce the turnover rate has become an urgent issue. Big data is used to make predictions and produces more important results. Therefore, this study uses data mining to predict the reasons for employee turnover. Includes: feature extraction, feature construction, feature scaling, feature coding and feature reduction dimension in feature engineering. To better predict the reasons why employees leave, two of the most widely used machine learning algorithms are selected: Logical regression(logistic) and Random Forest Model, two of the most innovative integrated learning algorithms: Gradient Boosting and Extreme Gradient boosting, parameter tuning in the model selection of grid search in exhaustive method through the combination of the above algorithm and data mining, construct a hotel employee turnover prediction model of enterprise employee turnover prediction is established.

This research confirms the credibility of the research model, through recall rate, accuracy rate, accuracy, ROC curve and AUC value as classifier performance evaluation Index, it is found that XG-Boost combined with grid search prediction results are the best, AUC value reached 0.96. And this paper also extracts 10 key characteristics that affect employee turnover (such as: work distance, length of service, monthly salary, etc.). Practical value of the resulting model for hotel managers to adjust their strategy in order for retaining their core employees.

Keywords: Employee turnover, Data mining, XG-boost, Grid search, SMOT

1. Introduction

The hospitality industry is labour-intensive and human resource is one of the core competencies (Yang, 2014).Reducing employee turnover leads to higher value by improving the quality of service provided by the hotels. The core employees have a strong competitive edge compared to other employees and are able to cooperate with each other in creative production. Therefore, as competition in companies intensifies, the departure of core employees has attracted a great deal of attention from researchers.

Low professional status low pay and irregular working hours are common in the hospitality industry(Aksu A A., 2004; Birdir K. 2002)，This leads to high employee turnover rates. The annual employee turnover rate in the global hospitality industry is estimated to be between 60% and 300%, much higher than the 34.7% turnover rate in the manufacturing industry(Hemdi M

A ，Rahim A R A. T, 2011). With a large increase in the number of hotels and rapid upscaling, the hospitality industry is facing two serious problems: a shortage of middle and senior management personnel and a high turnover rate of frontline employees(Yang, 2014).In addition, with the entry of international high star hotel chains and foreign capital into the Chinese market, competition between domestic and foreign hotel groups has intensified.According to the China National Tourism Administration Training Centre, the average turnover rate of hotel staff in developed regions such as Beijing, Shanghai and Guangdong is around 30%, with some hotels reaching 45% and some even as high as 50% to 60%(Ou and Wei, 2011).High turnover rates, an important issue for hospitality managers to face and address, have been explored somewhat in the empirical field. However, there is an urgent need for research on how to effectively predict and analyse staff turnover in the hotel sector. For the long-term development planning of hotels, the departure of core employee has become an important constraint to development. Therefore, in today's changing social environment, it is of great relevance to study the prediction of core employee turnover.

In addition, as the concept and application of big data penetrate deeper into the enterprise, managers have started to use enterprise-related data and machine learning algorithms to solve problems encountered in human resource management (Wang, Yin, Qiang, 2021). Some studies have developed models to predict employee turnover in companies through machine learning algorithms (Wang, Yin, Qiang, 2021). However, little scholars have established hotel employee departure prediction model through machine learning algorithms. Therefore, it is of some practical significance and theoretical value to construct a hotel employee turnover prediction model.

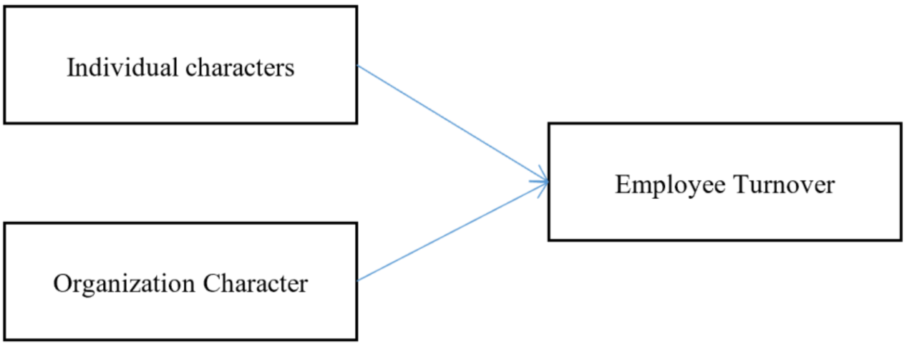
2. Literature Review

The issue of employee turnover is one of the main focuses of foreign research in the hospitality industry (Simons T, Hinkin T., 2001; Williams D, Harris C, Parker J., 2008). Many scholars have conducted research specifically on employee turnover (Hiemstra S., 1990; Stalcup L D, Pearson D., 2001; Kazi G M, Zadeh Z F., 2013), but these studies are less likely to propose theories and models specific to the hospitality industry (Stalcup L D, Pearson D., 2001), but rather to validate the models proposed by mainstream HRM scholars. The current empirical research finds that personal characteristics (e.g. age, organisational citizenship behaviour, positive affect), job characteristics (e.g. job satisfaction, working hours, type of work, organisational commitment) and management practices (e.g. recruitment, training, compensation, empowerment) have a significant impact on employee-initiated turnover (Kazi G M, Zadeh Z F., 2013; Pizam A, Thornburg S W., 2000; Demir M., 2011), but all of these studies used turnover intentions to represent the real turnover behaviour of hotel employees. Although intention to leave is considered to be a better predictor of active employee turnover (Lam T, Lo A, Chan J., 2002; Price J L., 2001), intention to leave is not fully representative of actual turnover behaviour. In order to more accurately predict hotel employees' turnover behaviour, Hong et al. (Hong, et al., 2013) suggested the use of Logit/Probit models for related research (Hong, et al., 2013).

Scholars have also conducted a large number of analyses on the causes of employee-initiated turnover in the hospitality industry, but these studies lack sufficient empirical analysis and their explanatory power is limited. Chinese scholars usually summarise the reasons for employees' voluntary departure in the hospitality industry into three aspects: first, the influence of the macro environment such as social, economic and environmental. This mainly includes changes in perceptions, market employment mechanisms and national policy orientations (Zhang, 2011). The second is the influence of organisational characteristics and management strategies.

For example, the recruitment model is outdated, the training content is inadequate, the performance evaluation lacks fairness, and the remuneration system lacks incentive (You, 2009); hotels "poach" each other, traditional concepts influence, high job pressure and career instability, the nature of work and career aspirations conflict, and the industry pay is low (Ou and Wei, 2011); the lack of a good corporate culture and deficiencies in the management system. Thirdly, personal factors. Employee personality, occupational and technical factors, employee age and marital status have significant effects on employee turnover (Zhang, 2011). xiao et al. suggest that employee turnover is related to employee age, geographical and household registration, and gender, but no relevant empirical tests have been conducted (xiao et al., 2011). griffeth, et al. (2000) conducted a meta-analysis of previous literature (2000) conducted a meta-analysis and found that it was still not clear whether there was a significant effect of employee gender differences on their intention to leave or their behaviour (Griffeth, et al., 2000). All in all, while the existing studies on the empirical analysis of employee turnover rates tend to focus on individual and organisational characteristics, and summarise and conclude the reasons for the formation of individual and organisational characteristics, few studies have used predictive models for turnover rate analysis. Therefore, this study will use a random forest model and XGBoost model to predict employee turnover behaviour and explore the probability of the influence of individual and organisational characteristics of employees on their turnover behaviour for the hospitality industry in China.

Figure 1. Research model



3. Data collect and Data Set Formation Steps

The research data from Questionnaire survey, include 27 characteristics.Taking into account the impact of COVID-19, the questionnaire was collected in 2020.01.01-2022.01.01. The research object is the employees of high-star hotels in Macao, China. More than 1,300 questionnaires were distributed, but only 229 questionnaires were collected from former employees.Because many factors will affect the prediction results, such as age, gender, monthly salary, working distance, number of companies, business trips, and so on. According to process data to get the influence factor and turnover reason.

This study was conducted using a feature engineering approach.The data processing process of this study is as follows: Feature data is cleaned out from the original data and labeled, and then features are processed through sample collection, weight adjustment, normalization or feature cross combination, and finally training data set is generated for model fitting.

4. Model Evaluation

There are many performance evaluation metrics for models. As the prediction in this study is a classification problem, the AUC value in the ROC curve is used as the primary metric and the confusion matrix as the secondary metric to evaluate the performance of the model.

A confusion matrix is a specific matrix used in machine learning to visualise the performance of an algorithm. Each column in the confusion matrix represents the predicted outcome of the model, and each row represents the true classification of the data. The confusion in the confusion matrix is derived from the fact that the misclassification can be well observed and the presence of confusion can be determined. For TN, the true and predicted values of the data are both negative, while FP represents the number of true negative categories that the model predicts as positive. Using the matrix we can observe that $TP + FP + FN + TN$ = total number of samples. Where higher values of TN and TP mean that the model predicts better results.

$$\text{Accuracy} = \frac{TP + TN}{TP + TF + FP + FN} \tag{1}$$

$$\text{Sensitivity} = \text{TPR} = \frac{TP}{TP + FN} \tag{2}$$

$$\text{Specificity} = \frac{TN}{FP + TN} \tag{3}$$

$$\text{FPR} = \frac{FP}{FP + TN} \tag{4}$$

$$Specificity + FPR = 1 \tag{5}$$

Truthfulness, also known as Sensitivity, is the ratio of positive classes predicted by a model to the overall positive classes. Specificity, on the other hand, is the ratio of the negative category to the overall negative category predicted by the model, and evaluates the ability of the model to predict the negative category.

The ROC curve and the AUC value are often used to assess the performance of a dichotomous model, with the X-AXIS being the false positive rate and the Y-AXIS being the true rate(Acevedo, P., Jiménez-Valverde, A., Lobo, J. M., & Real, R., 2012). The AUC represents the area under the ROC curve, which takes the value (0, 1), the larger the value the better the model's predictive performance. Sometimes it is difficult to quantify the performance scores of two models through the ROC graph, but the AUC can be used to quantify and visualise the performance of the model, and usually the larger the AUC value, the better the model prediction results. In practice, there are often imbalances in the data, and it is not possible to observe the classification of a model for a small number of classes by accuracy alone, but by using AUC as the evaluation indicator, it is possible to visualise the effect rather than the overall accuracy of the model.

5. Model Test Results and Analysis Results

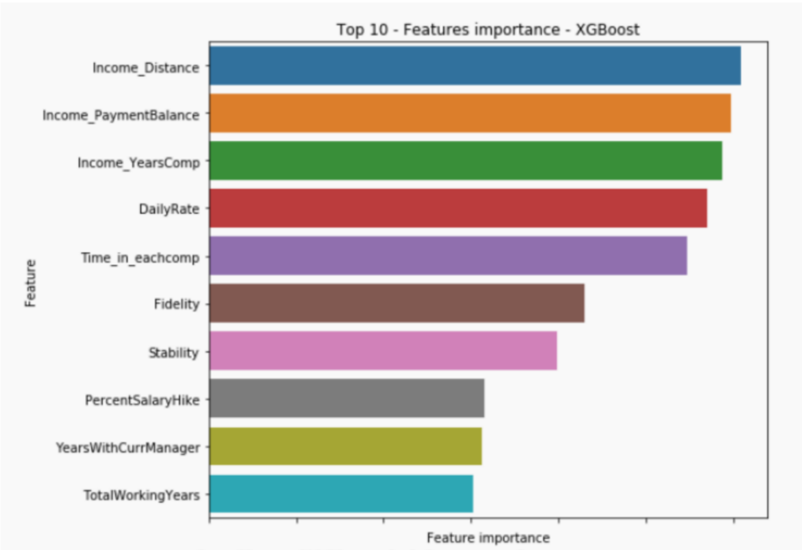
In the model construction, a variety of classification models, such as Logistic regression, random forest, GBDT and Xgboost, were tried, and the best model was obtained through a variety of optimization methods. In this study, 80% of the data set was randomly selected as the training set and the remaining 20% as the test set. After training the models with the grid search and Smote algorithm, the prediction results of each model were obtained. In terms of AUC scores, the AUC scores of the optimised models were significantly improved compared to those of the single model or Smote alone, and XGBoost had the highest AUC and accuracy scores among all models after using the grid search and Smote algorithm (Table 1).

Table 1. Prediction results of the models

Model	Accurate Rate	Recall Rate	Precision Rate	F1	AUC
LF	0.87	0.87	0.867	0.381	0.839
RF	0.84	0.85	0.854	0.295	0.791
GBDT	0.85	0.87	0.867	0.466	0.829
XGBoost	0.87	0.87	0.874	0.464	0.827
smote-LF	0.75	0.74	0.745	0.739	0.851
smote-RF	0.89	0.88	0.88	0.868	0.951
smote-GBDT	0.9	0.9	0.898	0.893	0.949
smote-XGBoost	0.89	0.89	0.89	0.886	0.952
smote-gridsearch LF	0.76	0.76	0.761	0.751	0.859
smote-gridsearch RF	0.91	0.9	0.902	0.895	0.954
smote-gridsearch GBDT	0.91	0.9	0.904	0.897	0.957
smote-gridsearch XGBoost	0.92	0.92	0.92	0.916	0.963

XGBoost may also obtain the importance of the input characteristics of the model, according to the graph it is possible to see the top ten influences that the model considers to be most important in relation to leaving the job(Fig.3).

Figure 3. Top ten key features



6. Conclusion

Predicting employee turnover outcomes is more important than ever for hotels to ensure their core competencies. Hotels need to adopt the right strategies for their employees in order to reduce employee turnover. The use of data mining techniques and predictive analytics can help hotels to reduce employee turnover by taking action on employee turnovers. Data mining can be used in almost any field that contains large amounts of data and medium to large scale applications, and has been proven to work well with predictive analytics.

Four machine learning algorithms are used in this study. Logistic Regression and Random Forest are considered to be the most widely used machine learning algorithms, while the latter two, GBDT and XG-Boost, are widely used in data competitions and tend to have high predictive accuracy due to the superiority of the internal model. The four machine learning models are used to evaluate the classification performance in predicting whether a company's employees will departure or not, using extensive feature engineering and Smote techniques to deal with imbalances in the data, and a grid search to find the best parameters to fit the model to the data. The aim is to identify the main characteristics that influence the departure of employees and to help companies find countermeasures to prevent such situations from occurring. The performance of the classifiers was evaluated using five measures: precision, recall, accuracy, F1 and AUC, and the performance of the classifiers was visually distinguished by their different performance on the ROC curve. XG-Boost is also effective.

The analysis of the ten important features using importance analysis shows that for hotels, the most direct way to deal with employee turnover is to increase the employee salary, because four important features all correspond to the employee salary (commuting distance, monthly expenses, length of service and monthly salary), for example, the employee will choose the hotel with the shorter distance to work, considering that the two hotels have the same salary, but the commuting distance to work is different. This can lead to employee turnover. Secondly, when recruiting employees, hotels should focus on the length of time they have been with the previous company, the number of times they have changed jobs and their total length of service. By controlling these relevant factors, they can minimise employee turnover at the hotel in the first instance.

7. Innovation and Research Value

The innovation and value of this study lies in the use of an optimised XGBoost integrated learning model to construct a new employee separation model through feature engineering, making the overall model more objective and comprehensive. Features on employee pay, job satisfaction, promotion space and benefit level are selected from the employee separation dataset. The new feature set is obtained by feature crossover, discretized using unique thermal coding, thresholded to eliminate covariance in the data, and normalised using the Smote algorithm to address the data imbalance. The XGBoost training model in machine learning is modelled, the optimal parameters are found by grid search, and the model is then fitted to XGBoost using the optimal parameters. This provides a reference solution for HR managers to identify employees who have a tendency to leave.

8. Implications and Limitations

From the theoretical aspect, this study analyses 27 personal characteristics and organisational characteristics that generate intention to leave through a questionnaire survey to form a list of personal characteristics and organisational characteristics that are influential factors in intention to leave. Secondly, this study conducted predictions through the random forest model and the XGBoost model, comparing the strengths and weaknesses of the four models to form the final prediction model. Thirdly, this study processed the data through the prediction model to improve the AUC index and improved the XGBoost model to complete the application in the hotel employee turnover study.

From the practical aspect, hotel managers can use the findings of this study to make adjustments to their human resource management strategies. Pay more attention to the factors in organisational characteristics and individual characteristics that affect employee turnover rates. By making corrections to these factors, the turnover rate can be reduced.

This study has some limitations. Firstly, the data was collected through a questionnaire survey with a limited sample size. Future research can be conducted by establishing cooperation with enterprises to use the personnel files of hotels as analysis data; secondly, this study uses Macau as a case study to investigate the intention to leave, due to the specificity of the case study, the analysis results may not be universal, future research can be analysed and predicted through the research samples of other case studies; thirdly, this study only 27 individual characteristics and organisational characteristics that emerged from existing studies were selected for this study, and future studies could incorporate qualitative research to enrich the diversity of characteristics.

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Appendix：Main data collection techniques and methods

1. Logistic Regression

Logistic regression (Andrew Cucchiara, 2012), although the word regression exists, is actually a classification algorithm, and is known as logit regression, maximum-entropy classification. Logistic regression $W^T x$ is based on a linear regression equation using a sigmoid function that allows the results of the linear regression model to be compressed between [0,1] so that there is probabilistic meaning, and the discriminant is solved for to obtain the final classification. Its probability density function and distribution function are as follows (Fig1).

$$p(x;\mu;s) = \frac{e^{\frac{u-x}{s}}}{s\left(1+e^{\frac{u-x}{s}}\right)^2} \tag{1}$$

Where μ is used as the location parameter and s as the shape parameter, the distribution of the logistic regression at different μ and s with probability density function $p(x;\mu;s)$, is shown in Fig2.

Figure 1. Probability density function

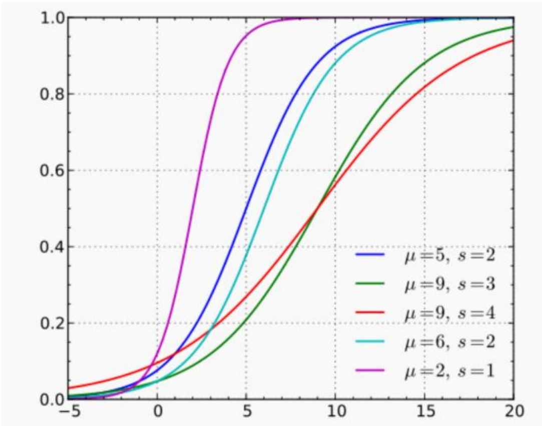
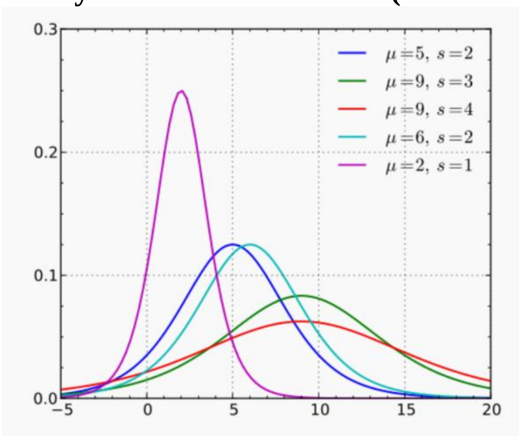


Figure 2. Probability distribution function (cumulative density function)



It is interesting to note that the probability density function of the logistic distribution grows faster in the centre and slower compared to the sides, and the smaller the value of the shape parameter s, the faster the probability density function grows in the centre. $\mu = 0$, $s = 1$,The probability distribution function of the logistic sigmoid distribution is then the sigmoid function.

$$\sigma(p) = \frac{1}{1+e^{-p}} \tag{2}$$

and its derivative is:

$$\frac{d\sigma}{dp} = \sigma(1-\sigma) \tag{3}$$

Next, its conditional probability $p(C_k|x)$, and the model obtained was for a dichotomous logistic regression model.

$$P(C_1|x) = \frac{P(x|C_1)P(C_2)}{P(x|C_1)P(C_1)+P(x|C_2)P(C_2)} = \sigma(p) = \frac{1}{1+e^{-p}} \tag{4}$$

$$P(C_2|x) = \frac{P(x|C_2)P(C_2)}{P(x|C_1)P(C_1)+P(x|C_2)P(C_2)} = 1-\sigma(p) = \frac{e^{-p}}{1+e^{-p}} \tag{5}$$

$$p = \ln \frac{P(x|C_1)P(C_1)}{P(x|C_2)P(C_2)} \tag{6}$$

Here p is also known as the ratio of $odds$. p is then used as the decision surface in the classification algorithm, and since the logistic regression takes a linear classifier, a linear model is used: where the parameter vector $w = \{w_0, w_1, w_2, \cdots w_n\}$, $\phi_j(x)$ is the base classifier in the linear model, and let the number of basis functions be M . As defined $\phi_0(x) = 1$, then have:

$$h_w(x) = p = y(x, w) = \sum_{j=0}^{W} w_j \phi_j(x) = w^T \Phi(x) \tag{7}$$

$$w = (w_0, w_1, w_2 \cdots, w_M) \tag{8}$$

$$\phi = (\phi_0, \phi_1, \phi_2, \cdots, \phi_M) \tag{9}$$

p is the $h_w(x)$ in here (i.e. Hypothesis), so the logistic regression model is rewritten in the following form:

$$p(C_1|x) = \sigma(h_w(x)) = \sigma(w^T \Phi(x)) \tag{10}$$

$$p(C_2|x) = 1 - \sigma(h_w(x)) = 1 - \sigma(w^T \Phi(x)) \tag{11}$$

For binary datasets $\{x_n, t_n\}$, $t_n \in \{0,1\}$, $\phi_n = \phi(x_n)$, $t = \{t_1, t_2, \cdots\}$, $y_n = p\{C_1|x_n\}$,, where the maximum likelihood estimate is:

$$P(t|w) = P(t;w) = \Pi\left\{y_n^{t_n} * (1 - y_n)^{(1-t_n)}\right\} \tag{12}$$

The log-likelihood estimate is: (generally averaged $\frac{1}{N}$)

$$\ln P(t|w) = \sum_{n=1}^{N} \{t_n \ln y_n + (1 - t_n)\ln(1 - y_n)\} \tag{13}$$

The gradient with respect to w is:

$$\frac{\partial \ln P(t|w)}{\partial w} = \sum_{n=1}^{N} [t_n \ln y_n + (1 - t_n)\ln(1 - y_n)] \tag{14}$$

$$\frac{\partial \ln P(t|w)}{\partial w} = \sum_{n=1}^{N} \left\{t_n - \frac{1}{y_n}\partial y_n - (1 - t_n)\frac{1}{1 - y_n}\partial y_n\right\} \tag{15}$$

$$= \sum_{n=1}^{N} \left\{t_n \frac{1}{y_n} - (1 - t_n)\frac{1}{1 - y_n} y_n(1 - y_n)\partial(-w^T \phi_n)\right\}$$

$$= \sum_{n=1}^{N} \{(y_n - t_n)\phi_n\}$$

Once the model gradient is obtained, the parameter w can be solved like a normal linear regression model using the gradient descent method:

$$w_{t+1} = w_t - \alpha \nabla_w \ln P(t|w) \tag{16}$$

2. Random Frost Model

Random Forest (Xinhai Li, 2013), is an integrated learning algorithm that classifies data by constructing multiple decision trees, assuming that the classification result of each decision tree is one vote, and based on the results of multiple decision trees, the category with the most votes is selected, and then the random forest classifies the predicted result into this category. The random forest modelling process is the process of building multiple decision trees, defining the training set as S, the test set as N and the number of features in the dataset as F. At the beginning of building each decision tree, samples from the training set S are randomly selected using a sample with put-back. After the above process, the extracted samples are used as training samples for the decision tree to be fitted. For the splitting of the decision tree, the features are randomly selected from the features F using the no-return random sampling method and the number of features (M) selected is smaller than the overall number of features F. Therefore, the best features are selected from M for each splitting of the decision tree (Svetnik, V., Liaw, A., Tong, C., Culberson, J. C., Sheridan, R. P., & Feuston, B. P., 2003). The random forest was obtained by repeating the above operation.

3. XGBoost

XGBoost, known as Extreme Gradient Boosting (Chen, T., & Guestrin, C, 2016), is a tree-integrated model like Random Forest, but it offers considerable improvements over GBDT. XGBoost is able to use both the first- and second-order derivatives of the loss function in parallel with the first-order Taylor expansion(Gómez-Ríos, A., Luengo, J., & Herrera, F., 2017). The objective function of XGBoost is composed of a loss function and a regularization term.

$L(\theta)$ is the loss function, adding regularization to the objective function $\Omega(\theta)$,preventing model overfitting.

$$obj(\theta) = L(\theta) + \Omega(\theta) \tag{17}$$

Defining that T trees are trained, that f represents a class of functions of F in the function space, and that F is the set of all decision tree models, the following is the model:

$$y_i = \sum_{t=1}^{T} f_t(x_i),\ f_t \in F \tag{18}$$

Rewrite the objective function as:

$$obj(\theta) = \sum_{i}^{n} l\left(y_i, y_i\right) + \sum_{t=1}^{T} \Omega(f_t) \tag{19}$$

The parameters f_t of each tree, trained by iterative operations to obtain the t th tree to record its prediction as $y_i^{(t)}$, and then:

$$y_i^{(0)} = 0\ ,$$
$$y_i^{(1)} = f_1(x_i) = y_i^{(0)} + f_1(x_i)\ ,$$
$$y_i^{(2)} = f_1(x_i) + f_2(x_i) = y_i^{(1)} + f_2(x_i)\ ,$$
$$\cdots$$
$$y_i^{(t)} = \sum_{k=1}^{t} f_k(x_i) = y_i^{(t-1)} + f_t(x_i)\ ,$$

The objective function of the t th iterative operation is:

$$obj^{(t)} = \sum_{i=1}^{n} l\left(y_i, y_i^{(t)}\right) + \sum_{i=1}^{t} \Omega(f_i)$$
$$= \sum_{i=1}^{n} l\left(y_i, y_i^{(t-1)} + f_t(x_i)\right) + \Omega(f_t) + constant \tag{20}$$

A second-order Taylor expansion of the loss function:

$$obj^{(t)} = \sum_{i=1}^{n} \left[l\left(y_i, y_i^{(t-1)}\right) + g_i f_t(x_i) + \frac{1}{2} h_i f_t^2(x_i) \right] + \Omega(f_1) + constant \tag{21}$$

g_i and h_i are defined as,

$$g_i = \partial_{y_i^{(t-1)}} l\left(y_i, y_i^{(t)}\right)$$
$$h_i = \partial_{y_i^{(t-1)}} l\left(y_i, y_i^{(t)}\right) \tag{22}$$

The objective function for the t th iterative operation is obtained as

$$\sum_{i=1}^{n} \left[g_i f_t(x_i) + \frac{1}{2} h_i f_t^2(x_i) \right] + \Omega(f_t) \tag{23}$$

XGBoost is able to apply a variety of loss functions, provided that first and second order derivatives of that loss function exist. Taking the squared loss function as an example, a special form of $obj^{(t)}$ can be obtained as follows:

$$obj^{(t)} = \sum_{i=1}^{n} \left(y_i - \left(y_i^{(t-1)} + f_t(x_i) \right) \right)^2 + \sum_{i=1}^{t} \Omega(f_1)$$
$$= \sum_{i=1}^{n} \left[2\left(y_i^{(t-1)} - y_i \right) f_t(x_i) + f_t(x_i)^2 \right] + \Omega(f_t) + constant \tag{24}$$

A decision tree f_t is defined as:

$$f_t(x) = w_{q(x)} \quad , \quad w \in R^M \quad , \quad q : R^d \to \{1, 2, \cdots, M\} \tag{25}$$

The regularization term, where w is a vector of scores for each leaf node, q is a function that determines which leaf node each input sample ultimately belongs to, and M represents the number of leaf nodes, is defined as follows:

$$\Omega(f) = \gamma M + \frac{1}{2} \lambda \sum_{j=1}^{M} w_j^2 \tag{26}$$

The regularization term contains λ、 γ、 number of leaf nodes T and leaf node score w,

$$obj^{(t)} \approx \sum_{i=1}^{n} \left[g_i w_{q(x_i)} + \frac{1}{2} h_i w_{q(x_i)}^2 \right] + \gamma M + \frac{1}{2} \lambda \sum_{j=1}^{M} w_j^2$$
$$= \sum_{j=1}^{M} \left[\left(\sum_{i \in I_j} g_i \right) w_i + \frac{1}{2} \left(\sum_{i \in I_j} h_i + \lambda \right) w_j^2 \right] + \gamma M \tag{27}$$

$I_j = \{ i | q(x_i = j) \}$ is the set of labels of the training samples divided to the j th leaf node sample, $G_j = \sum_{i \in I_j} g_i$ and $H_j = \sum_{i \in I_j} {}_{i \in I_j} h_i$, the pair equation is transformed into:

$$obj^{(t)} = \sum_{j=1}^{n} \left[G_j w_j + \frac{1}{2} \left(H_j + \lambda \right) w_j^2 \right] + \gamma M \tag{28}$$

w_j and the other terms independently, i.e. the optimal score $w_j^{\bullet}$ for the j^{th} leaf node and the optimal value of the objective function $obj*$ are obtained:

$$w_j^{\bullet} = -\frac{G_i}{H_i + \lambda} \tag{29}$$

$$obj* = -\frac{1}{2}\sum_{j=1}^{T}\frac{G_i^2}{H_j + \lambda} + \gamma T \tag{30}$$

$$Gain = \frac{1}{2}\left[\frac{G_L^2}{H_L + \lambda} + \frac{G_R^2}{H_R + \lambda} - \frac{\left(G_L + G_R\right)^2}{H_L + H_R + \lambda}\right] - \gamma \tag{31}$$

The formulae can be divided into: fraction on the new left leaf, fraction on the new right leaf, fraction on the original leaf, and regularisation on the leaf nodes.

The effects of job and leisure crafting on well-being among hotel employees

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Abstract
Hospitality employees have trouble balancing their work and leisure. The purpose of this study was to investigate the influences of job and leisure crafting on work–leisure conflict (WLC) and well-being, specifically the mediating effect of WLC. A survey of 338 hotel employees in Taiwan revealed that job crafting negatively influences WLC. Furthermore, WLC negatively influences well-being. WLC mediates the relationship between job crafting and well-being. This study fills the knowledge gap relating to job and leisure crafting.

Keywords: Job crafting, Leisure crafting, Work–leisure conflict, Well-being

Social conditions in community areas regenerated for events

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Abstract
This presentation will focus on 17 social conditions organized around four guiding questions. Increased attention on the social impacts of events in recent years, requires us to categorize these impacts to understand directions for communities experiencing regeneration in their local settings. The transformation of everyday spaces are appropriated by capital—they challenge us to continually question justice, access, and who has the right to consume. The same is true in event spaces where stipulations of control and power relations in unequal living/social environments.

Keywords: Events, Impacts, Destination Development, Community, Place

When small is better than large: The role of minor events for a sustainable tourism development of an urban destination

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Abstract
Mega events and hallmark events present an undeniable high capacity in generating: a high international tourism demand and value, economic impact, media coverage, increase of city's awareness, image and reputation. Those events, if well managed and if part of a clear long-term destination strategy, can generate a positive legacy for the hosting destination. With specific regard to small events, mainly cultural and sporting, studies have dealt with analyzing through surveys their role in attracting and retaining tourist in destinations or assessing their economic impact, especially with regard to events in rural areas. Only few dealt with the role of minor events – both leisure or business – into a urban destination. However, this abstract wants to point out the potential role played these events in contributing to a sustainable tourism development into an urban destination.

Keywords: Minor Events, Impact, Business, Leisure

The perspectives of event experience post COVID-19: Insights of the stakeholders in event education

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Abstract
Event experience research is increasingly significant, where the value of events is put in the real individualised experiences made via active engagement. As the number of events rises, greater pressure is placed on event organisers to provide unique experiences in order to obtain a competitive edge. Therefore, the operationalization and assessment of event experiences education and skills will need to change. This study aims to look into the event education stakeholders' understanding of event experience management in Malaysia across both physical and virtual platforms, in order to provide a more robust and relevant event curriculum design and experiences.

Keywords: Events, Events Experience, Events Education, Post-Covid-19, Events Management

Inclusive development process in Pangkor Island Festival: The organizer perspective

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Abstract
Festivals play a vital role in catalysing inclusive development through their ability to increase social capital by enhancing social ties through creating shared knowledge, building trust, and forming networks. However, such effects are context dependent. In the Malaysian context, it is still unclear how festivals promote inclusive development. Hence, this paper seeks to present a case study surrounding a Malaysian festival concerning the process of inclusive development from the perspectives of the festival organizer through in-depth interviews and field observations. Our findings show a five-phase inclusive development process, which include Phase 1 - establishing relationship, Phase 2 - involving locals to participation, Phase 3 - promoting understanding, Phase 4 - cultivate awareness, and Phase 5 - sustainability of social inclusion.

Keywords: Inclusive development, Festival, Fishing village

To explore the factors affecting the well-being of the seniors' wellness tourism

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Abstract
Aging has become a global issue, which has also led to increasing demand for healthy leisure and the rapid development of the wellness industry. Tourism wellness is a tourism model to improve physical and mental health and quality of life through tourism experience. This study explores the impact on Seniors' life quality and well-being through the motivation, involvement, and satisfaction of seniors visiting forest recreation areas. Based on the analysis, all the hypotheses are accepted. It means involvement, environmental satisfaction, and life satisfaction are intermediary variables affecting well-being.

Keywords: Seniors, Motivation, Involvement, Satisfaction, Well-Being

1. Introduction

Aging has become a global issue, which has led to increasing demand for the rapid development of the wellness industry (Global Wellness Institute, 2018). Wellness is a state of physical, psychological, and social well-being, and the environment is an essential factor affecting health (Dunn, 1959). Tourism wellness is a model to improve physical and mental health and quality of life through tourism experience (Lusby, 2015). Tourists can improve their quality of life through the environment of the tourism destination (Bosnjak et al., 2011). The natural environment can bring a higher psychological healing ability to life (Hartig et al., 1991), making people eliminate psychological fatigue and producing a healing experience (Kaplan, 1995). In Taiwan, the forest recreation area has a rich natural environment and healthy trails and is favoured by senior tourists. Therefore, this study explores the impact on Seniors' quality of life and well-being through the motivation, involvement, and satisfaction of seniors visiting forest recreation areas.

2. Literature Review

2.1 The relationship between motivation, involvement, and satisfaction

Tourism motivation is an important factor of satisfaction and loyalty, satisfaction affects loyalty (Hana & Hyunb, 2018; Lacap, 2019). Motivation has always been an important research topic in tourism and consumer behavior (Caber & Albayrak, 2016; Lacap, 2019)), where motivation urges travelers to take action to meet their tourism needs (Hsu et al., 2017). The higher the motivation and involvement, the higher the satisfaction (Lacap, 2019). The following research hypotheses are proposed:

H1：Tourism motivation has a significant positive impact on involvement.
H2：Tourism motivation has a significant positive impact on environmental satisfaction.
H3：Involvement has a significant positive impact on environmental satisfaction.

2.2 The relationship between environmental satisfaction, life satisfaction, and well-being

Consumers can improve their quality of life by experiencing the environment of the tourism destination (Bonsjak et al., 2011). Tourism satisfaction affects life satisfaction, also, tourism satisfaction is an intermediary variable between tourists' perceived value and life satisfaction (Yu et al., 2021). Cho et al. (2021) pointed out that tourist satisfaction significantly impacts well-being. In other words, the higher the life satisfaction, the higher the happiness (Becchetti & Conzo, 2018). Thus, we introduce the hypotheses:

H4：Environmental satisfaction has a significant positive impact on life satisfaction.
H5：Environmental satisfaction has a significant positive impact on well-being.
H6：Life satisfaction has a significant positive impact on well-being.

3. Methodology

3.1 Measurement

This study uses survey method to achieve the objectives of the study. The survey questionnaire has six parts: tourism motivation, involvement, environmental satisfaction, life satisfaction, well-being, and demographic variables. A seven-point Likert scale, ranging from 1 to 7 is used to measure these variables.

3.2 Data collection

The subjects were tourists who had been to Taiwan's forest recreation area. The questionnaire was made through the surveycake platform and distributed with Line and Facebook groups. 364 questionnaires were distributed from April 1 to 20 in 2019.

4. Results

4.1 Profile of the respondents

Demographic variables were analyzed by gender, marital status, education, place of residence, age, and occupation (Table 1).

Table 1. Demographic profiles of the participants

Items	Variables	%	Items	Variables	%
Gender	Male	43.5	Age	<= 21 yrs	3.2
	Female	56.5		22- 31 yrs	5.8
Marital status	Married	82.6		32- 41 yrs	46.1
	Single	15.1		42- 51 yrs	34.0
	Other	2.3		52- 61 yrs	9.2
Education	Elementary and middle	14.2		Above 62 yrs	1.7
	High school	21.1	Occupation	Civil servant	35.1
	College	46.8		Service	20.2
	Graduate and above	18.6		Business	4.7
Place of residence	Northern region	31.7		Freelance	7.5
	Central region	44.2		Industry and commerce	11.9
	Southern region	23.1		Housekeeping	13.8
	East area	8.0		Others	5.0

4.2 Structural model

This study has high reliability and validity (Table 2). The AVE of each construct is greater than the squared value of the correlation coefficient of each pair of constructs (Table 3).

Table 2. Reliability and validity analysis

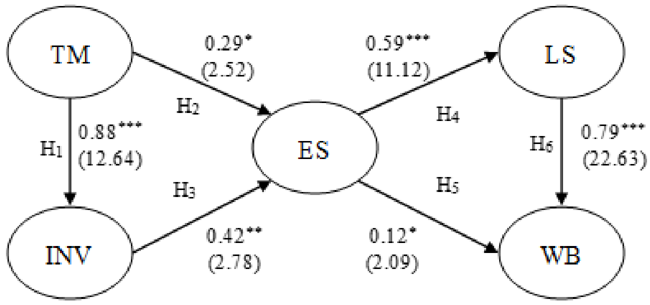
Latent Variable	M	Cronbach's α	CR	AVE
Tourism Motivation (TM)	4.19	.755	.741	.589
Involvement (INV)	3.91	.901	.897	.687
Environmental Satisfaction (ES)	3.94	.798	.816	.691
Life Satisfaction (LF)	3.76	-	1.0	1.0
Well-Being (WB)	3.72	-	1.0	1.0

Table 3. Discriminant validity analysis

	TM	INV	ES	LS	WB
TM	.767				
INV	.719	.829			
ES	.549	.658	.831		
LS	.424	.492	.564	1.00	
WB	.417	.468	.542	.858	1.00
χ^2= 71.87 (df = 28), GFI=0.96, AGFI=0.92, RMSEA=0.068, NNFI=0.98, CFI=0.99					

The LISREL is used to verify the constructed linear structure model and impact relations between the variables， (Figure 1).

Figure 1. Path coefficients of the structural model



Note：***p <.001、**p <.01、*p<.05

5. Discussion and Conclusion

5.1 Discussion and implications

All the hypotheses are accepted (p<.05). Tourism experience has 4 path coefficients for well-being, the highest of which is 0.17. Participation, environmental satisfaction, and life satisfaction are the mediating variables. We found that experience motivation is the primary motivation; tourists prefer to participate in some activities and experience localization rather than appreciating the scenery. The natural environment and service facilities have an essential impact on tourists' quality of life and well-being. Central involvement is the main factor to improve life satisfaction and well-being.

According to the results, we put the following suggestions:

1. Highlight the central value of the experiential activity (e.g., enhancing the quality and fun of the activities, creating unforgettable memories).
2. Tourist management should pay attention to environmental construction and the improvement of natural beauty.
3. Scenic spot managers should regularly maintain basic equipment and pay more attention to equipment safety.

5.2 Conclusion

This study verified the new theoretical framework and found three important mediating variables. It also explored how to improve seniors' well-being through wellness tourism and provided valuable suggestions for academic research and industrial development.

5.3 Limitations of this study and suggestions for future studies

This study used quantitative method as such, it is suggested that future researchers can use qualitative research to sort out and explore other influencing factors of seniors in tourism motivation and satisfaction. In addition, it is recommended to use this research framework to explore the effect of tourism motivation of different age groups on well-being.

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Measuring sustainability entrepreneurship on community resilience for homestay programme: A case study in Malaysia

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Abstract
Sustainable tourism is a critical issue for the tourism business and is one of the more recent practises in the hospitality industry. Tour operators are tourist industry stakeholders with responsibilities for sustainable tourism as a result of their roles in destination and business sustainability. By 2020, however, the COVID-19 pandemic would have had a significant influence on the travel and tourist industry, economies, livelihoods, public services, and opportunities worldwide. This is also true in Malaysia. Malaysia is progressively rebuilding its tourism economy through community-based tourism, as one of the few countries that has successfully minimised COVID-19 infections (CBT). Community resilience refers to an individual's or community's capacity to cope with stress, endure adversity, or successfully adapt to change. The capacity to recover from traumatic situations may be a natural characteristic of individuals or the product of education and experience. Comprehensive community resilience encompasses multiple areas of resilience spanning from catastrophe recovery to the normal environment in which people live. These categories are diverse, can be categorised into distinct types, and contribute differently to various conditions. By examining resilience in community-based homestay tourism, this conceptual study will contribute to the body of knowledge.

It is necessary to have a thorough awareness of the topic of community resilience in sustainable tourism. The data collected can be utilised to conduct additional research and establish sustainability and resiliency indices for rural tourism communities in Malaysia. However, research on the role of community-based homestays in sustainable tourism practises is still scarce, particularly from a Malaysian context. As such, the purpose of this study is to discover novel variables of community-homestay resilience in the homestay industry. According to resilience-based framework by Sharma et al. (2021) for reviving the tourism industry post-COVID-19, a qualitative preliminary study was conducted to discover new drivers affecting community homestay resilience and sustainable tourism practises in Malaysia. This study combines comments from semi-structured interviews with 17 key informants in 11 homestay programmes regarding the problems, management, and CBT initiatives from the pandemic's peak to the present. To uncover new factors of sustainable tourism practises, a content analysis was performed in conjunction with data analysis.

From the interview analysis, 12 criteria were identified as most of the respondents had mentioned those factors to sustain in community homestay programmes. The finding also

revealed seven very important dimensions for homestay programmes to receive high number of visitors which is: effective marketing and promotional strategies, maintained facilities and utilities, uniqueness and quality products/packages design, community engagement and support, collaboration and networking, leadership, and recognition, as well as previous awards. The new factors come out from this study on homestay development which are: (a) recognition and previous awards, (b) entrepreneurship, and (c) uniqueness of product and package design. The study outcomes signify that most of the respondents claimed that the sustain of homestay programmes is dictated by the quantity of tourists. This is because; the volume of tourists generates additional income to those involved in the homestay programmes. However, there are other dimensions that should be weighed in by homestay operators to ensure that their homestays can succeed and survive for a longer period and can be contribute to SDG1 and SDG11.

Furthermore, by using the case of Homestay programmes in Malaysia, this study examined the responsiveness and adaptability of CBT operations as they extended their market and network to ensure economic stability in the face of COVID-19. CBT operations pursued four primary strategic objectives: (1) rapid recovery and market penetration; (2) diversification of products/services in the domestic market; (3) government intervention to foster confidence and accessibility; and (4) technological advancement in operations. The research indicates that the sustainability of tourist development in a rural location contributed to the community's resilience. By conceiving the rural tourist community's sustainability idea, the necessity for a comprehensive approach to managing the rural tourism base will be better understood and articulated by theorists through managers and operators. However, community resiliency is contingent upon the community's flexibility, or its capacity to bounce back and reorganise in the face of adversity while retaining a feeling of continuity. Mutuality is most effectively established when community members have a strong sense of self, both within and outside of the community. Additionally, this study made recommendations for future research, which are expected to generate a more comprehensive discussion about the resilience and transformation of the CBT industry during difficult times, as well as contribute to the growing body of tourism literature in the post-COVID-19.

Keywords: Sustainability, Entrepreneurship, Resilience, Community based Tourism, Homestay Programme

How tourism empowers the countryside: A case study of Shuiyukou Village, Shanxi Province, China

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Abstract
Rural tourism is one of the important approaches to promote rural revitalization. To explore how rural tourism can achieve community empowerment, a case study and unstructured interviews were used to conduct an in-depth study of Shuiyukou Village. A model of rural tourism empowerment based on the conceptual framework was developed. The results revealed that the process of rural tourism empowerment shows certain characteristics and regulars. And the consequence of empowerment is the integrated development of farmers, agriculture and villages. The theoretical and practical implications were discussed.

Keywords: Rural revitalization, Rural tourism, Tourism empowerment, Model of empowerment, China

Factors influencing career exploration goal among hospitality and tourism diploma students from private colleges in Klang Valley: A research agenda

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Abstract
Previous studies have indicated that the hospitality and tourism industry fails to attract the right talent. In the case of private colleges, the unemployment rate was among the highest in 2019. This study proposes to examine the relationship between career decision-making, self-efficacy, career optimism and outcome expectation towards exploratory goals, besides testing the mediating variables of career optimism and outcome expectation among diploma students of hospitality and tourism program from private colleges in Klang Valley through the application of the Career Self-Management (CSM) model. The findings will enable educational institutions and the industry to identify factors to attract hospitality graduates.

Keywords: Career decision making, self-efficacy, career optimism, diploma students, hospitality and tourism

Creating undergraduates' mindsets to become social entrepreneurs: A research agenda

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Abstract
There is a rising trend of social entrepreneurial activities in Malaysia, but the research on social entrepreneurship, particularly within mindset, is limited. Social entrepreneurship education strategically focuses on developing social entrepreneurship culture, especially among students in Malaysian higher education institutions (HEIs). The mindset has proven to play a role in gaining persistence during difficulties. This study is a review paper and proposes a research agenda for creating undergraduates' mindsets to become social entrepreneurs based on the review about social entrepreneurs, mindsets, and entrepreneurship education in Malaysian HEIs. The findings from the proposed research agenda may facilitate the government and higher institutions.

Keywords: Social entrepreneur, Mindset, Undergraduates, Malaysian higher education institutions

Capstone projects as sustainability indicators; Transformational learning in tourism and hospitality undergraduates in Singapore's private institutions

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Abstract

Research in transformational learning of tourism and hospitality students is scarce, especially in the Asian context. To uncover evidences of transformational learning, a sample (n = 150) of dissertation topics from Asian students pursuing undergraduate tourism and hospitality education in Singapore were examined. To identify thematic trends among the dissertation topics, content analysis and co-occurrence network analysis were utilised. Despite evidence of a wide range of topics, findings also reveal a concerning level of topic similarity. The study highlights the effectiveness of value-oriented tourism pedagogy approaches and critical reflection on learner's hidden assumptions through the lens of transformative learning.

Keywords: Transformational learning, Hospitality education, Capstone projects

The effect of experiential learning through group projects on teamwork effectiveness and student satisfaction

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Abstract
Team projects have been widely applied in the design of course structures and their effectiveness has been widely assessed, yet there are diverging verdicts. The benefits of team projects to the learning of students can be far more than expected but the free-rider problem has been an ongoing concern. The opportunity to participate in different roles of a team project can allow students at learning and experience various aspects. The current study examined the effectiveness of team projects using an inter-class experiential learning project. The project was designed to organize a charity event at a five-star hotel and three classes of students have to team up with unfamiliar students majoring in programmes that differ from theirs. A total of around 70 students were involved. Qualitative in-depth interviews were carried out with 12 participants and thematic analysis was applied. Five themes were identified that included communication, effective learning, teamwork, difficulty in management and discrepancy in expectation. The findings indicated that inter-class experiential learning can bring upon more opportunities and momentum than intra-class. Students enjoyed learning with others with different expertise. However, more precise project objectives and aims have to be set in order to realize the benefits. Moreover, aside from students, collaboration and coordination between the lecturers of the varying classes also play a major role in the success of this type of experiential learning.

Keywords: Teamwork, Team effectiveness, Satisfaction, Experiential learning, Inter-class, Team projects

1. Introduction

Teamwork is an essential component in this business world (Tripathy, 2018). Learning theories in management courses only may not be sufficient for students to adapt to the working environment after graduation. In order to combine theories and practice into the management courses, team projects are always included in the assessment (Kozlowski & Hgen, 2006). Through team projects, students can learn more about communication skills and how they can collaborate with each other in the projects. They can also understand the importance of teamwork in their real life. In this study, a research was conducted in finding the degree of team effectiveness and student satisfaction in an inter-class project.

Hosting an event always needs a lot of coordination, collaboration and communication (Abson, 2017). Students learn a lot of theories about management in different courses. In order to let students understand more and experience a real event, team projects are one of the most popular and practical form of assignments. Team projects within a class or programme are often a component in the assessment of a management course (Ohland et al., 2012). When a team project about hosting an event has to be collaborated among students from different programmes, it can help students understand more about different expertise and how they can contribute their own expertise at the most. When students can share the workload of the project, get the mutual support from their team members and improve their communication skills, it can enhance their individual satisfaction in the team project (Pany, Tong & Wong, 2011).

In most of the research about team effectiveness on academic team work and individual satisfaction, teamwork or group projects were assigned within a class but it was different in this study. Students across different programmes from event management, heritage management and culinary management were involved in hosting a real charity event for one full semester in this research. Students were responsible for different roles in different teams such as marketing, production, finance, public relations, IT (information technology), administration, etc. Throughout the whole project, students had to deal with internal parties which included teachers and different departments of the school. They also needed to communicate with external parties such as the sponsors, suppliers and customers. During the process, they had a lot of discussions within their own team and meetings with other teams in which it can improve their communication skills. However, they may encounter a lot of communication problems due to their experience and expectation. With the guidance and support of teachers, they learn more about different expertise, communication skills and the importance of mutual consent and respect. In addition, students' different working style, study behavior and unclear objectives were also the main obstacles in this team project.

Teamwork can bring benefits to the level of an individual and as a team (McEwan et al., 2017). It can develop the knowledge, skill and personal capabilities of an individual and simultaneously establish a team culture, individual contribution and potential knowledge pool to the whole team which will result in a win-win situation. The team project in this study provided a platform for Year 1 and 2 students to start developing their experience in coordinating a teamwork in a wider aspect. In order to achieve team effectiveness and satisfaction in this project, clear objectives and instructions were delivered to different teams at the beginning stage. Allocation of appropriate team members, sharing of asymmetric information, motivation to students can be critical issues for the success of this team project. At the end of the project, students not only improve their communication and interpersonal skills, most of the students had a different perception on teamwork.

2. Literature Review

2.1 Teamwork

When two or more individuals working together to achieve a job done, it can be defined as a teamwork (Kozlowski & Ilgen, 2006). With students' interaction, interdependence and contribution in the teamwork in terms of their expertise, the process can be regarded as a kind of input that can be converted into outcomes such as team performance and individual satisfaction (McEwan et al., 2017). In order to help students apply theory into practice and experience active learning in the course, team assignments can be one of the appropriate method to achieve (Matveev & Milter, 2010). It is always important to equip students with a sense of working together with other people to accomplish a common purpose (Kozlowski & Ilgen, 2006). More importantly, it is crucial to learn how to make decisions on task requirements within a team. Collaboration across domains of expertise will even further help students to specialize in their own fields and at the same time unprecedented results for the assigned projects can be found (Bruns, 2013).

2.2 Team effectiveness

The success of a teamwork depends on four main dimensions. First, students have to be clear about the purpose and goals of the teamwork so as to enhance their sense of responsibility in the preparation and completion of team projects. Second, the interaction among team members which includes communication, coordination and cooperation during the process can be influential to the outcome of the teamwork. Third, it is important to have an appraisal and feedback of the teamwork in which all the team members can have a reflection on their own performance as an individual evaluation and make a comparison between the estimated and actual result as a team. Fourth, the sufficiency of social support upon interpersonal conflict and personal difficulties can be critical to the team effectiveness (McEwan et al., 2017). Not only the outcome of the existing team project is being concerned, the experiences can affect the attitude of the team members towards other team projects in the future. Besides, teamwork can develop students' competitiveness and help them develop the awareness of team behaviours (Pang, Tong & Wong, 2011).

2.3 Individual Satisfaction
Team process can affect the individual satisfaction in a teamwork. Mutual consent among team members on the goal of a teamwork is the first step to determine its success and effectiveness. Workload sharing, mutual support and communication have a positive correlation with individual satisfaction (Pang, Tong & Wong, 2011). In a team project, higher fairness of workload sharing among team members can affect the team performance and effectiveness in a positive way so that team members are more prone to contribute in the team project. Besides, social support and guidance from mentors and project supervisors can enhance team effectiveness and individual satisfaction. Asymmetric and updated project information sharing, clear communication and high degree of interaction within the team can make team members contribute more to the team project. Therefore, trust among team members is an important element in team assignments (Hunsaker, Pavett & Hunsaker, 2011).

2.4 Challenges of teamwork
Though teamwork can bring a number of benefits to students when preparing themselves for their future especially in their career, some students have a bad experience in working with others as a team since no formal training is provided before starting the teamwork (Hunsaker, Pavett & Hunsaker, 2011). Setting goals for all the team members is crucial and necessary so as to align the expectations within the team. Without a common goal, it can lead to many conflicts and communication problems. As a result, poor performance can lead to disappointment and dissatisfaction which is not the objective of teamwork. In order to soften the challenges of teamwork, mission statement, team identity, boundaries, operating guidelines, performance norms and consequences should be defined clearly so that the expectations are clear among team members and it can help in developing team effectiveness more easily (Matveev & Milter, 2010; Hunsaker, Pavett & Hunsaker, 2011). Except setting goals, Nellis (2012) also suggested some strategies to maximize team effectiveness and efficiency. Choosing right members to assemble the team, holding regular team meetings, providing training and administrative support for team members, executing team self-assessment and improvement can enhance the team effectiveness.

2.5 Training
Team effectiveness can be weakened without sufficient training given to the students as a team. Different forms of training in teamwork can determine the team effectiveness and individual satisfaction. Delivering lecture is most widely used and found useful in enhancing the team effectiveness by teaching the team members the key ideas and importance of teamwork. Besides, it is more interactive in using workshops to train team members with more discussions

and communications. Moreover, simulation training and team reviews are also found to be effective when applying in teamwork training (McEwan et al., 2017). In team projects, peer evaluation is paramount to identify the team effectiveness and individual satisfaction. Though there is not always a standard evaluation criteria, some common areas in general can be found in the evaluation form such as the degree of cooperation, the degree of conceptual and practical contribution, communication skills and work ethics. When students are being evaluated at the end of the team project, they are more aware of their own performance and contribution (Brutus & Donia, 2010). If on-going peer evaluation can be used and feedback can be provided to team members in a team project, improvement in individual performance can be obvious (Brutus & Donia, 2010). Some lecturers use the results of the evaluation as part of the assessment. However, some drawbacks can be derived from peer evaluation. Some students may not be able to evaluate the contribution of other team members due to their lack of knowledge. They may be more subjective in evaluating other team members. Some team members would worry about the social relation with others so they may be lenient in the evaluation (Ohland et al., 2012). Therefore, it is also necessary to train the team members to conduct a fair evaluation on their teammates.

2.6. Experiential learning

Experiential learning was defined as “the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping and transforming experience" (Kolb, 1984). The experiential learning theory stated that learning was processed in four sequential stages of grasping, transforming, reflective observation and active experimentation. These four stages will allow learners to experience, reflect, think and act in the respective sequence. The effectiveness of experiential learning was well recognized in internship programmes and the linkage between the internship and the future career prospect (Ko, 2008). However, its effectiveness in inter-class events has not gained much attention.

3. Methodology

3.1 Research design

This experiential learning study was designed through the hosting of a charity event at a five-star hotel by three classes of students from different tourism and hospitality undergraduate programmes of a higher educational institution (HEI) in Macao. A charity event was used as the setting of this study due to the non-conflicting nature of charity versus other commercial events, especially when the students are from varying programme streams. To further dilute other potential influences from the core focus of the project itself, the charity event was hosted as a barbecue event that did not highlight products of any specific brand or services of any specific type. The event was carried out at a five-star hotel due to the availability of space to house all the students and the participants joining the event.

3.2 Measurement

This study has employed the qualitative research method of in-depth interviews on 12 students (interviewees) from the three classes of Tourism and Hospitality programmes who have participated in the inter-class experiential learning charity event. The in-depth interview was used with the objective to identify detailed information about the behaviour of students from different classes during the process of event organization and their post-event perception on the effectiveness of teamwork and the level of satisfaction on the experiential learning. The research objectives focused on the “how” and “why” of the questions under study, rather than “what” and “where” elements (Silverman, 2001). Semi-structured interviews were arranged and were carried out on the university campus per the request of the interviewees, in order to minimize potential tension from them. Informed consent was sought at the beginning and the interviews were audio-taped, transcribed and reviewed by both the interviewers and interviewees. The collected data was then analysed by thematic analysis.

4. Results

Based on the thematic analysis, five themes were identified that includes communication, effective learning, teamwork, difficulty to manage and discrepancy from expectations.

4.1 Profile of the respondents

The interviewees were chosen based on the four theoretical and practical considerations proposed by Silverman (2006), these included the nature of the research, the sufficiency on the coverage of data and analysis of theory, the features of the inter-class charity event and the general characteristics of the students involved. The interviewees were chosen based on three criteria: (1) role in the event; (2) programme of study; and (3) grade point average (GPA) results. These criteria were used with the consideration on the maturity and capability of the students at interpreting the details of the experiential learning process, and their expected level of involvement during the process. The interviewees included a fair spread of students involved in the management and operational roles to ensure the coverage of perceptions from interviewees with different responsibilities and scope of work. Students from various programme of study were equipped with different skills and knowledge, so it was expected to understand how these background features will affect the effectiveness of the experiential learning project. Moreover, to better guarantee that the interviewees have fully involved in the project, students amongst the top 50% of the class were targeted. The 50% was used in order to achieve data saturation. Outstanding students were first included, followed by students with the highest grades in the course.

4.2 Communication

There was general consensus that communication was more complicate and time consuming than expected. Students holding the management roles originally expected the process with external parties would be smooth if they followed the guidelines set. However, during the process, as they need to work with venue provider, food and beverage suppliers, sponsors and their own team members, they found that there were many unexpected incidents and complications existed. These have obfuscated their plans and required loads of efforts to handle and solve.

"It is that when there are more people, there will be more and more procedures, as you cannot make all the decisions" (Interviewee 3)

4.2. Effective learning

Nonetheless, the skills required to achieve effective communication are deemed as an opportunity for the gaining of knowledge. The students treasured this and believed they have learned more than if the project was carried out within their own class.

"…well actually we have learned many things. If we do not have this chance to communicate (with different parties) and we do it within our own class……. maybe it can be more relaxed but we will not be able to learn so many things" (Interviewee 5)

It is mentioned that the differences in thoughts between the students have made them reflect on their own thoughts and searched for otherwise solutions to solve the problems. This has always helped to improve the process when it will not be available if they are working on their own.

"… so many different opinions, so you will think carefully and think about it. In fact, what you think is true, it may not be accepted by many people, so there will be a good reflection….. so it may be better to do something in advance, to change it, to do it in a different situation" (Interviewee 7)

4.3 Teamwork

The perception on the effectiveness of teamwork is diverging. Some students expressed that it is more effective than individual activities as one will have to consider the thoughts and actions of other people aside from their own and this will unintentionally drive them to have more in-depth and holistic considerations. However, if the team members are not involved, then team projects will become an added burden, as those who are responsible will have to take up the work of those free-riders and this will create negative emotions.

"Even you are assigned to a position (role) that you like to do, it still depends on whether you have the heart to do it" (Interviewee 1)

Inter-class team projects have the beauty of gathering students of different skills and knowledge to work on the same goals. These differences are found to strengthen the team leading to more effective results that if the work is done by students from the same class or alone. In addition, such differences have made students learn the need to compromise, consider from an objective sense and be more mature in handling interpersonal relationships.

4.4 Difficult to manage

Despite the benefits of team work, the large number of students from diversifying backgrounds and expertise have caused the project more difficult to manage than intra-class ones. Aside from the lengthening of time required on communication, the logistics on simple procedures between teams are more complex, especially when it involves external suppliers and sponsors. Nonetheless, this can provide a setting that replicates the happenings in the real world and fully enable the students to apply the knowledge learnt in the real industry setting.

"Because there are so many people, talking to everyone is difficult, so sometimes, we may not inform everyone" (Interviewee 11)

This experiential learning project course runs in the semester mode rather than the block mode. This have brought upon difficulties for students to handle the project while taking our courses simultaneously. For general intra-class project of smaller scale and less complexity, students find it easier to manage than this inter-class project, with the involvement of external stakeholders.

4.5 Discrepancy from expectation

This project has been designed to replicate the real life scenario as much as possible, with the objective to enable students at applying the theories and concepts learnt, while understanding that changes and unexpected incidents are always part of a real event. However, the instructions set were based on the general experiential learning project, which has not incorporated the complexity of large groups and differences in the study background. To improve the effectiveness of inter-class experiential learning, more precise and details instructions should be given to students, so they focus on experiencing the process and refine their knowledge learnt, while minimizing the need to figure out the solutions on logistics. The latter will avoid their capability to learn the different aspects of the project, especially ones of large scale. When students feel too challenging to achieve a certain, they may be tempted to take up tasks familiar instead of trying on with new ones.

"In addition to this event, in fact many projects from different courses will be grouped together (have to be done at the same time), so they will do what they are good at and will not go to try other works" (Interviewee 6)

5. Discussion and Conclusion

5.1 Discussion and implications

There is general consensus that the experiential learning is effective at delivering the intended course learning objectives. However, it is also found that the inter-class arrangement has generated more difficulties than have been expected as when such events were arranged to be organized by single classes. Moreover, team effectiveness was also in doubt. The interviewees emphasized the usefulness on the detailed standard of procedures at the beginning of the experiential learning process but the procedures were found to be hardly carried out as expected.

5.2 Conclusion

This study provides constructive ideas on the opportunities and challenges of inter-class experiential learning and how it differs from the common experiential learning set up. In managing a big event across a semester, a lot of preparation has to be done before the event. Teamwork is necessary for the completion and success of the event. A usual practice of forming different teams within the same class has been operated for years. Communication problems may be derived due to the event but can be solved eventually. When three classes were working together for the same event in this research, the situation was totally different and it became difficult to manage. With insufficient experience in holding a big event, students cannot communicate with each other very well and misunderstanding may arise. Three classes with different expertise were responsible for different streams and the part on knowledge learnt was accomplished as expected; while the part on team effectiveness was not achieved as planned. With different expectations from different teams and classes, the development of team effectiveness and effective learning were hindered. Since students cannot access fully a fair workload sharing, mutual support and favourable communication, the individual satisfaction cannot be developed well. The diversify specializations in study of different classes of students have generated challenges and threats, when this should be well considered in future experiential learning designs.

Teamwork is a key component in tourism and hospitality industry. The inter-class experiential learning in this semester event can bring along tremendous learning opportunities for students. However, problems and barriers were resulted unexpectedly which was also a good experience to students in which they realized their weaknesses so that they can have improvements, especially communication skills, in the future. The nature of this inter-class event can allow the replication of real society into the learning process so that they can understand more about the practical issues of teamwork. However, it must be well planned and students must have the same understanding on the objectives of the teamwork. Finally, lecturers should develop more precious guidance to the students so that they realize the advantages in achieving the team effectiveness and individual satisfaction.

5.3 Limitations of this study and suggestions for future studies

Although all the students in the current study were from tourism and hospitality majors, they specialize in varying streams and this is found to create added challenges due to the diverse background knowledge that the students have. Future studies may work with students from diversifying majors and examine if similar benefits and challenges exist.

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From deep learning approach to career self-efficacy: Taking hospitality off-campus internship as an example

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Abstract
This research aims to explore the mediating role of self-regulated learning among the impacts of deep learning approach and career self-efficacy. Data were collected from college students in the hospitality department who had completed off-campus internships in Taiwan. Results indicated (1) deep learning approach has positive influences on self-regulated learning; (2) self-regulated learning has positive influences on career self-efficacy; (3) deep learning approach has positive influences on career self-efficacy; (4) self-regulated learning is a critical mediator of these relationships.

Keywords: Deep learning approach, Self-regulated learning, Career self-efficacy, Hospitality, Internship

Factors influencing internship satisfaction and self-perceived competence: Perspectives from Malaysian hospitality undergraduates

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Abstract
Internship satisfaction is considered a research area that needs further exploration, particularly in the hospitality industry. This study identified factors affecting internship satisfaction and self-perceived competence. A quantitative research method was employed, involving 302 hospitality undergraduates from Malaysian public universities. Factors affecting internship satisfaction are modelled using Partial Least Squares Structural Equation Modelling (PLS-SEM), and the relationship between internship satisfaction and self-perceived competence was assessed. All the internship determinants positively influence internship satisfaction, so does the internship satisfaction with self-perceived competence. This study may shed some light on related stakeholders to strategize an effective internship program.

Keywords: Competency, Internship Satisfaction, Hospitality Undergraduates, Malaysian Public University

Developing a technology driven SMART framework for Malaysian F&B microbusinesses

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Abstract
The immense contribution of microbusinesses towards the economies of developing countries is undeniable. However, numerous factors including the pandemic have broadened the gap between microbusinesses and their smartification thus weakening their adaptability and survivability. Hence, this study aims to develop a technology driven SMART framework grounded on theories such as the UTAUT2, DOI and the BMC which can be applied within F&B microbusiness to facilitate their adaptability and survivability in both the current and future market conditions. Thus, this study will utilize a qualitative approach across two phases with the first phase focused on understanding facilitators and inhibitors influencing technology adoption and the second phase focused on the development of the model, its application and evaluation.

Keywords: F&B Microbusinesses, SMART business model, Technology acceptance, COVID-19, Sustainability

Relationships among self-presentation motivation, social interaction anxiety, and work engagement of the chefs in open kitchen restaurants

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Abstract
Open kitchen has become a prominent business strategy for hospitality practitioners to construct experiential atmosphere and create competitive advantage. Our understanding about psychological and behavioural effects of open kitchen design on the chefs in open kitchen restaurants is still wanting. The purposes of this study is thus to construct and examine the theoretical framework of psychological (i.e., social interaction anxiety) and behavioural effects (i.e., work engagement) of open kitchen design on the chefs in open kitchen restaurants. This study may extend our understanding about the psychological and behavioural effects of open kitchen design on the chefs in open kitchen restaurants and provide a basis for further research and managerial practices.

Keywords: Self-presentation, Motivation, Social interaction anxiety, Work engagement, chef, Open kitchen restaurant

Perceived risks related to cloud kitchens: A perspective from restaurateurs in Malaysia

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Abstract
The pandemic has change the dining habits of consumers around the globe and consequently how foodservice establishments operate their business. In Malaysia, online food delivery has become the alternative option for consumers who were either forced to stay home during the pandemic or are reluctant to go out due to the fear of the virus. Hence, cloud kitchens has been booming to cater for this needs. Through the Protection Motivation Theory and Perceived Risk Theory, this study aims to evaluate the perceived risks of adopting the cloud kitchen concept from the perspective of the restaurant owners and their intention to adopt the concept. A qualitative method will be applied for the study and in-depth interviews with the restaurant owners adopting this concept will be conducted. This study is in respond to the lack of research regarding this relatively new concept which may serve as source of information for academics and business owners.

Keywords: Cloud kitchen, Ghost kitchen, Online food delivery, Protection motivation theory, Perceived risk theory

Marketing strategies for third-wave cafes

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Abstract
The tourism industry generates RM100 billion annually for Malaysia. Tourist destinations need to be supported by hotels, restaurants and cafes. There is demand amongst tourists for high quality artisan coffee served in third-wave cafes. The 7Ps service marketing mix was used to examine the factors that influence customers revisit intentions. Survey data from 114 respondents in Klang Valley was analyzed using multiple regression analysis. Three interesting results were that People and Processes are most important in influencing revisit intentions; Price was least important; and, contrary to expectations, Place was not significant. These results suggest opportunities for cafes.

Keywords: Third-wave cafe, service marketing mix, 7Ps, Malaysia

1. Introduction

The tourism industry is highly important to Malaysia, generating RM100 billion in revenue from over 30 million international tourists, not counting domestic tourists (Malaysia Tourism Promotion Board, 2019). Tourist destinations need to be supported by hotels, restaurants and cafes. Visitors need accommodation to sleep; restaurants to dine; and cafes to watch the scenery (Lee, Scott and Packer, 2014). There is a demand amongst tourists for high quality artisan coffee which are brewed by third-wave cafes. In addition, tourists may not select a tourist destination if there are no amenities such as third-wave cafes (Fox, 2007). Hence, third-wave cafes are important for the tourism industry. The third-wave cafe industry is relatively new in Malaysia. Therefore, this study will examine the factors that influence customer preference for third-wave cafes.

Third-wave cafes are described by Manzo (2015) as outlets which serve specialty coffee, and are often frequented by coffee connoisseurs. To examine the factors that influence customer preference, this study will use Kotler and Keller's (2012) service marketing mix model which consists of the 7Ps: Product, Price, Place, Promotion, People, Processes and Physical Evidence. A survey research will be conducted to collect data from third-wave cafe customers.

This paper will discuss the third-wave cafe industry; review the extant academic research on the marketing mix model of service marketing and its applicability to Malaysian cafes; detail the methodology used to collect and analyse data for this research; examine the results of the data analysis; and finally discuss the implications of the findings for academic researchers and industry practitioners.

2. Literature Review

Third-wave cafes are outlets which serve specialty coffee sourced from specific regions around the world in the same way that wine and cheese connoisseurs enjoy wine and cheese from specific regions (Manzo, 2015). These cafes are typically independently-owned. For this reason, third-wave cafes are also referred to as "independent cafes" (Lee, Lee, Chua and Han, 2017. Third-wave cafes may be contrasted against first- and second-wave coffeeshops, which are both outside the scope of this research. The “first wave” of coffee consumption refers to consumption of cheaper, generic coffee at home and in restaurants; and “second wave” coffee refers to coffee chains such as Starbucks and Coffee Bean (Manzo, 2015).

A further contrast between third-wave cafes and second-wave coffee chains is that third-wave cafes typically have individually-unique designs, and serve more varieties of food and drinks, instead of conforming to a franchise theme and menu. In a case study on the failure of Starbucks to succeed in Australia, Patterson, Scott and Uncles, (2010) suggested that these unique features differentiate cafes from coffee franchises, that Australian customers perceived these features to provide superior value, and that Starbucks’ failed to understand the consumer behaviour of Australian cafe customers in this regard. Third-wave cafe managers can examine consumer preference by using the service marketing mix which is explained next.

2.1 Service Marketing Mix

The service marketing mix is a conceptual framework that helps marketing managers to decide how to adjust the features of their products and services in order to attract customers (Goi, 2009). The elements of the framework are described as a mix because different factors may be adapted by marketing managers depending on the business situation at hand (Culliton, 1948). A varying number of factors have been proposed to make up the Marketing Mix framework. McCarthy (1964) suggested four elements, named as the “4Ps”; product, price, promotion and place. Booms and Bitner (1980) added the elements of participants (or “people”), physical evidence and processes to McCarthy’s elements, describing the result as the 7Ps of the Service Marketing Mix. The Service Marketing Mix 7Ps is widely accepted and has found some support as a “generic” or standardised group of elements to be used by marketing managers in place of McCarthy’s 4Ps (Rafiq and Ahmed, 1995). Hence, this paper adopts the Service Marketing Mix 7Ps as a framework to guide Malaysian cafe managers in understanding and influencing consumer behaviour. As far as the author is aware, there is scarce research on the use of the Marketing Mix framework in the context of Malaysian third-wave cafes. Therefore, the application of the marketing mix to Malaysian third-wave cafes is discussed next.

2.2 Revisit Intention

The objective of this research is to examine how the revisit intentions of Malaysian third-wave cafe customers can be influenced by the service marketing mix variables. Revisit intention in this study is defined as the customer’s future intention to revisit and patronise the cafe. Revisit intention is a form of customer retention and is a future purchasing behaviour that can occur whether or not there is a positive loyal relationship (Han, Back, and Barrett, 2009). The benefits of customer retention lies in overall higher profits and reduced costs of acquiring customers, although this depends on industry context; furthermore, in the restaurant industry, it is understood that customer retention does not mean that customers eat exclusively at the same restaurant (Rizal and Buttle, 2002).

2.3 Product

The Service Marketing Mix element of Product refers to the features and characteristics of a product which fulfils a customer’s needs (Kotler and Keller, 2012). Generally, the perceived quality of the product influences the customer’s intention to purchase. For example, in a survey conducted on 384 customers of Sony stores in Tehran, customers’ purchase intention was positively influenced by the perceived quality of Sony products (Ali, Parisa, and Khosro, 2015). Similar relationships have been observed in coffee-related research. According to a telephone survey conducted by Sousa, Machado, Silva and Costa (2016) on 1,368 respondents in Brazil, the primary purpose for drinking coffee was for its taste and quality. A study conducted on 205 cafe customers in New Zealand found that the quality of coffee, food, and other beverages sold in cafes positively influences customer satisfaction, repurchase intention, and loyalty (Zhang, Kim and Goodsir, 2018). Therefore,

H1: *Product quality is positively correlated to Revisit Intention.*

2.4 People and Processes

In the Service Marketing Mix framework, the element of People refers to those employees who directly provide a personal service to the customer Lovelock, Vandermerwe, Lewis, Fernie (2011). A service is an intangible action performed by an employee for a customer (Kotler and Keller, 2012). A wide variety of factors relating to employees have been found to influence cafe customers' perception of service quality. These factors include employees' friendliness, communication skills, speed of service, knowledge, and handling of complaints. These factors have been found to strongly influence the revisit intention of cafe customers (Zhang, Kim and Goodsir, 2018). Further supporting this finding, Huang and Wood (2017) found that 80% of respondents reported that the pleasing appearance and attitude of cafe staff when responding to requests for assistance significantly and positively influenced their revisit intentions. Services performed by staff for customers have been found to be more important than other variables in creating the coffee experience for cafe customers in India (Sathish and Venkatesakumar, 2011)

The element of Process relates to the procedures, methods, and sequence of actions taken to create and deliver a service to the customer (Lovelock et al, 2011). In third-wave cafe culture, much emphasis is given to the technically-complicated preparation of coffee by baristas using specialised equipment, according to different brewing methods and styles, and the interaction of baristas with customers. Customers are invited not just to observe the barista throughout the process, but also to engage in social interaction and discussion of the process, as the third-wave of coffee consumption is comparable with a hobbyist sub-culture amongst coffee connoisseurs (Manzo, 2015). Thus, in third-wave cafes, the elements of People and Process are closely linked in the delivery of services to the customer. Therefore,

H2: *People and Processes are positively correlated to Revisit Intentions.*

2.5 Physical Evidence

Physical Evidence refers to the visible and tangible parts of physical elements used in the delivery of a service to customers, such as the appearance of buildings, furniture and fittings, and equipment (Lovelock et al, 2011). The customers of third-wave cafes consider a cafe to be a space for social interaction, as well as a place to enjoy coffee (Manzo, 2015). Hence there is an expectation of quality in the physical evidence of cafe products and services provided such as clean and attractive cutlery, furnishings, interior design, and so on. Third-wave cafes can be decorated in themes ranging from maximalist gaudy (highly furnished with baroque fittings) to minimalist; from Scandinavian blonde to French European to Asian interior design. Physical elements contribute to the cafe's ambience, which has been found to influence customer satisfaction. In a survey conducted on 743 customers of cafes including the franchise chains Starbucks, Coffee Bean, and several independent cafes in South Korea, respondents indicated they were more likely to visit cafes when they were highly satisfied with the atmosphere and ambience of the cafe (Kim and Lee, 2017). Therefore,

H3: *Physical Evidence is positively correlated to Revisit Intentions.*

2.6 Price

Price refers to the money and effort made by customers in exchange for a product or service (Kotler and Keller, 2012). Intuitively, price negatively correlates to purchase intentions; the higher the price of an item or service, the less willing people are to pay for it, and the less able they are to afford it. However, a higher price can also signal to customers the implied value and quality of the item or service (Lichtenstein, Ridgway, & Netemeyer, 1993). In the coffee market, for example, customers in Germany reported that even though they felt fair-trade coffee was too expensive, yet they felt a moral obligation to pay the higher price to buy fair-trade coffee (Andorfer and Liebe, 2015). Similarly, in a study conducted by Sepúlveda, Chekmam, Maza, and Mancilla (2016) on 708 Spanish and Colombian coffee drinkers, respondents indicated that they were willing to pay higher prices for higher quality gourmet coffee. Therefore,

H4: *Affordable Price is positively correlated to Revisit Intentions.*

2.7 Place

Place refers to the channels of distribution employed to deliver the product or service to the customer (Kotler and Keller, 2012). In the case of cafes, this would mostly apply to the cafe premises where the customer is served. The location of the premises can influence customer purchase decisions. In a study conducted on 100 bank customers in Indonesia, the decision to take up loans from the bank was most strongly influenced by the location of the bank (Hapzi, Augustina & Siti, 2017). Similarly for restaurants, location has been cited as an important success factor (Robson, 2011). Therefore,

H5: *Place is positively correlated to Revisit Intentions.*

2.8 Promotion

The seventh element of the 7Ps Service Marketing Mix is Promotion, which will not be examined in this research. Promotion is the communication of product or service to the customer via commercials, direct marketing, social media, or sales promotions (Kotler and Keller, 2012). Promotions affect the other elements of the service marketing mix. For example, discounts and meal deals alter the price factor of the product or service for a short period. Promotional campaigns tend to be temporary and can change rapidly. After the end of the promotional campaign, customers' perception of its importance will be reduced, and the relative importance of factors such as People and Processes could take precedence. Therefore, since the focus of this research is on the relative importance of the service marketing mix factors, the factor of Promotion will not be studied here.

3. Methodology

A self-administered survey questionnaire was distributed online using Google Forms. The survey questionnaire measured five independent variables and one dependent variable. Respondents answered the survey items on a 5-point Likert scale with the lower and upper bounds 1: "Strongly Disagree", and 5: "Strongly Agree", respectively. The respondents were contacted using convenience and referral sampling. Convenience sampling was chosen as the research was conducted as part of a postgraduate research project; in social science research, convenience sampling is the most common sampling strategy used (Mohr, 1990). The sampling frame for this research consists of customers of third-wave cafes in the Klang Valley, Malaysia conurbation. In order to ensure the contacted respondents were valid members of the research population, screening questions were included in the questionnaire. Survey respondents were kindly asked to refer the survey questionnaire to family and friends.

4. Results

Initially, 160 completed questionnaire forms were received. The questionnaires were filtered for missing values, outliers and inconsistent answers using the Statistical Package for Social Sciences (SPSS) Version 20 programme. A final result of 114 questionnaires were retained for analysis. Most of the respondents were employed (69%) and self-employed (15%); the respondents consisted of students (9%) and unemployed or home-makers (7%) as shown in Table 1. The majority of the respondents had attained university education and above; the education profile of the respondents included secondary school leavers (4%), diploma holders (17%), bachelor's degree holders (56%), and postgraduates (24%). The respondents' ages were widely distributed but mainly comprised working-age adults; 18-23 years old (11%); 24-29 years old (28%); 30-39 years old (28%); 40-49 years old (18%); and 50 years and above (15%). There were slightly more female respondents (59%) than male respondents (41%).

Table 1. Descriptives

	Frequency	%
Gender		
Male	47	41%
Female	67	59%
Age		
18-23	12	11%
24-29	32	28%
30-39	32	28%
40-49	21	18%
50-59	13	11%
>59	4	4%
Occupation		
Unemployed/home-maker	8	7%
Studying	11	10%
Self-employed	17	15%
Employed	78	68%
Education Level		
Secondary school (SPM) or lower	4	4%
Diploma	19	17%
Bachelor's degree	64	55%
Master's degree or higher	27	24%

The hypothesis relationships were tested by performing bivariate correlation analysis, using Pearson's product-moment correlation (r) coefficient. The results, as shown in Table 2, demonstrated positive and significant correlations between the dependent variable, Revisit Intention and the four independent variables Product (r = .447, p < 0.01); People and Processes (r = .470, p < 0.01); Physical Evidence (r = .423, p < 0.01); and Prices (r = .420, p < 0.01). All four correlations were evaluated as moderately strong relationships, were $0.35 \leq r < 0.68$ (Cohen, 1998). One independent variable, Place, was positively correlated but not significant (r = .125, p < 0.19).

4.1 Product

The independent variable Product is significantly and positively correlated to Revisit Intentions (r = 0.447, p < 0.01). Therefore, the first hypothesis H1 is supported. The respondents indicated that their intention to revisit was higher when the quality of coffee, food and other beverages was perceived to be higher. This result is consistent with the findings by Zhang, Kim and Goodsir (2018), as discussed above. Similar to customers in other nations, Malaysian third-wave cafe customers place importance on the quality of the products they enjoy in the cafes.

Table 2. Hypotheses Tests Results

Dependent Variable: Intention to Patronise
Independent Variables: Product, People & Processes, Physical Evidence, Prices, Places

Hypo-thesis	Independent Variable	Pearson's correlation, *r*	Sig. (2-tailed)	Relationship with Intention to Patronise	Remarks
H1	Product	0.447	0.01	Medium positive	Supported
H2	People & Processes	0.470	0.01	Medium positive	Supported
H3	Physical Evidence	0.423	0.01	Medium positive	Supported
H4	Prices	0.420	0.01	Medium positive	Supported
H5	Places	0.125	0.19	NOT significant	NOT supported

4.2 People and Processes
The variable People and Processes is significantly and positively correlated to Revisit Intentions ($r = 0.470$, $p < 0.01$). Therefore, hypothesis H2 is supported. The respondents indicated their revisit intention was higher when their perception of the cafe staff and their perception of the cafe processes was higher. This result is consistent with the findings by Huang and Wood (2017) that the appearance and attitude of cafe staff, and the service quality of coffee shops significantly influence customers' purchase intention.

4.3 Physical Evidence
Physical Evidence is significantly and positively correlated to Revisit Intentions ($r = 0.423$, $p < 0.01$). Therefore, hypothesis H3 is supported. The Malaysian cafe customers surveyed are more likely to revisit third-wave cafes when they are more attracted to the decor and internal design of the cafe. This result is consistent with the findings by Kim and Lee (2017) that the overall atmosphere of the cafe positively influenced customers' repurchase intentions.

4.4 Price
Price is significantly and positively correlated to Revisit Intentions ($r = 0.420$, $p < 0.01$). Therefore, hypothesis H4 is supported. The Malaysian cafe customers surveyed indicated that they were more likely to revisit third-wave cafes when they perceived the prices in the third-wave cafes to be affordable. This result supports the opinion that consumers who can afford it are willing to pay higher prices for specialty coffee served in third-wave cafes (Sepúlveda et al., 2016).

4.5 Place
The fifth variable tested, Place, is not significantly correlated to Revisit Intentions ($r = .125$, $p < 0.19$), as reported in section 2. Hence, the fifth hypothesis H5 is NOT supported. The results suggest that there is no significant correlation between the respondents' stated intention to revisit a third-wave cafe even if the location of the café is perceived to be convenient enough that they can visit the cafe whenever they want to. However, conventional understanding supported by empirical research is that a more accessible location for a business or cafe should positively influence the purchase decision and revisit intentions of their customers (Hapzi, et al., 2017; Kotler & Keller, 2012; Robson, 2011). This surprising result will be further discussed in section 5, conclusions.

5. Multiple regression analysis
Finally, multiple regression analysis was conducted following the guidelines established by Hair, Anderson, Tatham and Black (1998) in order to evaluate how well the independent variables of Product, Personnel and Processes, Physical Evidence, and Price predicted the Revisit Intention of the respondents. The independent variable of Place was not included in

the multiple regression analysis, as it was not found to positively and significantly influence Revisit Intention in bivariate correlation testing ($r = .125$, $p < 0.19$).

As shown in Table 3, the analysis generated a significant regression model ($F = 20.526$, $p < 0.01$) which explained 40% ($R^2 = .409$) of the variance in Revisit Intention by Product, Personnel and Processes, Physical Evidence, and Price. There were positive and significant relationships between the dependent variable Revisit Intentions and the independent variables of Product ($B = .201$, $\beta = .245$, $p < .01$), People and Processes ($B = .239$, $\beta = .285$, $p < .01$), Physical Evidence ($B = .198$, $\beta = .225$, $p < .01$) and Price ($B = .147$, $\beta = .217$, $p < .01$).

A comparison of the standardized regression coefficient shows, in order of strongest to weakest, that People and Processes ($\beta = .285$) has the strongest influence on Revisit Intentions; followed by Product ($\beta = .245$), Physical Evidence ($\beta = .225$) and Price ($\beta = .217$). This finding will be further discussed in the conclusion.

Table 3. Multiple Regression Results

Dependent Variable: Intention to Patronise
Independent Variables: Product, People & Processes, Physical Evidence, Prices
Adjusted $R^2 = 0.409$, $F = 20.526$, $p < 0.01$

Independent Variable	***B***	**Beta**	***t*-statistic**	**Sig.(2-tailed)**
Product	0.201	0.245	3.012	0.01
People & Processes	0.239	0.285	3.577	0.01
Physical Evidence	0.198	0.225	2.836	0.01
Prices	0.147	0.217	2.683	0.01

6. Discussion and Conclusion

The objective of this study is to examine the factors that influence the revisit intentions of third-wave cafe customers in the Klang Valley, Malaysia. A review of previous literature showed five factors drawn from the Service Marketing Mix framework that were considered likely to positively influence revisit intentions. There is little research on third-wave cafe consumer behaviour in this area. Data was collected from 114 respondents from Klang Valley who previously visited third-wave cafes. The results from bivariate correlation analysis of the data showed that four of the five factors examined were positively and significantly correlated to revisit intentions. The four significant factors are Product, People and Processes, Physical Evidence and Prices; this finding was supported by extant literature. However, the fifth factor of Places was not significantly correlated to revisit intentions, which will be further discussed in this section. Furthermore, multiple regression analysis was conducted on the four significant factors. The regression model explained 41% of the variance in revisit intentions. Therefore, the results show that the Revisit Intentions of Malaysian third-wave cafe customers can be positively and significantly influenced by increasing the respondents' perceptions of Product, People and Processes, Physical Evidence, and Prices. The theoretical and practical implications of these findings are discussed next.

7. Theoretical Implications

The results from this research provide five contributions to theory. Firstly, this study provides further support to extant literature that product quality positively and significantly influences customers' revisit intentions (Ali, Parisa and Khosro, 2015; Kotler and Keller, 2012). The study further expands on Zhang, Kim and Goodsir's (2018) findings in that the data collected in this study is solely from Malaysian third-wave cafe customers, whereas the sample population in that New Zealand study was not wholly from third-wave cafe customers.

Secondly, this study provided further support of prior literature (Huang and Wood, 2017; Lovelock et al, 2011; Sathish and Venkatesakumar, 2011) that the service marketing mix attributes of People and Processes positively influences customers' repurchase intentions.

Thirdly, this study provided further support of prior literature (Lovelock et al, 2011) that Physical Evidence positively influences customers' repurchase intentions. The findings from this study further confirms Kim and Lee's (2017) research that customers are more likely to visit cafes where the cafe atmosphere and ambience are found to be more satisfactory. In addition, this study expands on their findings by focusing on customers of third-wave cafes, whereas Kim and Lee's sample population was from a variety of cafe formats including Starbucks and Coffee Bean which are second-wave franchise coffeeshops.

Fourthly, this study contributes to the literature on the discussion of the correlation between price and purchase intentions (Kotler & Keller, 2012; Andorfer and Liebe, 2015; and Sepúlveda et al., 2016.) The hypothesis that affordable prices are positively correlated to revisit intentions was supported. The results provide empirical evidence that despite the higher prices charged for specialty coffee due to its specific supply and brewing processes, if Malaysian third-wave cafe customers perceive the product to be affordable, they are more likely to revisit third-wave cafes.

Lastly, contrary to the literature reviewed (Hapzi, et al., 2017; Kotler & Keller, 2012; Robson, 2011), the results show that the service marketing mix attribute of Place was not significantly correlated to revisit intention. That is, the respondents reported that they were willing to overcome inconvenience in order to revisit a third-wave cafe. One possible reason is due to the food culture in Klang Valley, Malaysia, where enthusiasts or "foodies" are known to patronise well-regarded food and beverage outlets despite poor traffic conditions, uncomfortably warm temperatures, and open-air roadside dining and cooking areas. There is mixed support for this interpretation in extant literature on the uniquely Malaysian third-wave cafe culture. In a qualitative study by Lee et al. (2017) based on in-depth interviews with five successful independent café entrepreneurs in Klang Valley and two Malaysian coffee industry experts; on one hand, a cafe operator stated a location with high human traffic was important for success. On the other hand, another interviewee stated that a less ideal location for a cafe was nonetheless successful too. The reason given by that interviewee was that the cafe was able to overcome initial low revenues by serving good quality food and beverages, coming up with creative business concepts, and connecting with the local neighborhood, thereby drawing a loyal following. Therefore, the study provides empirical evidence from the perspective of cafe customers supporting Lee et al.'s (2017) findings that a successful cafe may not necessarily need to be located in an ideally-convenient location.

There are two surprising findings from the multiple regression analysis in this study. Firstly, the results show that the strategies for increasing customer revisit intentions, in the order of decreasing importance, are Personnel and Processes, Product, Physical Evidence and Price. That is, Personnel and Processes is more important than Product strategies in influencing customer revisit intentions. This finding is surprising, as many researchers have focused on the importance of coffee quality, in particular, on the high expectations third-wave cafe customers have for specialty coffee. This finding provides empirical support for the perception that in third-wave cafe culture, interaction with baristas throughout the specialty coffee brewing processes is a highly-valued component of the cafe experience (Manzo, 2015). The results of the regression analysis indicates that this factor is valued higher than the coffee beverage itself.

Secondly, the multiple regression results provided surprising empirical evidence that pricing may not be the most important strategy. That is, three other strategies of Personnel and Processes, Product, Physical Evidence were found to be more important than pricing strategies. One possible interpretation of this finding is that provided Malaysian third-wave cafe customers find the prices affordable, then their decision whether to revisit the cafe in future depends more strongly on the cafe staff's appearance, friendliness, and coffee knowledge; coffee blend and taste attributes; and attractive cafe ambience.

In summary, the theoretical implications from the findings in this study show that the marketing mix is a useful approach to understanding third-wave cafe customers' revisit intentions.

8. Practical Implication

Perhaps the most important practical implication from this study for Malaysian third-wave cafe owners and managers is that Person and Processes is found to be more important in influencing revisit intentions. Master brewers and baristas are the stars of third-wave cafes. They should be trained not only to provide friendly, polite and perfect service but also to socially engage with and delight the customer, perhaps to discuss the different blends, flavours, or bean origins. They should be trained not just to provide the best artisanal coffee, but also to win competitions and thus draw the coffee-loving crowd.

Secondly, while third-wave cafes need to focus on consistently brewing specialty coffee, the importance of Physical Evidence over Price strategies means that owners need to invest in attractive thematic interior decorations, since customers are willing to pay premium prices for exceptional ambience.

Thirdly, the finding that Place strategy is not significantly correlated to influencing revisit intentions is an important opportunity for both new and established third-wave cafes. Cafe customers are willing to face a certain degree of inconvenience of access in order to enjoy quality coffee brewed by skilful and friendly baristas in an attractive atmosphere. Entrepreneurs who are confident in their brewing prowess could potentially start their own third-wave cafe in lower-cost rental locations despite being less convenient. Established cafes can franchise or expand organically into locations at lower-cost compared to high-traffic locations.

Fourthly, the surprising finding that Price strategy is least important in influencing revisit intentions means that third-wave cafes do not need to focus as much on price-cutting in order to increase customer revisit. Instead, they could focus on further developing staff skills; improving and innovating coffee, food and beverage products; and improving or changing their cafe themes in order to attract and retain customers.

Finally, Promotional strategy was not included in this marketing mix study due to the often-temporary nature of, for example, discount and meal deal campaigns. However, the practical implications of a good promotional strategy should not be ignored by cafe owners and managers.

9. Limitations and Future Research

The respondents from this study are solely from Klang Valley, the most economically advanced geographical location in Malaysia. Therefore, the results from this study may not be representative of the other less affluent areas. Further research could be conducted to assess the consumer preferences of other cities in Malaysia.

In summary, this study provides empirical evidence on the revisit intentions of third-wave cafe customers in Klang Valley, Malaysia; contributes to theory on the use of the marketing mix in the third-wave cafe industry; and suggests strategies for Malaysian cafe owners and managers seeking to attract customers and encourage future revisits.

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Can memorable brand experience enhance brand fidelity? The case of restaurant

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Abstract
The hospitality industry is a highly competitive market in Taiwan; thus, the customers with brand fidelity are essential for the company. They tend to stick to a particular brand in spite of service failures or price increases. However, few studies have comprehensively discussed the role of brand fidelity. The purpose of this study is to investigate the relationships among memorable brand experiences (MBE), customer brand identification (CBI) and brand fidelity. The results revealed that MBE positively affects CBI and that CBI positively affects brand fidelity.

Keywords: Memorable brand experience, Brand fidelity, Brand identification

Determinants of retailers' continuous engagement on e-wallet application: Extending UTAUT2 with competitive advantage

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Abstract
Technology acceptance model is frequently applied in the consumer context when determining the readiness and acceptance of the user on any technology application, tools, and software. This study is using the extended technology theory of acceptance and use of technology that augments competitive advantage to examine retailers' continuous engagement in E-wallet as part of their business operation. Competitive advantage in the business study context has been observed to contribute towards a higher variance in business performance and sustainability. A sample survey of 350 respondents comprises retailer's owner and supervisors ranging from mini-market, shops, and food stalls in the Klang Valley area will be used in the data analysis. Data collected will be analyzed using Partial Lease Squares (PLS) to the hypotheses of the study. The finding of this study aims to prove the competitive advantage as part of the UTAUT2 model in determining the engagement of digitalization for business sustainability. Ultimately, it can be employed for further study on organization engagement in digitalization transformation.

Keywords: Retail, E-wallet, UTAUT2, Engagement, Competitive advantage

1. Introduction

Digital wallet or E-wallet is no longer a new norm in Malaysia, it started 20 years ago with the Touch 'n Go card. Today, in total there are about 53 e-wallets applications available in Malaysia, such as Grab Pay, Maybank QR pay, and more, these applications are registered accounts recorded in Malaysia's fintech space (Shakirah, 2020). Indeed, Malaysia Government had put in the effort to support the growth of a cashless society through the e-Penaja program that is launched in 2019 as part of the economic recovery plan. It is expected the continuous effort of e-wallet implementation support from various sectors will shape the business model and financial system of a country through structural reform and strong regulatory support (Tan & Lai, 2019). The retail industry had contributed 16 percent to the country's gross domestic product, this is on par with the growth country's economy. Besides, the wholesale and retail trade census 2021 reported that the number of registered companies in wholesale and retail shows significant increases by 3.5 percent both and contributed an increase of country revenue by 4.1 percent. Malaysia's government's initiative of transforming a cashless society in the coming future will require full support from various sectors, mainly retail and small-medium enterprises in Malaysia. Most of the e-wallet research is mainly focused on user adoption of e-wallet and limited focus on retailers' participation to offer e-wallet service. Oh (2019) notes that there is a need to look at this variable to understand better factors that will determine the willingness of the business industry mainly retailers to adopt e-wallets as part of the operation process. In addition, retail understanding of additional value benefits from e-wallet adoption is the gap. This study aims to define the UTAUT 2 perception and competitive advantage among retailers to continue engage e-wallet as part of their business operation system, by using the Extended Unified Theory of Acceptance, and Use of Technology (UTAUT), and competitive advantage.

2. Literature Review

Majority of the research studies on technology, mobile application use and acceptance in various journals between year 2013 to 2017 are mainly using Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) (Domigos & Ergun, 2018; Zeithml, et al., 2002). Technology Acceptance Model (TAM) is introduced by Davis, TAM model allow researcher to understand better on user's intention to adopt and accept new technology system and devices for daily use. The two-core construct of TAM perceived ease of use and perceived usefulness are used by a researcher to determine and analyse the tendency of users to accept and use new technology system and devices.

2.1. Technology Acceptance Model

The perceived ease of use in TAM model focus on user's determination on the function and mechanical of the technology application, this was determine based on the perception on user friendly of the technology. TAM model in technology acceptance study ignored the social factors as the influence factors that do determine the user acceptance and intention to use the technology devices and application. (Dastan & Gurler, 2016). Venkatesh et al. (2003) introduced the improved TAM model and name it as Unified Theory of Acceptance and Use of Technology (UTAUT). UTAUT model consist of three constructs that can be used by researcher for research study on technology acceptance area. The three constructs are expected performance, expected effort and social influence. Venkatesh et al. (2003) identified that most of the past research hypothesized that these three constructs from UTAUT have motivating effects on user behavioral intention to adopt and use advance information technology devices and applications. In addition, some of the researchers are using a combination of demographic data such as gender, age, and experience to moderate this behavioral intention. (Slade, Dwivedi, Percy & Williams, 2015).

2.2 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

The TAM model applied primarily information system on technology application and usage, However, it had been criticised on the gap exist in the model for general discussion on the work-technology environments. (Morosan & Defranco, 2016). Venkatesh et al. (2003) study had filled up the gap in the TAM model and name it as Unified Theory of Acceptance and Use of Technology (UTAUT) follow by the extended UTAUT2 model in Singh & Matsui, 2017 & Shaw & Sergueeva, 2019 studies, the studies added additional variable of information quality, effort expectancy, social influence, and hedonic motivation in the UTAUT model and it called as extended UTAUT2.

2.3. Retail Industry and Technology Information

Retail industry in Malaysia consist of supermarkets, department stores, shopping mall, stores, online merchants, and mini scale mobile business (night market stall, food truck, and others). With the growth of information technology system, more retailers are slowly engaging the information technology system into their business operation, yet some still do not trust the function of this technology and reluctant to adopt it as part of the business process. Reason of castoff the adoption of technology application, system, and devices mainly due to trust and reliable factors. (Teoh, Hoo & Lee, 2020; Olatokun & Kebonye, 2010). The implementation of technology information will require both internal support and external factors consideration. Internal support should focus on operator readiness to adapt with the changes and investor to adopt the technology as part of their business process, where external factors consist of competitor, government support, customer, and the technology itself.

2.4. Factors Determine the Adoption of E-Wallet

2.4.1 Government Initiative

Malaysia government has also taken part to encourage Malaysia society to engage on the use of e-wallet system and service provider to take part in offering e-payment system to ease the payment mode and process. It started from the Touch and Go card payment to many more application systems. Government support on the adoption of technology information application, systems, and devices, has taken a factor such as policies set up, operation system, banking support, and financial support. These will require a structured plan and continuous effort from various parties. (Teoh, Hoo & Lee, 2020; Oh, 2019; Olatokun & Kebonye, 2010).

2.4.2 Performance Expectancy

Based on Venkatesh et al. (2012) and Zhou et al. (2010) research, performance expectancy defines as the extend on user behaviors in various way, it can be influenced by specific behavior and the user behavior expects on the c result from using the technology application in accomplish their daily activities. The perceived expectancy can be in a form of user friendly, efficient, time saving and cost saving. Perceived expectancy has a similar context as perceived ease of use, which different users will have different perception to define ease of use due to various specification of the technology itself, operation system and even the devices. (Suk et al., 2019; Shakira, 2020).

2.4.3 Technology Structure

Technology Structure mainly focus on information quality and system quality of the technology system and application. The two quality plays an importance role to influence user to adopt the technology, engage and used the technology function in their daily operation activities. Phuong and Trang (2018) and Ali et al. (2019) identifies four dimension that can be used to evaluate user perception on technology system quality, which are ease of use, navigation, interactivity, and accessibility of network. It appears that navigation and accessibility of network plays the most importance factors in the determination system quality.

2.4.4 Social Influence

Suk et al. (2019) includes social influence in the study to determine factors influence user continuous intention to use food delivery application, finding shows that majority of user continuous intention to use the online application are mainly influence by their families, friends, and social media. Olatokun & kebonye (2010) research studies identified that social influence for business industry mainly refer to employees, customer, competitor, business partner and suppliers. The social influence plays an important role to influence the adoption of technology in the business process, as such social influence might direct or indirect influence and pressures the business operator to adopt and offer technology application services such as e-wallet application for payment system.

2.4.5 Perceived Risk

Teoh, Hoo & Lee, (2020) in the study of mobile payment adoption defined perceived risks is the extend variable that influence user intention to used mobile payment application such as e-wallet, due to in-secured and expose to a risk factor. This risk includes time risk, financial risk, privacy information risk, physical or even social risks. When user can fell these risks, the possibility is that they will refuse to use e-wallet for transaction, but ops for cash transaction. (Cocosila & Trabelsi, 2016). Based on Olatokun & kebonye (2010) studies investigates on barriers effect small business enterprise adoption on e-commerce have identified risk as cost and return on investment when using the e-commerce technology as part of the business operation activities. As such many SMEs and others business sectors tend to refuse technology application to prevent from the risk factors.

2.4.6 Perceived Value
Perceived of value in nature can be complex, in research it proposed five ideas of value determine based on user experience, these covers derived value, rational value, net value and received value. (Bellaaj, et al., 2008). Lai (2017) states there is a different between personal value perception and value concept, as it carries different elements and judgement when determine the quality of its value. Personal value perception focusses on the individual though on the product or user preferred judgement, and perceived value concept is in cooperate behavioural element in the judgement of value and it is more specifics as it considers various factors that in cooperate into the before, during and after experience of using the product or services. (Korella & Wenwei, 2018).

2.4.7 Competitive Advantage
Many business studies revealed that competitive advantage is significantly relevant with organization performance and competitive advantage often derived from both internal operation, business strategy and external factors. Superior performances and engagement of technology in business operation are part of organization competitive condition in meeting better business performances. (Samad, 2018)

3. Methodology
This research will used questionnaire survey method targeting at food retailer, grocery stalls, mini market, night market, and food court center who had been using electronic payment application and those who do not adopt the electronic payment application. Probability sampling was selected for this research for reliability of the data, 350 samples will be used for this study, represent the retailers in Klang Valley, Malaysia. The questionnaire is used to answer the research objectives, such as respondent demographic information, research framework question using the seven constructs government initiative, performance expectancy, technology structure, social influence, perceived risk, perceived value, and competitive advantage factors and last it will focus on the relationship between retailer intention to adopt e-wallet and continuous intention to use E-wallet.

4. Results
The data will be record into the SPSS application for analysis to perform data cleaning, to ensure that no missing data, follow by outliers, normality tests and data analysis from all the construct to assist in answering the research questions. In addition, partial least squares (PLS) analysis will be used to test the hypotheses of the study and to test the formative construct on the validity, indicator collinearity, statistically significant for each variable and the relevance of the indicator’s weights for each item.

5. Discussion and Conclusion
This study presents an additional variable for an existing literature UTAUT 2. In addition, the study will further discuss and analyses all the variables in the literature to fit into the study area. Additional latest, relevant, and accurate references will be added to support the research study. With the references from previous research study theory, concept and finding, it will assist the research process to overcome the obstacles that might be faced along the study process. The finding from this research study will be shared to the academician for better understanding of the theoretical concept and research framework. In addition, it will give better

insight to the commerce industry like retailers to understand the need and benefit of using E-Wallet to assist in their business process.

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Generational differences in hospitality customer experience expectations: Technology as a coping tool during the COVID-19 pandemic

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Abstract
This study aims to extend the perspective of emerging customer experience and the Task-Technology Fit (TTF) in different generations, we identified customers' characteristics in various generations to understand what they had experienced and expected and the technology needs during COVID-19 pandemic. In this study, we conducted a qualitative approach to gathering data whose consensus was obtained from each generation. Under the different generation perspectives (Baby Boomers, Gen X, Y, and Z), they have various levels of technology adoption that influence their expectations of services. This study suggests that service designers can base on their needs to create tailored services and memorable experiences.

Keywords: Technology adoption, Smart service, Innovative service experience, Service design

Examining the intention to adopt restaurant management system among small-medium enterprise restaurants in Malaysia

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Abstract
Presently, many restaurants invested in technology and used technology innovations such as cashless payment and QR codes to help them manage their businesses more effectively. Nonetheless, a limited number of studies are found focusing on technology adoption among the small-medium enterprises (SME) businesses in Malaysia. This study proposed to investigate the perceived value towards adoption of restaurant management system (RMS) among SME restaurants. Technology acceptance model (TAM) and value-based adoption model (VAM) will be used to investigate the relationships towards the businesses.

Keywords: Small-medium enterprise, Restaurant, Self-efficacy technology, Intention

The use of technology in Umrah do it yourself (DIY) travel

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Abstract
Umrah refers to the minor Muslim pilgrimage which is undertaken at any time throughout year, except during the Hajj season. In recent decades, pilgrims managed Umrah through an authorised travel agent, who made all the necessary travel preparations. However, in recent years travellers increasingly choose not to refrain from services of such agencies, but instead, to make their own arrangements; such pilgrims have been conceptualised as Umrah DIY travellers. Compared to Umrah pilgrims who book package through a travel agent, Umrah DIY travellers use a range of technology-supported items and services prior, during, and after their trip. A netnography approach will be used to explore the online virtual communities, Forum Umrah DIY on Telegram and Facebook which served as the study setting. Findings on the usage of technology in the three travel phases (pre, during, post) will outlines opportunities and challenges of technology-mediated individual pilgrimage travel.

Keywords: Umrah DIY, Technology, Netnography, Virtual community, Travel phases

Building interaction ritual chains through cause-related events

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Abstract
How a cause-related event promotes interaction ritual chains that induce individual energy and social solidarity has been least researched. Understanding the transformative role of such an event is important in maximizing its social impacts, especially in a time of environmental plight. This inquiry draws on interaction ritual chains theory to unlock a ritual chain mechanism. Using data acquired from social media contents from a hybrid festival celebrating altruism for pandemic heroes, results point to a transformative paradigm. This research also adds new nuances to ritual chains; and it makes a leap forward to extend the transformative role of cause-related events beyond the premise of the immediate self to anchor on a linkage among individuals and communities.

Keywords: Group solidarity, Transformative services, Ritual chain, Cause-related event, COVID-19

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Examining of social interaction attributes in an online conference platform

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Abstract

This study examines social interaction attributes to understand socialisation aspects in an online conference platform. The researcher used the in-depth interview to obtain insightful data from Thai and international academic staff who have experience participating in an online conference between 2020 and 2021. The data was analysed by thematic coding analysis technique. The findings present the four crucial themes of the social interaction attributes: Blind interaction (Camera off), Distancing interaction; Text-based interaction; and Known-group interaction. The findings have extended the knowledge of socialisation characteristics and understanding of event attendees 'behaviour in an online event space. Additionally, event stakeholders may consider those social interaction attributes in developing online event spaces to foster the values of socialisation among the event attendees.

Keywords: Socialisation, Social interaction, Conference, Online space, Academics (5 keywords)

1. Introduction

This study focuses on the conference sector, defined as "an event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or periodicity is required to convene a conference. Although not generally limited in time, conferences are usually short duration with specific objectives. (Rogers, 2003, p.395)." Likewise, the conference is designed for participatory meetings with preliminary discussion, fact-finding, problem-solving and consultation. Therefore, the conference is usually arranged in a limited duration with specific topics or issues (Disimulacion, 2020). From the definitions, the conferences provide platforms for groups of people to discuss, find solutions, and exchange their knowledge related to specific topics or issues. In this case, face-to-face interaction may be an essential functional attribute provided at the conferences.

Academic staff may seem to be a large group of conference tourists. According to Prologue (1984), the modern conference resembles the pilgrimage of medieval Christendom that provide opportunities to present papers and listen to the papers of others. Additionally, people can travel to new and interesting places, meet new people and build new networks, and enjoy leisure activities; in the end, they return home with an enhanced mind and networks. Moreover, as academic staff, their expenses are usually paid by their institutions which are considered an advantage of the conference attendees. Similarly, Uri (2006) suggests that most academics prefer to talk at conferences because they can travel to different countries or places with the bursary from their institution. In this case, the importance of attending conferences of academic staff may concern the opportunity to talk, discuss, and exchange their knowledge with others and travel with funds. However, the COVID-19 pandemic has been challenging to the MICE business sector. World Bank (2020) suggests that the COVID-19 had brought the MICE industry to a standstill phenomenon disrupting the global economy. Similarly, Gottlieb, Landry, Egan, Shappell, Bailitz, Horowitz and Fix (2020) advocate that the pandemic obliges us all into virtual communications exclusively; nevertheless, the online platform presents challenges and limitations, particularly familiarity of face-to-face interaction. Likewise, there is less face-to-face and didactic discussion between conference attendees and poster sessions or short talks (Houston, 2020). In this case, the virtual platform provides people opportunities to connect and communicate with colleagues worldwide. Again, however, there are challenges and limitations that the online platform cannot present to us. For example, a significant loss of in-person interaction may emerge new ideas and collaborations.

The above discussion shows that the COVID-19 outbreak forces people to find new ways to communicate and meet each other. The online platform is the primary channel for gathering people within the same time and venue to have social interaction with specific objectives. This phenomenon raises questions about how participants perform their roles, including presenter and audience, in an online conference platform? Also, what are the existing social interaction attributes among the attendees in online space environments? Additionally, several previous studies discussed on designing events for social interaction (Nordvall, Pettersson, Svensson & Brown, 2014), fostering social interaction in online spaces, and social interaction elements (Lee, Ackerman & Starr,1995; Danis, Miller & Jung, 2001), event motivation dimensions including socialisation and family togetherness (Uysal & Li, 2008), and social aspect of event experiences (Dodd, Yuan, Adams, & Kolysnikova, 2006; Nicholson & Pearce, 2001). However, there is not broadly discussed on the social interaction attributes in an online conference space. Therefore, this research aims to examine social interaction attributes to understand socialisation aspects in an online conference platform. The researcher used the in-depth interview to obtain insightful data from Thai and international academic staff who have experience participating in an online conference between 2020 and 2021. The data was analysed by thematic coding analysis technique; the findings present the four crucial themes of the social interaction attributes. The results have extended the knowledge of socialisation characteristics and understanding of event attendees 'behaviour in an online event space. Additionally, event stakeholders may consider those social interaction attributes in developing online event spaces to foster the values of socialisation among the event attendees.

2. Literature Review

2.1. Conferences during COVID-19

The Meetings, Incentives, Conferences, and Exhibitions or MICE business emerged as one of the fastest-growing components of the worldwide tourism industry (Che-Chao Chiang, 2012). Each sector is vital in its characteristics and size. The conference is one of the sectors of MICE tourism that not only refers to those activities associated with travel to and participation in conferences and meetings, both domestic and international but also includes leisure tourism in the form of attendees extending their stay after the conference and leisure purposes for accompanying persons of delegates (Davidson, 1998). In this case, the conference sector contributes economic benefits to various tourism sectors in a host destination. A conference was defined as "an event used by any organisation to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or periodicity is required to convene a conference. Although not generally limited in time, conferences are usually short duration with specific objectives (Rogers, 2003, p.395)." Likewise, the conference is designed for participatory meetings with preliminary discussion, fact-finding, problem-solving and consultation. The conference is usually arranged in a limited duration with specific topics or issues (Disimulacion, 2020). From the definitions, the conferences provide platforms for groups of people to discuss, find solutions, and exchange their knowledge related to specific topics or issues. In this case, face-to-face interaction and social networking may be essential functional attributes provided at the conferences.

However, the COVID-19 outbreak has incredibly impacted business operations, especially tourism business and travel behaviour of global communities (Rittichainuwat, Laws, Maunchontham, Rattanaphinanchai, Muttamara, Mouton, & Suksai, 2020). MICE business in Thailand, both domestic and inbound, were cancelled and postponed with immediate responses to public fear during the outbreak (Chansate, 2020). However, the development of technology facilitates people gathering via a digital platform that allows people to have social interaction virtually. Likewise, the rapidly increasing number of cancellations of the face-to-face events due to the COVID-19 pandemic led people to move to the conference online to provide the real-life interaction experience as possible (Bonifati, Guerrini, Lutz, Martens, Mazilu, Paton & Zhou, 2021). In this instance, event organisers may pay attention to social interaction settings to preserve the face-to-face interaction experience. According to Bonifati et al. (2021), a live mode platform is an online function that stimulates a face-to-face environment within an online conference platform. The live mode allows conference attendees to listen to presentations, live Q&A, and attend other activities concerned with the conference (Bonifati et al., 2021).

However, the online conference platform brings challenges such as time-zone differences for international conferences, making the participants feel significantly detached and disabled. In addition, the presentation sessions become shorter than a face-to-face conference to keep sessions synchronised with the program; and challenging to have a coffee break activity and conference dinner that allows the participants to build their networks (Bonifati et al., 2021). Therefore, this research aims to understand the socialisation environment and identify the social interaction attributes in an online conference space in event studies. The following section provides the overview of social interaction in events to understand the importance of social interaction within events and conferences; also, the implications of customer-to-customer interaction to the conference participants' experiences.

2.2. Social interaction in events

According to Finkel (2010) and Getz (2008), events traditionally provide a space and time for people to gather and create solidarity and a sense of togetherness. Likewise, events impact contemporary network society (Castells, 2010), and they become nodes complex and location-independent social networks (Richards,2015). Socialization encourages people to participate in events, and social interaction influences their experiences of events (Nordvall, Pettersson, Svensson, & Brown, 2014). Consequently, social interaction would bring other social practices within event spaces (Quinn & Wilks, 2013). According to Getz (2012), "planned events are live, social events created to achieve specific outcomes, including those related to business, the economy, culture, society and environment" (p. 40). Whereas, Li and Petrick (2006) advocate that people decide to participate in events based on motives (includes escape, exploration, entertainments, and attractions), varieties of shared and individual needs that get them away from everyday life (Formica & Uysal, 1996; Lee, Lee, & Wicks, 2004). However, socialization is a significant motive for attending events (Dodd, Yuan, Adams, & Kolysnikova, 2006; Nicholson & Pearce, 2001). In line with the studies by Chang & Yuan (2011) suggested that people participate in events to socialize with friends and family, to meet new people (Crompton & McKay, 1997), and experience a sense of togetherness and have fun during the gathering (Gelder & Robinson, 2009). Similarly, Morgan (2008, p. 91) "the key to a successful an event lies in creating a space where the visitors' social interactions and personal experiences can occur."

The above discussion shows that socialization experience is a key to motivating people to participate in events. In this instance, attendee interaction could support the importance of the social aspect in event space. Previous studies advocated that the concept of the customer to the customer includes direct interactions between customers who share the same experience or service environment and indirect interactions when customers affect one another within the same domain (Bitner, 1992; Grove & Fisk, 1997; Wu, 2007). According to Bales (1955), the social interaction between conference attendees has divided into four categories; positive reactions; problem-solving attempts; questions; and adverse reactions, and each social interaction represents different types of acts which addressed below;

Positive reactions:	Show solidarity; Shows tension release; Show agreement
Problem-solving attempts:	Give suggestions; Give opinion; Give information
Questions:	Asks for information; Asks for opinion; Asks for a suggestion
Adverse reactions:	Show disagreement; Show tension; Show antagonism

The online conferences have brought new practices to the conference design platform and new methods for the attendees. In this case, the online platform setting could impact social interaction patterns among the conference attendees on an online platform, which considerably affects the attendees' experiences. Therefore, this study focuses on examining the social interactions among the conference attendees on an online conference platform. In doing so, a qualitative approach would be a method to achieve the research aim and objectives.

3. Methodology

The researcher used an inductive approach to design the research procedure. The researcher conducted the study in Thailand and collected the data by in-depth online interviews from 20 Thai and international academic staff participants who participated in the online conferences as either presenters or audiences between 2020 and 2021. The qualitative data was analysed with the thematic analysis technique to develop the data into significant themes representing the social interaction attributes among the attendees in an online conference space. According to Braun and Clarke (2012), thematic analysis allows the researchers to investigate the data differently. For example, the research can focus on analysing meaning across the entire data set or in-depth examining a particular aspect of a phenomenon. Thematic analysis is frequently used in tourism research to interpret written documents such as interview transcripts (Walters, 2016). According to Ryan and Bernard (2003), thematic analysis is flexible for an inductive approach, where desired latent interpretive qualities. It can also be adapted to analyse visual and written text (Ahuvia, 2001). The thematic analysis provides accessibility and flexibility to qualitative research with mechanics of coding and systematically analysing qualitative data, which can be linked to broader theoretical or conceptual issues (Braun & Clarke, 2012).

Additionally, a thematic analysis provides broader debates where the qualitative results are available to a broader audience. Likewise, the thematic analysis method allows the researcher to identify and describe both implicit and explicit ideas within the data, called themes. Codes are typically developed from the identified themes, which link to raw data as a summary for later analysis (Guest, MacQueen, & Namey, 2012). The analysis may include comparing code frequencies, identifying code co-occurrence, and graphically displaying relationships between codes within the data set (Guest et al., 2012).

4. Results

4.1. Profile of the respondents

Table 1: the demographic table of the research participants

Institution	Gender	Roles in an online conference
International Institutions		
University of Otago	2 Male	Presenter and Audience
University of Queensland	2 Male	Presenter and Audience
Breda University of Applied Sciences	1 Male	Presenter and Audience
St. Andrew University	3 Female	Presenter and Audience
Auckland University of Technology	1 Male 1 Female	Presenter and Audience
Thai Institutions		
Naresuan University	2 Female 1 Male	Presenter and Audience
Thammasat University	2 Female	Presenter and Audience
Chiang Rai Rajabhat University	2 Female	Presenter and Audience
Krirk University	2 Female	Presenter and Audience
National Institute of Development	1 Female	Presenter and Audience

Table 2 presents the four significant themes representing the existing social interaction attributes in the online conference space.

Table 2: Significant four themes of existing social interaction attributes in the online spaces

Aggregated themes	Second themes	Coding
Blind interaction (Camera off) Blind interaction refers to one-way communication that occurs during the conference sessions. The findings highlight that the presenters feel disconnected from their audiences regarding cannot see the audience's body language because the audiences are mostly turn off the camera.	Feeling dispatch from attendees	Feel like speaking alone, Watch only your screen, Lack of confidence attention, Feeling like you are talking with the screen, Feeling isolated as you are alone in front of your screen, Cannot feel vibe energy during presentation, Feeling like just come to present and finish, Disconnected between presenters and audiences, Feeling dispatch from the conference, Lost personal attachment, Less real-time feedback
	Less body language	Nobody language, No eyes contact, No sociopsychology on the online platform (no eyes contact and body language)
Text-based interaction Text-based interaction refers to the communicating method such as conference chat-box, WhatsApp application, and direct email that the conference attendees use for communicating with each other in the online spaces.	-	Using chatbox and What Up application for communication, Connection created through direct message and email, Chatbox facilitate the conversation during the conference
Distance interaction Distance interaction refers to the inability to express the	-	The level of interaction is still distant; I have no spontaneous with other delegates, Low level of engagement, Level of

social presence among the conference attendees through the communication settings in an online space regarding geographical separation.		engagement is not the same as face-to-face, Social engagement on online platform disappeared, Not synchronize, Don't feel about a sense of togetherness as I focus only when I talk
Known-group interaction Known-group interaction refers to a type of interaction that occurred between known-group members in an online conference space.	-	To have communication among the participants is good when you already know someone. Challenge to create engagement with the audience

5. Discussion and Conclusion

5.1. Discussion and implications

The finding was analysed and reported into four themes representing the crucial social interaction attributes among conference attendees in the online spaces. The study findings show that the online platform settings significantly affect the nature of attendees' social interaction and communication behaviour. The study found that the social interaction in online spaces is classified into four attributes: Blind interaction (Camera off), Distance interaction; Text-based interaction; and Known-group interaction as the following discussion.

Blind interaction (Camera off)

Blind interaction refers to one-way communication that occurs during the conference sessions. The presenters cannot have real-time feedback from the audience during their presentations. The findings highlight that the presenters feel disconnected from their audiences regarding not seeing the audience's body language because the audiences are mostly turned off the camera. There is a lack of interactive atmosphere during the conference in this case. As the research participants mentioned followings

> **FR1:** "Attendees are mostly turn off their camera while joining the conference. So as a presenter, I couldn't see positive actions from my audiences."
> **TH5:** "People turn off their camera; I think it is important to have audiences' vibes during your presentation."
> **FR6:** "It is like talking to the computer screen and yourself."

The findings also highlight that during the conference presentation session, the speakers mostly could not notice the number of the audiences regarding the audiences are easier to leave the sessions because they turn off camera during participate in an online conference. Hence, the presenters cannot notify the number of attendees during their sessions. Therefore, it can be considered one-way communication, which cannot enable the interaction to exist as the research participants mentioned below.

> **FR1:** You cannot feel the energy of the attendees during the presentation because you would not know how many people are listening to you. This is a consequence of the attendees' not turning on their camera during your presentation."
> **FR5:** "People may not stay until the end of the conference. Also, if they leave the session, they are usually do not come back to the conference."

> **TH5:** People are being rude quickly as they usually leave the session whenever they want, and you never know how many audiences have left your session.

The above discussion shows that although the online conference platform provides a space for the attendees to get together and conduct social activities, but not stimulate engagement among the attendees. In this case, building effective social networks and employment among the conference attendees in the online spaces require interactive tools to enable real-time interaction, including body language responding. Furthermore, prior studies have noted the importance of Customer-to-Customer Interaction (CCI) is a type of interaction that contribute to the customers' satisfaction. The CCI covers the inter-personal interactions between customers in a shared service environment and indirect interactions between customers while just being a part of the shared environment (Bitner, 1992; Grove & Fisk, 1997; Wu, 2007). Therefore, social interaction is a significant social aspect of the event design concept (Nordvall, A., Pettersson, R., Svensson, B., & Brown, S., 2014). However, the study found that having direct or indirect personal contact during the conference session is a crucial challenge. Therefore, it requires the interactive function to enable socialisation at the online conference platform.

Distancing interaction

According to Holahan (1982), the physical setting considerably impacts the nature of social interaction. Similarly, workplace design studies present that the physical setting can influence the communication patterns, group cohesion, and the formation of friendships and small groups in service environment settings (Sundstrom and Sundstrom, 1986). Lee, Danis, Miller and Jung (2001) suggested that the four elements of creating the social interaction among the members in a physical conference are place-making, common ground among participants, awareness of others, and mechanisms. In an online environment, these four elements could foster social interaction in an online environment through unique models of interaction, context, social visualisation, and mechanisms (Lee, A. et al., 2001). In this case, the study shows that a sense of place contributes to the interaction among the conference members. "A sense of place could be a powerful agent for enabling new participants to appreciate and online environment." (Harrison & Dourish, 1996; Lee, A. et al., 2001).
According to Nyirenda and Seymour (2009), an online conference platform can link geographically brought attendees together; however, geographic separation is a crucial issue that contributes to the effective communication among the attendees in an online conference platform. Likewise, the values of social interaction during participating in an online conference may be paucity regarding the limitation to see who is around; hence, the attendees could a little gain value of socialisation in the online space (Lee, A., Danis, C., Miller, T., & Jung, Y., 2001). Additionally, a prior study by Stacey (2001) on social presence online in distancing networking learning shows that the degree of social presence can be seen from either verbal or non-verbal communication among the attendees through the technology at the online platform (Rice, 1993). Therefore, this study defines the distancing interaction as the inability to express the social presence among the conference attendees through the interactional settings in an online space regarding geographical separation among the attendees during the conference sessions. The research participants are mentioned below.

> **TH2:** "Sometimes. I was bored during the participation in a session because I could not connect with other attendees. So, I felt like I was not a part of the conference."

> **FR2:** "I don't feel synchronised with other attendees and the conference atmosphere as I am alone in my place."

Text-based interaction

The text-based interaction in this study refers to the communicating method such as conference chat-box, WhatsApp application, and direct email that the conference attendees use for communicating with each other in the online spaces. The research participants are mentioned below.

> **FR3:** "I could not have much direct interaction such as body language reaction as they turn off the camera and even though the provided chat-box."
> **TH2:** "During the conference, we used WhatsApp to communicate. So, I think social media application could be an alternative social interaction channel for the online conference attendees."
> **TH3:** "There is a list of contact information that the conference provided for the attendees, so we used those contacts to talk directly with other attendees.

According to Nyirenda and Seymour (2009), information technologies (IT) are increasingly used in business events. The IT helps the organisations to provide space and time for separated teams to work virtually. In addition, the online conference allows the attendees to meet virtually at convenient times. However, the social interactions among the conference attendees in online conferences are still unclear (Jones, M. L., 2000). The study found that the conference attendees typically communicate with each other by using direct messages. Likewise, Nordvall et al. (2014) advocate that in an online conference texting messages, including recorded and archived, are used in informal and formal discussion sessions. Hence, all message channel is the social space for the online conference. However, the social interaction characteristic in an online conference platform seems to be direct contact. In this case, the online social interaction appears to lack connectivity among the attendees and a sense of togetherness. In line with previous studies, a sense of community in an online conference is the key element to promote knowledge building and enhance unique collaboration and conference discussion satisfaction (Gunawardena, C.N., 1995). In addition, texting communication in an online conference may not bring a sense of intimacy, "a feeling to take in the online discussion" (Nyirenda, T., & Seymour, L. F., 2009). In this case, the text-based interaction may not generate a sense of togetherness among the attendees in the online conference. Consequently, the interactive facilities that social presence aspects to the conference sessions could be a critical factor that enable the socialisation atmosphere. Likewise, "social presence is defined as how virtual entities are perceived as real in an online environment" (Fadel, L.M., & Dyson, M.C., 2007, p. 95).

Known-group interaction preference

Previous studies in social interaction in event spaces suggested that events provide sociology of rituals. It deals with a group of people who share focused attention and emotional state and produce a temporary period (Durkheim, 1912; Kjolsrod, 2013). The physical presence could lead to interactions that carry ritualistic elements, which are viewed as out of typical characteristics of events (Falassi, 1987; Goldblatt, 2011). However, the attendees cannot have the co-presence of bodies (Richards & Palmer, 2010; De Geus, Richards, & Toepoel, 2016). In this case, the social interaction in an online space may occur in different patterns from face-to-face events. The findings show that starting a conversation with new people is quite challenging, especially online, as the research participants mentioned below.

> **TH2:** "I can feel a sense of togetherness when I can communicate with someone I know while participating in an online conference."
> **FR2:** "To build either social networks or reunion networks, it is good if you already knew someone attending the conference."
> **FR4:** "It is difficult to build new networks, but if you already know someone is good."

The studies by Quinn (2013) and Wilks (2011) suggested that events create a bond called known-group socialising-sharing time with friends and family at an event. Moreover, the events bring new connections with new people; at this stage called "move in different circles." Similarly, Nordvall et al. (2014) advocated that known-group socialisation occurs during an online event, usually at events where the audiences unexpected meet their friends from the past. However, when comparing the findings to previous studies, it pointed out that known-group interaction is a socialising preference among the attendees. Therefore, this study defines the known-group interaction as a type of interaction between known-group members in an online conference space. Considerably, the online conference attendees do not prefer to create a new circle of contact; hence, social networking may be a crucial challenge in an online space.

5.2. Conclusion

The study findings have shown the four social interaction attributes in online conference spaces. Blind interaction seems to be a typical interaction pattern during the presentation session wherewith the audiences are mostly turning off their camera during listening to the speakers. Additionally, this interaction attribute brings disconnecting feeling between the speaker and audiences. Although the online spaces provide the geographical connection between attendees, geographical separation is still a limitation to having effective social interaction. This phenomenon shows the distancing interaction, which is the inability to express the social presence through the online space settings due to geographical separation. Moreover, the study findings have highlighted the text-based interaction. However, this communicating method could not bring the attendees intimacy (a sense of togetherness) because the online space could not get a sense of community into the conference platform. In addition, the conference attendees in an online space prefer to interact with the known group of conference members regarding the online space could not bring co-presences of members' bodies. In this case, known-group interaction is considered a preferred interaction pattern in an online space environment.

5.3. Limitations of this study and suggestions for future studies

From the study findings, the existing social interaction attributes bring changes in communicating methods, socialisation environment settings, and attendees' behaviours in the online event spaces. The results have extended the knowledge of socialisation characteristics and understanding of event attendees 'behaviour in an online event space. Additionally, event stakeholders may consider those social interaction attributes in developing online event spaces to foster socialisation among the event attendees. A Face-to-Face conference allows academic members to have spaces in building new connections and knowledge discussion, which enhance academic community and group cohesion. In this case, the socialisation environment is a significant element that should be designed to meet the mentioned conference characteristics. In online spaces, the socialisation platform seems to be limited since it is challenging to create interactive functions that force most conference members to participate. It is still unclear how the online space settings could give the attendees a sense of togetherness and community while participating in the conferences. In this case, future research could study the key elements that foster the online event attendees' experience of socialisation values in the online space.

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Filipino hospitality: Cultural values and competencies in front desk operations

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Abstract
Filipinos are well-known for being hospitable. There were numerous remarks about how Filipinos treat their visitors. Their hospitality became one of the reasons for other nationalities to revisit the Philippines. This makes the culture of the Filipinos distinct outstandingly. It is a trait displayed by every Filipinos in receiving their guest and making them feel at home. When it comes to being hospitable, Filipinos have their own approach. This can be an advantage for Filipinos working in a service-oriented industry such as the hospitality industry. This study was to examine the association of Filipino cultural values and competencies of Filipino front desk personnel as perceived by Filipinos and other nationalities. The results show that both of the respondents agreed that cultural values are exhibited by the Filipino front desk personnel. *Pagpapahalaga* (valuing) was highly observed by both respondents among other cultural values. The study found out that there is a significant difference among the cultural values of Filipino front Desk personnel except "*Paghihikayat"* (persuasion). Foreigners provided higher mean value in all Filipino front desk personnel competencies compared to Filipinos. Both groups gave the highest response to Enthusiasm and lowest to Problem-Solving. It also reveals that all competencies have significant differences as perceived by both respondents. Lastly, Filipino cultural values and front desk competencies were correlated. The result shows very high and significant correlation between the two variables ($r = .988, p = .000$). The statistics strongly suggest that Filipino cultural values are determinants of front desk competencies. This implicates why Filipinos are being in demand globally as the results confirm that the Filipino cultural values are highly associated with front desk competencies and being more appreciated by other nationalities.

Keywords: Front desk competencies, Cultural values, Filipino hospitality

1. Introduction

When most people think of the hospitality industry, they usually think of hotels and restaurants. However, the true depth of the hospitality industry has a much broader scope. According to Oxford Dictionary, hospitality means the "reception and entertainment of guests, visitors or strangers with liberality and goodwill" and the word "hospitality" was derived from "*hospice"*, the term for medieval houses used as resting places for travelers and pilgrims.

Hospitality is at the center of the industry by providing substantial and cordial providing services to guests. These services in the hotel industry include room accommodations, food and beverages, meeting, facilities, and reservations, information on hotel services, information on local attractions, and similar services; thus, hospitality is a very subjective concept. The degree of hospitality a guest perceives has significant implications on the overall financial success of the hotel.

Hotel services starts at the front desk when the guests come in to check in. Thus, front desk employees are the face of the hotel, and they have to offer customers professional and positive service to ensure customer satisfaction (Agarwal, 2016).

Meanwhile, the Philippines became famous not for its natural beauty as well for the traits of the Filipino people. According to the journal of Pigafetta during the 15th century, he described native Filipinos as "friendly and welcoming". Wong (2012) stated that the world-famous Filipino hospitality truly amazes anyone who had experienced it. Foreigners who come to visit the Philippines described Filipinos offer heart-warming generosity. Filipinos love to entertain their guests and extent their preparation to make their guests happy and at ease to feel that they like are at home. The legendary Filipino hospitality is not limited to the Philippines. It is everywhere, wherever there are Filipinos.

Truly, hospitality is embedded with Filipinos however in looking into a deeper perspective it is just a trait and it does not directly measure the cultural values of the Filipinos. In this study, the researcher aimed to define the cultural values of the Filipinos and correlated them to the front desk personnel's competencies. It is to determine if the cultural values are exhibited by Filipino who works in the hospitality industry focusing on front desk operation.

2. Objective of the Study

This study attempted to find out the competencies of the front desk personnel as associated with the Filipino cultural values in Boracay.

1. To determine how evident the Filipino cultural values are among front desk staff in terms of:
    - 1.1 *Dating* (Impact of situation/events)
    - 1.2 *Pakiramdam* (intuitive feel of the situation)
    - 1.3 *Pag-uusap* (discussion)
    - 1.4 *Pagpapaliwanag* (value clarification)
    - 1.5 *Paghihikayat* (persuasion)
    - 1.6 *Pagkakasundo* (agreement)
    - 1.7 *Pagpapahalaga* (Valuing)
2. To know the significant difference among the Filipino Cultural Values practiced by the front desk personnel.
3. To ascertain the significant difference among competencies of front desk personnel in terms of:
    - 3.1. Customer Service;
    - 3.2. Problem-Solving;
    - 3.3. Enthusiasm; and
    - 3.4. Effective Communication.
4. To determine the significant correlation between Filipino Cultural Values and front office personnel competencies.

3. Methodology

The method used was a descriptive correlation. There were two hundred respondents (foreign=100&local=100) surveyed in Boracay Island. A purposive sampling technique was used. The study revealed that most of the items in the instrument are valid and it measures the same constructs. Factor analysis was used. The result of the reliability of the 77 items was $\alpha=0.955$. In measuring the responses of the respondents Likert's scale was used.

4. Data Gathering Procedure

The validation and testing of the reliability of the instrument were done. Then the researcher went to Boracay for the distribution and retrieval of the questionnaires. The researcher asked each respondent if they stay at the hotel in Boracay. There were 100 foreign and 100 local guests who answered the instrument. Then the interpretation and analysis of all gathered data using the statistical treatment were done.

5. Results and Discussion

Table 1 shows that both respondents highly observed that Filipino cultural values are exhibited by the Filipino front desk personnel. It also reveals that foreign respondent gives a higher mean on Filipino cultural values compared to Filipinos. *Pagpapahalaga* got the overall highest weighted (3.62) among other cultural values which mean it is most evidently observed by both respondents.

Table 1. Mean Value of Filipino Cultural Values as practiced by Front desk personnel

Filipino Cultural Values	Filipino	Description	Foreign	Description	Total	Description
Dating (Impact of situation/events)	3.43	HO	3.63	HO	3.53	HO
Pakiramdam (intuitive feel of the situation)	3.36	O	3.69	HO	3.53	HO
Pag-uusap (discussion)	3.47	O	3.68	HO	3.58	HO
Pagpapaliwanag (value clarification)	3.37	O	3.76	HO	3.57	HO
Paghihikayat (persuasion)	3.51	O	3.61	HO	3.56	HO
Pagkakasundo (agreement)	3.40	O	3.71	HO	3.56	HO
Pagpapahalaga (Valuing)	3.48	O	3.75	HO	3.62	HO

HO	Highly Observed	3.50-4.00;	SO	Somewhat Observed	1.50-2.49;
O	Observed	2.50-3.49;	NO	Never Observed	1.00-1.49

"*Pagpapahalaga*" *(valuing)* is one of the characteristics of "*Halaga*". It specifies the worth, relevance, importance, or significance of the things being observed or events that were being experienced. It also serves the standard of evaluation, asserts its influence over behavior in several ways. It also consists not only of principles to observe when making a judgment but also of feelings ("*damdamin*") of being morally right and justified in making such judgments (Jocano,2008).

Filipino culture gives value to their guests through warm treatment. Many works of literature affirm that one of the traits of Filipinos is being hospitable by welcoming their guests regardless of their race. Thus, it became naturally comes to the Filipino front desk personnel to give value to their guests.

Moreover, Filipinos give importance as "*Pagpapahalaga*" *(valuing)* in their work as their source of income. They have to provide everything for their families. They also give importance and worth to life, health, family, friends, education, accomplishments, religion, culture, and traditions. They are known for their strong and close family ties. They place high regard and put importance on their family before anything else. They work all day and do all they can to feed and provide for their family (Goyola, 2019).

Table 2 shows the decision in testing the significant differences in Filipino cultural values. All Filipino cultural values have significant differences except "*Paghihikayat"* or persuasion.

Table 2. Differences of Filipino Cultural Values as perceived by the respondents using T-Test

	t	df	Sig (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		Decision
						lower	upper	
DATING (Impact of situation/events)	-3.381*	198	<.001	-0.1954545	0.057817601	-0.30947	-0.08144	Reject
PAKIRAMDAM (Intuitive feel of the situation)	-6.322*	198	<.001	-0.3254545	0.051480137	-0.42697	-0.22393	Reject
PAG-UUSAP (Discussion)	-3.746*	198	<.001	-0.21	0.056066562	-0.32056	-0.09944	Reject
PAGPAPALIWANAG (Value clarification)	-6.409*	198	<.001	-0.3954545	0.061704035	-0.51714	-0.27377	Reject
PAGHIHIKAYAT (Persuasion)	-1.641	198	0.102	-0.1009090	0.061489905	-0.22217	0.02035	Accept
PAGKAKASUNDO (Agreement)	-5.352*	198	<.001	-0.31	0.057921176	-0.42422	-0.19578	Reject
PAGPAPAHALAGA (Valuing)	-4.688*	198	<.001	-0.2690909	0.057402232	-0.38229	-0.15589	Reject

***not significant p<.05**

"*Paghihikayat"* or persuasion is persuading acceptance by emphasizing the significance or importance (Jocano, 2008). Both Filipinos and other nationalities agreed that they have the same perceptions on how Filipino front desk personnel performs their tasks in terms of "*Paghihikayat"*. The rest of the variables were differently perceived by the respondents.

This implicates that in convincing the guests, which is one of the technical skills required in the hospitality industry as the front desk personnel should learn everything about the products and services in the hotel (Amalingan, 2008). Aristotle's concept of persuasion can be linked with credibility and trustworthiness as a source of communication (Ahmed, Z, Fan, X. and Billah, M., 2022; Hovland and Weiss, 1951). From business owners to busboys, the ability to harness the power of persuasion is often an essential component of success in the hospitality industry (Cialdini, R. B., & Goldstein, N. J., 2002). As standard operating procedure in the hotel regardless of the nationalities, they have to offer the products and services in the hotel and convince their guests to buy them. It only means that business is business, the persuasion or convincing power of the front desk personnel is an important skill.

Moreover, Filipino respondents gave lower appreciation compared to foreigners because these cultural values are not new to them. Meanwhile, the results can explicate why there are many countries considering hiring Filipino workers.

Table 3 shows that the Filipino front desk personnel is highly competent as perceived by both respondents. It also reveals that foreigners provided higher mean value in all Filipino front desk personnel competencies compared to Filipinos. Foreigners gave the highest response to Enthusiasm (3.74) compared to other competencies, followed by Effective Communication (3.70), Customer Service (3.69), and lastly Problem-Solving (3.64).

Table 3. Mean of Filipino Front Office Competencies rated by the respondents

Front Desk Competencies	Filipino	Descriptive Interpretation	Foreign	Description	Total	Descriptive Interpretation
Customer Service	3.46	C	3.69	HC	3.57	HC
Problem-Solving	3.41	C	3.64	HC	3.53	HC
Enthusiasm	3.44	C	3.74	HC	3.59	HC
Effective Communication	3.58	HC	3.70	HC	3.56	HC

Descriptive Interpretation:

HC	Highly Competent	3.50-4.00;	DA	Somewhat Competent	1.50-2.49;
A	Competent	2.50-3.49;	NC	Not Competent	1.00-1.49

It also shows that Filipino responses strongly agree that Filipino front desk personnel is competent in terms of Effective Communication. On the other hand, Problem-Solving got the lowest mean of 3.41.

Although both respondents have ranked their highest front desk competency differently, they both agree with their lowest-ranked competency which is Problem-Solving. As to the overall total mean of front desk competencies, both respondents strongly agreed that Filipino front desk personnel is very competent in terms of Enthusiasm (3.59), Customer Service (3.57), Effective Communication (3.56), and Problem-Solving (3.53).

Filipino front desk personnel give enthusiasm or commitment in their work to give excellent service to their guest and are well appreciated by the other nationalities. Enthusiasm is also being committed to its role, the staff, and the property. It shows interest in the hotel and contributes positively to shaping it. Adapting easily to change and challenging the way things are done and also being responsible and trustworthy (Liaman,2014; Brophy and Kiely, 2002). This can be associated with their cultural value "*Pagpapahalaga" (valuing)* by giving importance and commitment to their work.

Problem-solving had the lowest mean in both groups. This could those other problems of the guests may be in other departments in the hotel. Dealing effectively and calmly with difficult or unforeseen situations. Readily identifying solutions that can be satisfactory for those that are concerned (Liaman,2014; Brophy and Kiely, 2002). Since the front office department is the most visible and considered as the nerve center of the hotel and mostly, they have more interactions with the guests so all the questions and even problems of the guests will be direct to the front desk. Common complaints received by the front office departments usually have something to do with the lack of cleanliness, the physical condition of the room such as problems of air conditioning, low water pressure, and slow room service As to Bardi (2008) reiterates citing speed of service as problem areas in which some hotels fail to meet guests' expectation.

Table 4 shows the significant differences among the Filipino front desk personnel. These competencies were based on the model of Brophy and Kiely (2002).

Table 4. Differences of Front Desk Competencies as perceived by the respondents using T-Test

***not significant p<.05**

	t	df	Sig (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference lower	95% Confidence Interval of the Difference upper	Decision
CUSTOMER SERVICE	-5.186*	198	<.001	-.27611111	.053242621837651	-.3811065	-.171116	Reject
PROBLEM-SOLVING	-4.052*	198	<.001	-.23406209	.057764283366660	-.3479743	-.1201499	Reject
ENTHUSIASM	-5.186*	198	<.001	-.27611111	.053242621837651	-.3811065	-.171115	Reject
EFFECTIVE COMMUNICATION	-6.043*	198	<.001	-.29714286	.049168630518635	-.3941043	-.200181	Reject

Results reveal that there were significant differences among the competencies of Filipino front desk personnel. It also shows foreign respondents a higher appreciation of the competence of the Filipino front desk personnel compared to Filipino respondents. This can be a good indication that Filipino front desk personnel is competent from an international perspective.

The seven Filipino cultural values were correlated with the overall front desk competency scores. It shows very high correlation coefficients in all values (mostly $r > .8$). The degrees of association in all values are significant ($p < .05$). (See Table 5)

Table 5. Correlations between Front Desk Competencies and Filipino Cultural Values

		COMPETENCIES	VALUES
FRONT DESK COMPETENCIES	Pearson Correlation	1	.988**
	Sig. (2-tailed)		.000
	N	200	200
FILIPINO CULTURAL VALUES	Pearson Correlation	.988**	1
	Sig. (2-tailed)	.000	
	N	200	200

**Correlation is significant at the 0.05 level (2-tailed).

The total of the seven (7) Filipino cultural values and four (4) Competency factors were correlated using the Pearson formula, and the result yielded a very high and significant correlation between the two variables (*$r = .988$, $p = .000$*). The statistics strongly suggest that Filipino values are determinants of front desk competencies.

6. Conclusion Recommendation

Filipinos are well-known for their hospitality. The results show that their cultural values can be associated with front desk competencies. The competencies and qualifications of every employee in the company to the highest level should be the main goal of the hospitality establishment (Liaman, 2014). The hospitality industry is striving to evolve itself and enhance the guest experience. (Gumaste, Rasika & Bhagwat, Ritu & Thakkar, Puneet, 2015)

High appreciation of foreign respondents to Filipino front desk personnel with cultural values and competencies can a basis for human resource enhancement. Moreover, it also indicates the importance of cultural values as a distinct way in providing guest service.

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Impact of locus-of-control on crowding perceptions and coping behaviour

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Abstract
As other touristic attractions, overcrowding has been an issue which threatens visitors' satisfaction and enjoyment in theme parks. This study aims to investigate the influence of locus-of-control on crowding perceptions and their coping strategies with a mixed-method approach. Data was collected with a structured survey from theme park visitors via Amazon MTurk Platform. Results supported that visitors' locus of control affects their crowding perceptions and coping strategies. The study provides valuable theoretical and managerial implications in order to predict visitor behaviour in crowded.

Keywords: Perceptions, Crowding, Coping, Locus-of-control, Social sustainability

Green practices among hotels in the Sunyani municipality of Ghana

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Abstract
Globally, green or eco-friendly approaches in the lodging industry are gaining traction. These services are demanded by conscientious clients. In recent years, green practices have become a concern for every individual and business. There is a call on businesses, such as hotels, to accept responsibility for their role in the deterioration of the environment. This study aimed to determine the extent of adoption of green practices among hotels in the Sunyani Municipality and also to establish factors influencing the adoption of green practices among hotels in Sunyani Municipality. Using a quantitative approach, purposive sampling technique was used to collect data from forty (40) hotels in the Sunyani Municipality as a case.
The following findings were established; as of now, there are no policies for the adoption of green practices in these studied hotels. Customer demand was the factor that influenced the hotels to adopt and implement green practices, water and liquid waste management was adopted more than any other green practice. The study conclude that, most hotels within the municipality are making less contribution towards mitigating the negative environmental effects. This implies that there is a gap between hotel managers' awareness of appropriate eco-friendly actions and the importance of green management training and increased awareness and enhanced awareness and also hotels should adopt and implement an environmental management policy that will be the guiding principle towards mitigating the negative environmental effects.

Keywords: Greening, hotels, Quantitative, Sunyani, Ghana

Consumers' intention to visit green hotels – a goal-framing theory perspective

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Abstract
The theory of planned behaviour (TPB) and value-belief-norm theory (VBN) are recognized as powerful predictive models for explaining consumer green purchase behaviour (GPB). The latest studies have identified goal-framing theory as an appropriate integrative framework to understand consumer GPB compared to the TPB and VBN. This study revealed that the goal-framing theoretical framework has a higher predictive capacity than TPB and VBN in predicting consumer green hotel visit intention. Findings indicate a positive correlation between gain goal-frame, normative goal-frame, hedonic goal-frame, and intention, respectively. Furthermore, the results showed a positive relationship between subjective norm and attitude and personal norm, respectively.

Keywords: Goal-framing theory, Theory of planned behaviour, Value-belief-norm theory, Green purchase intention

Moving beyond three pillars in sustainability: hotel sustainability in a popular tourist destination

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Abstract
Hoteliers engage in a wide variety of sustainability activities. Managing natural resources, looking after employees and the immediate community are a few of them. Using data from 25 in-depth interviews of senior hotel executives, we explore sustainability practices in the hotel industry in Sri Lanka. The findings reveal that hoteliers prioritize environmental sustainability over social and economic sustainability. The study findings suggest that some sustainability practices may compromise guest comfort. These study findings extend our understanding of environmental and resource management in the hotel industry. The hospitality industry, hotel investors and tourist regulatory bodies may benefit from our study findings.

Keywords: Hotel sustainability, Environmental sustainability, Sri Lanka, Guest comfort, Senior executives

Green balance: sustainable hotel operations at a glance

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Abstract
This study focuses on the sustainability of hotels in Singapore. Specifically, the study aims to use the data collected, to create a mobile application, which will allow for sustainability benchmarking in the hospitality industry. Using dashboards and data visualization of key sustainability metrics, the objective of the study is to create a functional and visually appealing tool that hoteliers can use on a regular basis to measure how they compare to other hotels in Singapore.

Keywords: Hotel, Sustainability, Benchmarking, Visualization, Mobile technology

Investigating the course design factor affecting on undergraduate students' learning performance and personal character: The case of action research

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Abstract

The core concept of higher education in hospitality and tourism management is to equip employees who are capable to manage problems in all kind of situations. In order to develop appropriate plans for the higher education in hospitality and tourism management, the course instructors of tourism need to have greater focus on the influences of teaching approaches toward students' learning responses. It is important to further explore on the types of teaching methods, which have relative effects on students' learning or forming students' positive perception. Therefore, the aims of this research study are: (1) to design a series of teaching plans, including the theoretical courses, local community public sharing-exchange sessions, local community special activities proposals, and (2) to investigate the changes of students' learning performance and their perception on good personal character.

Leisure activity design and planning course was selected in this study, which include a 2-credit course for a semester and designed series of marine leisure activities in traditional fishing village communities as a project theme. The course is 18 weeks with 2 hours per week. Based on the practical experiment, this study investigated 42 sophomores who enrolled in Recreation Activities Design course. Two main findings revealed: (1) Refers to self-interest aspect, the positive learning outcomes of respondents is less significant (M post=5.73>M; pre=5.29, t=-2.361), however, the eagerness of learning similar courses in the future is significant (M post=5.89>; pre=5.12, t=-3.933), and (2) From the altruistic aspect, the respondents showed greater sense of commitment after participating the course (M post=6.04>; M pre=5.46, t=-3.453). They possess greater willingness to practice self-reflection. Nevertheless, the civic conduct and character identity of respondents, there is no significant difference before and after participating the course. Authors perceive that the possible reason is there was only a period of two to three months for the students to participate in local community developments. Considering the civic conduct and character identity requires more time to enable students to learn from participating the local community, to emerge better in individual living and character. In addition, the empirical results of this study found that regardless the type of course, the leisure activities have good effects on learning performance. Furthermore, in evaluating types of method which has the best teaching effect, this study reveals that a hybrid environment formed by combining schools and communities has the best teaching effects, mainly due to differences in knowledge aspects.

Lastly, the findings of this study echo the vocational education core concepts of having practical actions- to participate and guide students in learning professional skills. Students were able to have field observation experience, participating and executing what have learned, designing fulfilling the local community people needs as well as planning the local community special activities. In addition, this study helps students to build philosophical thinking-altruistic (community) and self-interest (individual), offering is greater blessing than to receive. Practically strengthen students' knowledge of recreational activities planning as well as cultivating the ability to solve problems.

Keywords: Action research, Field experiments, Character, Learning performance, Local community

Post-pandemic education: Hospitality program revamp through the lens of social cognitive theory

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Abstract
Inadequate comprehension on directing hospitality education approaches reflects students' challenges in adapting post-pandemic workplace. This research investigates university students' perspectives toward hospitality program revamping needs to fulfil post-pandemic requirements, comprising program perceptions, career requirement shifts and programmes' competency guidance. Consequently, hospitality students, educational institutions and practitioners could evaluate program's strengths and limitations. Bandura's Social Cognitive Theory of Triadic Reciprocal Determinism Model may be contextualised into context of hospitality programme and COVID-19 pandemic, subsequently incorporating Social Cognitive Career Theory into personal factors. Ultimately, this study facilitates hospitality programmes' revitalization through enhancing students' interest and confidence in undergoing hospitality programmes and workforce.

Keywords: Post-pandemic, Hospitality education, New normal, Pandemic challenges, Endemic

Principal leadership style and teacher self-efficacy belief as predictors of professional learning community status among private senior high schools

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Abstract
This study explored the influence of principal leadership style and teacher self-efficacy belief on professional learning community status using mixed methods approach, particularly explanatory sequential design. For the quantitative phase, respondents were purposely chosen from among the selected private senior high schools in Region XI and for the qualitative phase, participants were chosen from among the respondents of the quantitative phase to participate in the in-depth interview and focus group discussion. Sets of adapted survey tools and interview guide were used to gather data. The mean, standard deviation, and linear regression were used as statistical tools for the quantitative strand. Further, coding, and thematic analysis were employed for the qualitative strand. Findings revealed high mean ratings in principal leadership style and professional learning community status and very high on teacher self-efficacy belief respectively.

Keywords: Education, Principal leadership style, Teacher self-efficacy belief, Professional learning community

Understanding the impact of the pandemic on the mental health of students: A study of HRIM students of De La Salle - College of Saint Benilde

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Abstract
This study explored the impact of the pandemic on the mental health of students studying HRIM at DLS-CSB which is located in Manila, Philippines. The hospitality and tourism industry have been immensely affected because of the pandemic. As a result, students have been worried about their education and future. This paper aims to better understand the insights of students during this trying time. Covid-19 has changed people's lives. Schools, borders and businesses had to close to lessen the transmission. Hence, people had been affected physically, financially and mentally.

Keywords: COVID-19 pandemic, mental health, wellbeing

Tourism convergence and distribution dynamics in the Greater Bay Area

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Abstract
The Guangdong-Hong Kong-Macao Greater Bay Area is the world's largest bay area passengers and aims to develop into a world-class tourism destination. This study examines tourism convergence and distribution dynamics within the region to incentivize concerted efforts on tourism cooperation among the members. While the growth convergence notion is not supported, the distribution dynamics indicates the existence of some convergence in the form of convergence clubs. The findings suggest the formulation of a comprehensive regional policy that aptly address the antagonistic features of the megalopolis in achieving harmonious regional tourism cooperation and development in the long-run.

Keywords: Convergence, Distribution Dynamics, Greater Bay Area, Regional Tourism, Tourism Cooperation

Developing a metaverse business model canvas for smart tourism

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Abstract
Accelerated by the COVID-19 pandemic, one of the major shifts in smart tourism is that tourist experiences can now be created instantaneously, both physically and virtually, particularly in the metaverse. While the metaverse has immense potential to address the industry's challenges, the current understanding of a metaverse business model in smart tourism is fragmented. By undertaking a review of the literature to explore the applications of the metaverse and the benefits for smart tourism stakeholders, this paper aims to develop a metaverse business model canvas (BMC) for smart tourism. By adopting Osterwalder (2004)'s BMC concept as an underpinning theoretical framework, it is envisaged that the findings and the proposed BMC could provide an effective approach for smart tourism businesses to take advantage of metaverse opportunities to recover from the COVID-19 pandemic.

Keywords: Metaverse, Smart Tourism, Business Model Canvas

1. Introduction

COVID-19 is unarguably one of the most serious crises, affecting countries globally (Bulchand-Gidumal, 2022; Kontogianni, Alepis, & Patsakis, 2022) with rapid speed and severity (Liu, Wen, Kozak, Jiang, & Li, 2022). Tourism has been one of the industries most severely affected by COVID-19 (Bulchand-Gidumal, 2022) as tourists are concerned about the risks due to the highly mobile nature of international travel (Liu et al., 2022; Nazneen, Xu, Ud Din, & Karim, 2022). As tourists avoid traveling to infected areas (Nazneen et al., 2022)., popular tourist destinations worldwide have shifted from over-tourism to non-tourism destinations (Kontogianni et al., 2022). To recover from the impact of COVID-19, Bulchand-Gidumal (2022) suggested that smart tourism can be considered as one of the most effective approaches for recovering tourism post COVID-19.

As an extension of the smart city concept (Xiang, Stienmetz, & Fesenmaier, 2021), the concept of smart tourism, has emerged with the development of information and communication technologies (ICTs) (Gelter, Fuchs, & Lexhagen, 2022). Smart tourism is an application of 'smart' in the tourism sector (Um et al., 2022), which is the convergence of information technologies, business ecosystems, and tourism experiences (Xiang et al., 2021). Smart tourism creates value (Gelter et al., 2022) for stakeholders by enhancing the tourist experience, offering new business opportunities, and improving destination governance (Xiang et al., 2021).

One of the paradigms shifts in smart tourism is that tourist experiences are created simultaneously in both physical and virtual places (Xiang et al., 2021; Yin & Mahrous, 2022). A key factor accelerating this shift is the lockdown due to the COVID-19 pandemic (J.P.Morgan, 2022), in which a number of tourists have turned to virtual reality tours, particularly the metaverse, for some much-needed escape (Sensorium, 2021). As a virtual world, the metaverse has recently gained extraordinary attention in the tourism industry as physical movement and human contact have been restricted during the COVID-19 pandemic (Um et al., 2022).

Consequently, tourism is one of the first industries that has explored business opportunities and implementation in the metaverse (New Zoo, 2021; Sabir, 2022; World Today News, 2022). Although the metaverse could generate opportunities for the smart tourism sector post COVID-19, current literature on the metaverse business model in smart tourism is limited and fragmented. Therefore, businesses related to smart tourism are mostly unaware of the full potential of the metaverse business model. Such a research rationale is the motivation of this study, which aims to develop a metaverse business model for smart tourism by adopting Osterwalder (2004)'s Business Model Canvas (BMC) concept to capture the various metaverse applications and their benefits across the smart tourism sector.

2. Literature Review

2.1 Metaverse

The metaverse will likely affect every sector in some way in the coming years, with the market opportunity estimated at over $1 trillion in annual revenue (J.P.Morgan, 2022). Moreover, it is expected that 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social media, or entertainment by 2026 (Gartner, 2022). Nonetheless, the adoption of metaverse technologies is still at an early stage and is rather fragmented (Gartner, 2022; World Today News, 2022) as there is no consensus about the definition of the metaverse and ideas on what the metaverse could be are still emerging (J.P.Morgan, 2022).

The general definition of the metaverse largely refers to the numerous distinct metaverses operating independently of each other, such as Meta, Twitch, Roblox, Fortnite, Discord, Minecraft and the other virtual platforms and gaming places where people socialize, play and shop (Tech Republic, 2021). In turn, the metaverse is not one virtual world but many worlds, which are taking shape to enable people to deepen and extend social interactions digitally. The metaverse also provides accessibility with no boundaries and democratizes access to key goods, services and experiences (J.P.Morgan, 2022). Whilst current metaverse business models are primarily commercial and for entertainment, the potential is unprecedented (Dozio et al., 2022; Ho, 2022).

A metaverse requires several technologies to operate. Some of the metaverse technologies include, but are not limited to, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality or cross reality (XR), head-mounted displays (HMDs), the Internet of Things (IoT), 5G, and artificial intelligence (AI) (Gartner, 2022; Mystakidis, 2022). Tourism's implementation of the metaverse, in particular, is based on physical reality combined with MR to meet the needs of tourism stakeholders in a shared, 3D virtual space that enhances products and services (Buhalis & Karatay, 2022).

2.2 Business Model Canvas

Proposed by Osterwalder (2004), the business model canvas (BMC) is a firm-level concept business model. As Urban, Klemm, Ploetner, and Hornung (2018) pointed out, BMC is a practical and well-established approach to structure a business model which covers a wide range of aspects such as operation, finance, product, and customer-related aspects of the business. Simply put, BMC provides a simplified framework that conceptualizes a business model that indicates how a business is conducted (Kraus, Kanbach, Krysta, Steinhoff, & Tomini, 2022).

As discussed by a number of authors (e.g. Daou et al., 2020; Keane, Cormikan, & Sheahan, 2018; Osterwalder, 2004; Osterwalder & Pigneur, 2010; Strulak-Wójcikiewicz, Wagner, Łapko, & Hącia, 2020; Urban et al., 2018), analysing BMC requires an understanding of the business processes and internal activities in nine interlinked categories: Customer segments, Value propositions, Channels, Customer relationships, Revenue streams, Key resources, Key activities, Key partners, and Cost structure.

It should be pointed out, however, that whilst BMC provides guidelines for analysing the existing and developing new business models, details within BMC could change over time. As Brunner and Wolfartsberger (2020) argued, customer segments, for example, may shift in the near future, and new customer segments may expect new communication channels and a different producer/customer relationship.

3. Methodology

By adapting the research methodology of Balasubramanian, Ajayan, and Paris (2022), this paper employs a pragmatic research approach involving an exploratory review of scattered scholarly articles as well as industry sources, including websites, reports, and news articles from leading consulting firms, governments, and global organizations.

In order to examine the implications of the metaverse in smart tourism, this paper has adopted the definition of smart tourism stakeholders discussed by a number of authors (e.g. Arenasa, Goh, & Urueña, 2019; Campiranon, 2019; Deeb, 2019; Koo, Park, & Lee, 2017) who stated that smart tourism stakeholders include, but are not limited to, the following tourism-related businesses: startups (travel tech), travel agencies, logistics and accommodation providers, tour operators, and organizations supporting smart tourism, particularly the government, which plays a key role in promoting tourist destinations.

4. Results

4.1 Key Partners

In order to optimize the operations and reduce the risks of the metaverse business model, one of the key partners for the smart tourism sector is the government. Generally, the government's role in the tourism industry is in promoting the destination and providing infrastructure such as high-speed internet, public transportation, and so on. As Calandra (2021) pointed out, entering the metaverse is in the best interest of governments. Therefore, governments are joining the metaverse in order to bring their public services and products, including tourism, online as the metaverse continues to grow and evolve. Case studies of government tourism metaverse initiatives are discussed below.

United Arab Emirates plans to utilize the metaverse as a digital presence with a high level of visibility and provide a fully immersive approach to showcase its culture and business opportunities. In addition, Barbados plans to open the world's first metaverse embassy in Decentraland, as well as adopting a digital currency (Calandra, 2021). Another example is Zhangjiajie, a tourist destination in China, which has created the world's first scenic spot metaverse research and development center (Houweling, 2021).

As a policy maker, the government will need to enforce the stakeholders' regulations. Just like the metaverse, the regulations will need to be modified and updated over time, including the regulations for tax collection, data governance and regulatory compliance. Early adopters may be able to help set these regulations (PWC, 2022). More importantly, policymakers and regulators need to support the tourism industry's early incubation stage where new products and services can be tested, rather than seeking control through regulations (Bangkok Post, 2021). The government should also encourage stakeholders in the smart tourism sector to explore metaverse opportunities through various initiatives such as training programs (The Nation, 2022).

4.2 Key Activities

Important activities in creating a metaverse business model are primarily developed from immersive technology such as VR (Virtual Reality), AR (Augmented Reality), NFT (Non-Fungible Tokens), and virtual events. Firstly, VR has been implemented in the metaverse to provide 3D virtual tours of hotels and tourist destinations using VR hardware (The Economic Times, 2022). An example of VR is 'Incheoncraft' allowing viewers to experience Incheon city, South Korea. By using the online game, Minecraft, players can explore Incheon freely as avatars, allowing Incheon to deliver a smart experience to tourists without requiring a physical visit. Secondly, AR Incheon enables tourists to use their smartphone camera to experience tourist attractions in Incheon, and to learn about the attraction through a guided digital display (Um et al., 2022).

Thirdly, NFTs will be one of the key activities in the metaverse. As Gartner (2022) pointed out, the metaverse will enable an immersive commerce experience, such as by selling NFTs in virtual malls to facilitate the purchase of digital art, collectibles and assets. LynKey (2022), added that. NFTs could be utilized in a premium travel and entertainment experience in the tourism industry such as resorts and cruises. Lastly, virtual events are another key metaverse activity. A real-use example of virtual events in the metaverse is provided by Global Data Thematic Research (2022b) who reported that Virtual Helsinki, a digital replica of a city in Finland, hosted Finland's largest online event that was attended by 1.4 million viewers via both computers and VR headsets.

4.3 Key Resources

Key resources are considered as assets to a business that sustain the business model. Key resources for the metaverse are primarily hardware, software, human resources, and financial resources. Firstly, businesses must prepare immersive devices, such as AR, VR, and head mounted displays (HMD), in order to understand the tourist experience when visiting their metaverse location (Park & Kim, 2022; TCEB, 2022). Secondly, another key resource is immersive technologies which include, but are not limited to hand-held input devices which provide a passive haptic that mimics the texture of real objects, and an active haptic that creates virtual pressure; Eye-tracking is a method of changing the users' viewpoint by predicting eye movement when the user moves their eyes without turning their heads; and scene and objection generation reflects the real-world environment to recreate famous tourist attractions (e.g. museums, Eiffel Tower) (Park & Kim, 2022).

Thirdly, the metaverse will increase the number of jobs in the tourism sector, such as tours guides and travel agents (Sensorium, 2021). As tasks in the metaverse are largely different from those currently utilized, it is crucial that personnel working in the industry embark on upskilling to close the skills gaps. In addition, personnel should be recruited who already have the skills needed to conduct business in the metaverse (PWC, 2022). An example of the most in-demand careers is 3D designers who design buildings in the metaverse (Sensorium, 2021), as well as costume designers for the avatars. Fourthly, financial resources are unquestionably important to the business model. Details regarding financial resources will be discussed in the cost structure and revenue stream section of this paper.

4.4 Value Propositions

A value proposition is what distinguishes an organization from its competitors. In the metaverse context, a value proposition provides value to smart tourism stakeholders through various elements, including accessibility, inclusiveness, product trials, and destination visibility. Firstly, the metaverse can provide ease of access to destinations and their unique products (The Nation, 2022), particularly during the pandemic during which the accessibility to the destination is limited. During the pandemic, where international travel will continue to be muted for the foreseeable future, the metaverse enable tourists to travel virtually, regardless of country-specific restrictions (Ho, 2022). Whilst considered as a temporary solution, the metaverse can keep prospective tourists engaged while the tourism business begins its long road to recovery from the pandemic (Phillips, 2021).

Secondly, the tourism industry largely fails to accommodate tourists who are physically or financially unable to travel. Therefore, the metaverse provides an opportunity to create tourism equity and inclusiveness by offering virtual travel, which enables tourists to experience the tourist destinations in an immersive way, without having to leave their homes or meet the significant costs (Ho, 2022) which also reduces risks for tourists (Global Data Thematic Research, 2022a). Another inclusive aspect of the metaverse is that it allows physically-distant people to share and experience the virtual world together (Rauschnabel, Babin, Dieck, Krey, & Jung, 2022) which would be helpful for tourists in the VFR (Visiting friends and relatives) segment who cannot physically travel during the pandemic.

Thirdly, the metaverse can create value for smart tourism businesses by providing a unique pre-trip experience (Global Data Thematic Research, 2022a), which may help to inspire the tourists as well as helping in their decision making when booking trips. For example, interactive virtual reality can recreate real-world environments and provide travelers with a clear idea of what they might expect when they experience a particular destination, hotel, or transportation (Revfine, 2022). Some hotels already provide a VR booking experience (Arasa, 2022) enabling guests to compare hotel rooms (Sarmah, 2021).

Fourthly, the metaverse could be employed to increase destination awareness to promote less visited destinations or secondary cities that are not always recommended in travel guides. This means tourists will be more aware of these destinations, which will be beneficial to local tourism-related businesses. Moreover, businesses in the smart tourism sector could utilize the metaverse to leverage their marketing activities, such as NFT galleries, to revitalize the destination brand image, and to increase the tourists' traffic both online and offline (Arasa, 2022; Ho, 2022).

4.5 Customer Relations

Customer relations in the tourism metaverse can be regarded as a one-stop service and an effortless and trusted experience. Firstly, smart tourism destinations could utilize the metaverse as a showroom, converting physical products and services into an all-in-one tourism bureau for tourists including travel agents, customer services, and so on. Staff that work remotely, as well as chatbots, can enhance customer service by answering questions, providing customers with tips, recommending promotions, resolving their problems, and more (Mabrian, 2021).

Secondly, a focus on the metaverse experience could become a crucial part of customer relations. Metaverse retailing can be considered as a transformation of electronic retailing, or e-commerce, representing a shift from product orientation to customer experience orientation (Papagiannidis, Pantano, See-To, Dennis, & Bourlakis, 2017). One of the important customer experience focuses is the need minimize customer effort, which is the amount of effort that customers use to complete a task or to resolve an issue. Consequently, the 'Customer Effort Score' will be a crucial metric to measure the success of the customer experience in the metaverse (Moran, 2022). Another vital factor contributing to customer relations is the businesses' ability to provide a trusted metaverse experience. particularly in regard to privacy.

It is envisaged that businesses that create a trusted experience will be able increase customer loyalty as well as revenue growth (PWC, 2022).

4.6 Customer Segment

To build an effective metaverse business model, a smart tourism business needs to categorize customers into segments to ensure appropriate implementation of strategy to meet the needs of each segment. As stated in the literature discussed in the previous sections of this paper (Global Data Thematic Research, 2022b; Ho, 2022; Rauschnabel et al., 2022), metaverse tourism can serve a wide array of customer segments including the mass market, Generation Z, as well as niche market. Firstly, opening up access to the mass market would be one of the main goals of the tourism metaverse to ensure accessibility and inclusivity for tourists who cannot travel due to pandemic, or physical or financial limitations. It should be pointed out, however, that some tourists may have limited financial resources and therefore could not afford to purchase devices such as head-mounted displays, or VR headsets.

Secondly, the young generation segment, particularly Generation Z, or those born between 1997 and 2012, would be one of the largest segments for the metaverse (Global Data Thematic Research, 2022a; Visa, 2022). Clearly, the typical metaverse customer is young. For instance, 80 percent of Zepeto users are teenagers while 54 percent of Roblox users are less than 13 years old. Apart of Generation Z, most of its remaining users are millennials, a digitally active segment who spend a considerable amount of time online and are more likely to prefer digital currencies (Visa, 2022). An example of the metaverse's young generation segment is Nikeland, a partnership between Nike and Roblox which provides a virtual space that includes arenas for game play and product showrooms. Gamers, who are mostly from the younger generation, can use real-life movements to power their game play if they have accelerometers on their mobile devices (Goldman Sachs, 2021).

4.7 Channels

In conventional business models for tourism businesses such as hotels, businesses can reach its customers through its own channels (physical location, website, or social media), partner channels (distributors such as online travel agencies), or a combination of both. According to a number of authors (e.g. Park & Kim, 2022; Visa, 2022), major channels for businesses to reach customers on the metaverse include, but are not limited to, the following platforms: Roblox, Zepeto, Fortnite, Minecraft, and Sandbox. These platforms can be considered as a point of contact between customers and the metaverse. It should be pointed out, however, that each platform utilizes different approaches to the marketplace and digital currency. Visa (2022) revealed that Roblox uses a Roblox market place, and receives payment in Robux, the platform's digital currency, which can be converted into U.S. dollars at the exchange on their website.

4.8 Cost Structure and Revenue Streams

As the cost structure and revenue streams are related, this paper has summarized both components of the metaverse business model in the same section. The cost structure of operating businesses in the metaverse include, but are not limited to, human resources, research & development (Market Watch, 2022), operational costs (Kraus et al., 2022), and land cost (New Zoo, 2021). As Redi (2022) pointed out, a smart tourism destination can buy land in the metaverse and recreate part of the destination in 3D. For instance, Seoul, a city in South Korea, plans to enter the metaverse by 2023 to enable tourists to discover the destination by visiting places or tourist attractions such as historical venues virtually.

In regard to revenue streams, the metaverse is expected to become the next-generation platform because of its unique monetization model (Redi, 2022; Visa, 2022) including online retailing, virtual land sale or rental, and advertising opportunities. Firstly, the metaverse can generate sales opportunities through online retailing (Bangkok Post, 2021). Gucci Gardens, for example, is the Gucci store in Roblox, where customers can try on various virtual Gucci items which they can then purchase. (Goldman Sachs, 2021).

Secondly, smart tourism business can earn revenue in the metaverse through the sale or rental of space. For example, a tourism destination in the metaverse can rent or sell part of the virtual land and earn revenue in NFTs (Redi, 2022). Thirdly, the metaverse also provides advertising opportunities. This means smart tourism businesses that own land in the metaverse can arrange advertising contracts with companies that wish to advertise their products on the metaverse, in the form of billboards, posters, video, and so on (Prock, 2021).

4.9 Metaverse BMC

Based on the results, this paper has proposed the Metaverse BMC for smart tourism as follows.

Figure 1: Metaverse BMC for Smart Tourism

<table>
<tr><td rowspan="2">Key Players/partners

Government as the hub for destination, smart tourism stakeholders</td><td>Key Activities

AR (real based), VR (virtual based), NFTs, events/entertainment</td><td rowspan="2">Value Propositions

Accessibility, inclusiveness, pre-trip experience, and destination visibility</td><td>Customer Relations

One-stop service, effortless & trusted experience</td><td rowspan="2">Customer Segment

Mass market, young generation (Gen Z)</td></tr>
<tr><td>Key Resources

Immersive device, immersive technology, human resources, financial resources</td><td>Channel

Roblox, Zepeto, Fortnite, Minecraft, Minecraft, and Sandbox</td></tr>
<tr><td colspan="2">Cost structure

Human resources, research & development, operational costs, land purchase</td><td colspan="3">Revenue streams

Monetization model: Online retailing, land sale/rental, advertisement</td></tr>
</table>

5. Discussion and Conclusion

This paper has achieved the aim of developing a metaverse BMC for smart tourism, which is one of the effective approaches that smart tourism businesses can utilize to recover from the COVID-19 pandemic. In addition, this paper has provided a theoretical contribution by applying Osterwalder (2004)'s BMC concept in the tourism metaverse, which is arguably one of the latest fields of tourism studies. In regard to managerial implications, this paper has proposed the following practical implications for smart tourism stakeholders.

Firstly, the key tourist segments for the metaverse are primarily the mass market and the younger generation. During the pandemic, however, accessibility to tourist destinations is limited, whilst secondary destinations suffer from the lack of visibility. Therefore, metaverse platforms could be employed to provide virtual accessibility and visibility to the destinations and enable tourists to have a pre-trip experience before making a booking.

Secondly, smart tourism businesses can utilize the metaverse as a one-stop service to provide an effortless and trusted experience to their tourists. Key activities which can be provided include AR or VR based activities, as well as events and entertainment, by using NFTs as a method of payment. To deliver such activities, the government would need to serve as a hub or partner for smart tourism businesses to present their business in the metaverse.

Thirdly, immersive device, immersive technology, human resources, and financial resources are key resources in the business model, and form part of the cost structure including the costs for human resources, research & development, operational costs, and land purchase. Whilst operating in the metaverse requires a wide variety of resources and costs, there are numerous monetization opportunities, such as revenue from online retailing, land sale/rental, and advertising. However, this paper has some limitations. Although the BMC was based on an extensive review, it may not cover every metaverse application in smart tourism. Moreover, the BMC has not been empirically tested in a real-world setting, particularly in the post COVID-19 pandemic situation. Therefore, it is recommended that future studies compare the applications of the metaverse, as well as the metaverse BMC, at different tourist destinations, as well as examine emerging trends in metaverse tourism, such as tourist behavior.

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The role of tourism in smart cities: A systematic review of the barriers to tourism integration in smart development strategies

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Abstract
Smart Cities strategies often neglect to integrate tourism and its impact in cities' development plans, hindering the opportunity of achieving higher levels of urban sustainability. Therefore, the aim of this study is to investigate the phenomenon of lack of integration, to understand its underlying reasons, and to identify its barriers. Being an interdisciplinary topic in nature, this study conducted a systematic literature review of 85 articles from different research fields developing a comprehensive framework. The developed framework identified 13 barriers, which were categorized in 4 main themes (governance and management at city level, tourism information, technology, governmental policies), providing city planners with a base for the development of informed policies.

Keywords: Smart Cities, Tourism, Barriers, Review, Urban Sustainability

Rethinking overtourism from the perspective of destination lifecycle

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Abstract
Overtourism has occurred in various destinations, impacting the places negatively from multiple perspectives. Enormous research has done to analyze the topic, discussing relevant theories with real examples. However, little research has provided common characteristics of overtourism, and solutions to it. The paper has addressed the contributors and solutions to overtourism of different destinations. A conceptual model for managing overtourism at different stages of tourism development has been framed to generate common insights for users to understand about the problem.

Keywords: Overtourism, Contributors, Tourist Area Life Cycle

1. Introduction

Tourism is a dynamic industry that evolving over time to meet the needs of tourists. Tourists' consumption raised rapidly in the globe and regulating them would be complicated. Due to the massive consumption of tourists, the issue of overtourism has emerged in some of the most visited cities in the world. Venice is one of the destinations that suffering from the problem. González (2018) has stated the severe situation of the city:

A city of 156.9 km2 receives 30 million tourists per year. Tourists do not stop coming, motivated by cruises too (2.5 million people landed in 2017). The population has descended two-thirds since the last century, becoming one of the most notable case of gentrification and touristification. (p. 48)

Although there is a large body of literature regarding the problem of overtourism in some destinations, and provide suggestions to specific destinations to avoid it, only few research have developed a common framework for other destinations to apply to tackle or prevent overtourism. Little research has discussed about destinations that are still developing, that are in the first stage of Tourist Area Life Cycle (TALC), "Exploration" stage. Without any guides, destinations might develop tourism galloping fast and create the problem of overtourism, that the quality of experience is at stake. On the other hand, destinations in others stages of TALC should also be considered. Overtourism would not only occur at the last stage of TALC, but also any other stages (Dodds & Butler, 2019). The paper aims to question overtourism of destinations in different stages of TALC, and identify its characteristics, key contributors, and corresponding strategies. Different approaches and actions that have been taken in destinations to develop and guide tourism would be analyzed. Approaches that have been taken in different stages of TALC to encounter overtourism would also be analyzed. By combining both successful and failure cases, the paper will suggest guides and ways for destinations in different TALC stages to prevent and avoid overtourism, developing and maintaining sustainable and responsible tourism accordingly.

There will be three objectives for this paper:
1. Understand the contributors to overtourism at different stages of tourism development.
2. Explore the effective strategies in overcoming overtourism at different stages of tourism development.
3. Construct a conceptual model for managing overtourism at different stages of tourism development.

2. Literature Review

2.1. Overtourism

According to Dickenson (as cited in Caroline, 2019), Overtourism:
where there are too many visitors going to a specific tourist destination, creating a situation in which tourism becomes unsustainable: accommodation for local people becomes outpriced, roads become overcrowded, and environments including flora and fauna can become damaged by the sheer numbers of visitors. (p. 138)

Overtourism would put immense strain on resources, communities, and environment of the places. According to Settis (2014), “cities can die by three different ways……when the inhabitants themselves lose their memory and become foreigners in their own city” (p.3). Attractions will lose their original values if they are not managed well. Impacts of overtourism are diverse and appear on different perspective. According to Caroline (2019), overtourism could affect both local residents and tourists, destinations’ infrastructures and facilities, nature, culture and heritage. Local residents would feel disrespected by the misbehavior done by part of the visitors (Dodds & Butler, 2019). Local would even be alienated and move out from their hometown. Venetians are moving to Mestre as overtourism in Venice is negatively impacting their local life there (González, 2018). Destinations’ environment system is aggravated affected by overtourism. For example, cruise tourism is offering on the Li River from near Guilin to Yangzhou with pleasing nature views. With the rise of popularity of the rout, traffic on the river soars that result in congestion; Air is polluted seriously by boats and cruises (Wall, 2019). The immense impact of overtourism is severely affecting the local residents, that ultimately result in depopulation of the destination. Destination might then fall off, and even “die” as no people are living there. To encounter overtourism, understanding the causes of the problem is indispensable.

2.2 Contributors

Authors of research have investigated overtourism and conclude contributors to overtourism. With the rise of low-cost carriers, people could travel with affordable price that the number of travelers increase (Goodwin, 2017). The evolution of transportation has allowed people to travel the world easily, which result in the rise in number of tourists (Dodds & Butler, 2019). Dodds and Butler (2019) also stated out that attitude, or mindset, of companies, governments, marketing organizations and transportation providers are the key enabler of overtourism. The companies with short term focus favor destinations growth above all else, ignoring the market saturation which result in overtourism. Emergence of new media, technology and social media are also the contributors to overtourism (Dodds & Butler, 2019). This media is being used to promote destinations: travelers use to share behavior at destinations and information of the areas, companies use to market destinations. New technology and media allow publicity of destinations all over the world, that may contribute to overtourism in some destinations due to the high demand of travel market. Another key factor that contributes to overtourism is destinations could not control the number of tourists. Without the control over transportation facilities, airports and cruise ports, destinations are unable to control when, how and how many people arrive (Dodds & Butler, 2019). Contributors to overtourism are different in different destinations. It is necessary to identify the major contributor to overtourism in a specific destination and to suggest according strategies to encounter the problem.

2.3. Tourist Area Life Cycle

The Tourist Area Life Cycle theory was developed by Butler in 1980 (Butler, 1980). The theory defines tourism distinct stages with reference to the product life cycle in economic research and has served as a management guideline for different phases (Alexis, 2017).

1. Exploration stage: Small number of explorers individually travelling with irregular visitation patterns. Limited facilities and information provided. Some locals may feel discomfort.

2. Involvement stage: Local community involve in developing tourism, basic initial market area for visitors can be defined.

3. Development stage: Well-defined tourist market area are developed with more sophisticated infrastructure projects. Locals may feel alienated from external entities.

4. Consolidation stage: Big players enter the market, replacing local small facilities. Locals are overwhelmed with increasing tourists and development.

5. Stagnation stage: Full capacity of the area has been reached; destination lost its novelty. Locals are antagonistic towards tourists.

6. Decline/Rejuvenation stage: Degradation of destination resources and landscape, visitors stop to visit the area. The irritation of locals becomes evident.

TALC is a dynamic, long-term phenomenon that could have universal application (Butler, 2006). However, TALC has not deal directly with overtourism, to provide guides or methods to avoid or prevent it. It discussed overdevelopment of tourism, facilities and service of destinations, and problems that might occurred without effect management (Dodds & Butler, 2019). There is little discussion on suggesting how destinations could identify the occurrence of overtourism and methods to deal with it. Dodds and Butler (2019) also mentioned that overtourism can occur at any time in TALC, but not only the final stage of growth, thus preparing for overtourism should be done at earliest stages of TALC of any destination. According to Cheung and Li (2019), applying any available tool to detect early signals of decline and implementing preventive strategies in early TALC stages could lead to overtourism to rejuvenation stage. Overtourism could be prevented and avoided in the early stages when visitor-resident relations are gauged by the policymaker and implementing appropriate measures. With proper planning and directions, the chance of destinations developing in an unsustainable way could be avoided. On the other hand, Cole (2012) has modified TALC by adding positive synergistic relationships between tourist-related activities, that complements and balances the negative congestion process described in other TALC equations. It suggested to seek balance between international and locally-operated enterprises, to balance the contribution of recreation, dining, entertainment and facilitating public activities to the performance of accommodation enterprises (Cole, 2012). The modified TALC could also be integrated to incorporate the investors' and enterprises' preferences and choices, and to analyze any policy and growth characteristics related to tourism management (Cole, 2012). By applying Cole's TALC, better vision on tourism development could be generated, and to develop area sustainably. TALC has been challenged by its sufficiency to address issue of competition and competitiveness in tourism. Papatheodorou (2006) mentioned the deficiency of the framework in detailing the macro-level and micro-level of destination competition, that it could not deal with alternative market structures, performance or conduct in tourism. An integrated supply-driven planning framework to complement TALC was suggested by Papatheodorou. It aims to improve the relative bargaining power of core resorts against producers and intermediaries of international conglomerates and minimize the regional gap between tourist core and local, ultimately ensuring the competitive forces work properly within a sustainable natural and built environment (Papatheodorou, 2006). With the integrated supply-driven planning framework, destination's planners could review the relation of producers and intermediaries, and to balance the power of each other to develop tourism of the place sustainably. Hovinen (2002) has examined the later stages of consolidation and stagnation with Lancaster and verified authenticity of the model as a framework for description and interpretation in the case study. "Maturity" stage is then proposed that growth, stagnation, decline, and rejuvenation may coexist in this stage (Hovinen, 2002). At this stage, destination usually face the problem of lacking long-range planning approach, to develop the destination sustainably. Proactive long-range strategic planning in the "Maturity" stage could help destination to promote sustainable tourism and to prevent major decline (Hovinen, 2002). Many authors have examined the practicality of TALC, with some suggestions or improvement of the theory to integrate TALC, to provide insights for guiding the development of destinations' tourism.

3. Methodology

Cumulative case study approach was used to achieve the above objectives. By analyzing both failure and successful cases in encountering overtourism of different destinations, general characteristics of those methods used to confront overtourism could be drawn. Contributors to overtourism in different areas could also be discovered, providing vision for other destinations' planners to avoid overtourism happening by eliminating the detected factors. General tourism development guidelines for destinations at different stages could be developed by analyzing different cases, to prevent destinations over-develop and result in overtourism. The complexities of real-life situations could be captured as to provide in-depth study in the topic. The common framework would provide destinations' planners insight on developing tourism of destinations, that they could avoid the occurrence of overtourism.

Four destinations were chosen as case study targets. As overtourism has emerged rapidly in the world, where a wide variety of destinations are identified as facing this problem. It is impossible to include all the destinations facing overtourism, and to evaluate them. Analyzing four cases of destinations that encountering overtourism could generate some fundamental ideas on major contributors to overtourism, strategies on preventing or tackling overtourism, and making a conceptual framework. Four destinations were in different regions and different TALC stages, that more comprehensive and in-depth ideas could be generated from analyzing different type of destinations. By choosing four different destinations from the world, it could avoid all cases are similar in context and situations, that might result in a biased analysis.

Secondary sources were collected to conduct the case studies. Government reports and reports from Destination Marketing Organizations of chosen destinations were analyzed. By collecting these reports, accurate and precise information could be gathered to generate a meticulous result. For secondary data, articles, theses, news, television programs, and case studies related to the chosen destinations were collected. Secondary data regarding causes of overtourism in the chosen destination were reviewed to identify the themes and main ideas, and to evaluate the major contributors to overtourism in the chosen destination.

Two key criteria were set to choose suitable destinations as case studies to evaluate overtourism, causes of the problem and strategies to maintain the problem in those areas.

1. Destinations at different regions
2. Destinations developed at different stages

4. Results

4.1. Cases Studies

Involvement Stage

Machu Picchu is one of the destinations that confront overtourism. It is an ancient Inca city rediscovered as the early 20th century. The destination belongs to "Involvement" stage of TALC, where little infrastructures and facilities has been built on the mountain. The "lost city" is famous with its ancient architectures and natural beauty environment, that it is listed in the United Nations Educational, Scientific & Cultural Organization's (UNESCO) World Heritage List (United Nations Environment Programme, 2008). It is also recognized as one of the "New Wonders of the World" (World of New Seven Wonders, 2020). However, with the rise of popularity of the ancient Inca city, more and more people visit the place. In 1991, less than 80,000 tourists went there; however, in 2018, 1,578,030 visitors went to Mach Picchu (Sunflower, 2018). The proposed carrying capacity for the destination per day is ranging from 800 to 4,000 (Larson & Poudyal, 2012), nonetheless, the destination has an average of receiving 4,300 visitors per day, which already exceed the proposed carrying capacity, creating crowded environment in Machu Picchu. The destination's ecological integrity and physical substance are threatened, that UNESCO has classified it as "in danger" nearly every year since 2007 (Ryley, 2018).

Development Stage

Boracay Island is another destination that suffer from overtourism, the island's environmental condition and sustainability has been gravely impacted by tourism. Boracay Island is part of the municipality of Malay in the province of Aklan, which is acclaimed for its white sandy beaches. The island is staged as "Development" stage in TALC, which has well-defined tourists' market with more infrastructure projects coming. The island is being more popular and has attracted large number of tourists. During the peak month of April in 2017 the average number of daily arrivals was 7,774 persons while the island carrying capacity is only 6,405 tourists' arrivals per day (Cruz & Legaspi, 2019). The increasing influx of tourists, coupled with poor destination management has irritated the island, which overtourism occurs (Reyes, Asis, Albert, Ortiz, & Quimba, 2018).

Stagnation Stage

Venice is a destination in Stagnation stage, that the place is full developed, and has become an emblematic example of a destination struggling with overtourism. According to Van der Borg (2017), the number of arrivals of tourism has quadrupled over the past 25 years in Venice. The number of day-trippers was estimated to be around 5 million in 1988; the number of excursionists is almost five times as many as in 1988, around almost 22 million per year.

Barcelona is a "Stagnation" destination that dealing with overtourism. Its tourism industry has experienced very rapid growth since the 1992 Olympics (Goodwin, 2019). Tourism industry has become much intense and soared, that the issue of overtoruism has already been identified in 2004; the City of Barcelona formally addressed it in 2008 (Goodwin, 2019). According to the Tourist Activity Report, more than 20 million day tourists and 50 million overnight tourists visited the destination (Observatory of Tourism in Barcelona: city and region, 2019). María-del-Mar et al. (2019) have interviewed Barcelona citizens, they consider their place has reach the carrying capacity, that the city should stop attracting tourists to travel there. The city is full of tourists and local residents which create crowded environment impacting the life of locals and the sustainability of the destination.

4.2. Results

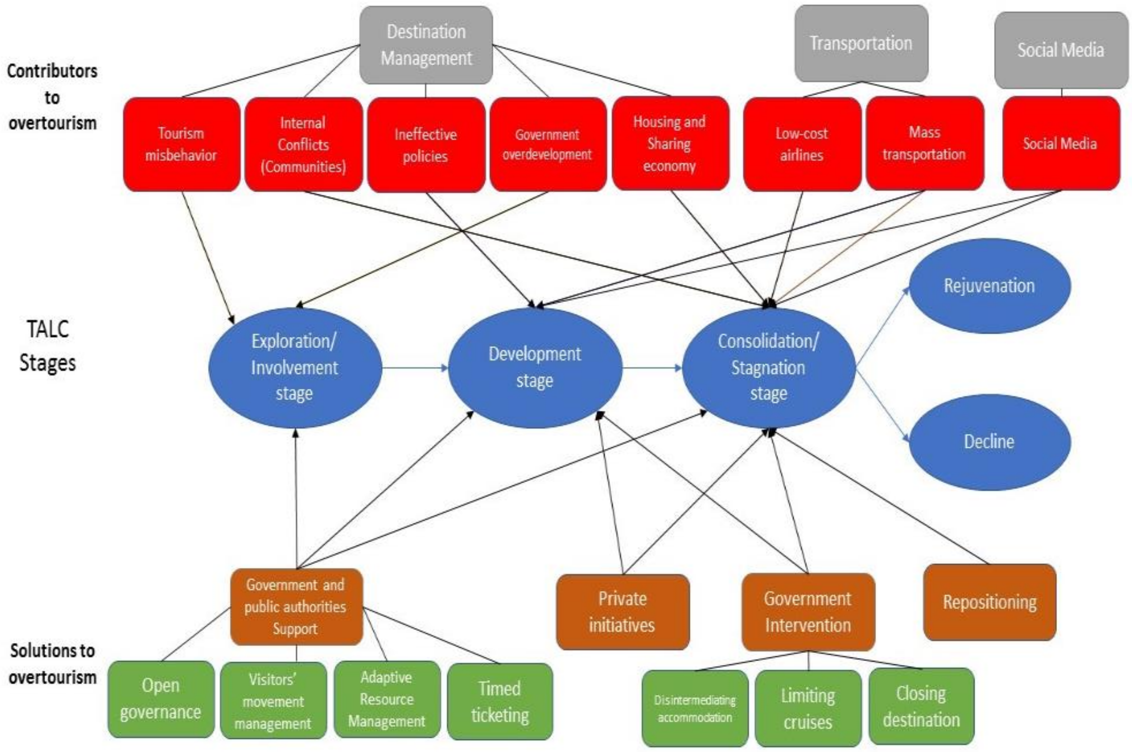
Four destinations have been analyzed, and some insight has been drawn from the cases. After reviewing the above cases, it could be concluded that the contributors to overtourism impacted the number of tourists, result in exceeding destinations' carrying capacity, which incur overtourism. Therefore, to curb the problem of overtourism, the carrying capacity of destinations must be managed well. Moreover, carrying capacity should not be only focused when overtourism occurs in specific stage, but it should be in a macro perspective, that it is used as a planning process and parameter to develop destinations sustainably throughout each stage (Coccossis & Mexa, 2004; Miller, 2001). To prevent the occurrence of overtourism, monitoring system on tourist's inflow and movement could be implemented in the earliest stage of destination, for instance, applying the perception of crowding (Shelby & Haberlein, 1986) to determine carrying capacity and implement visitors' movement management to control number of tourists in destinations which belongs to "Exploration" stage. Regarding the contributors of overtourism, the result is consistent with past studies. Mass transportation has been identified as a challenge for destinations, that they could not control the inflow of tourists (Dodds & Butler, 2019). Cruises have brought gigantic number of travelers to Boracay, Barcelona, and Venice, that have exceeded the carrying capacity of those destinations. Overtourism caused by cruises did impacted destinations severely, in both social and environmental perspectives (Wall, 2019). All Boracay, Barcelona, and Venice have suffered from environmental degradation because of cruises, for instance, water and air there are polluted. Mass transportation does not only act as a tool to bring people to a destination, but itself is already a threat to destination, it therefore is considered one of the major contributors to overtourism. Low-cost carriers also contributed to overtourism, as it allows people to travel with affordable price, which increasing the number of travelers (Goodwin, 2017). Popular cities like Venice has received much more tourists due to the evolution of mass transportation. Research has discussed the positive and negative impacts brought by social media (Dodds & Butler, 2019; Rickly, 2019), and it is verified that social media took an important role in overtourism. With the leverage of social media, Barcelona has promoted itself to the world, raising the destination awareness, especially among Asian market. However, the destination underestimated the impact of social media, large number of tourists emerged the place and caused overtourism. In addition, after analyzing four cases, it could be identified that the effectiveness of destination management is the most common contributors to overtourism in all destinations. Authors of research have mentioned about the attitude, or mindset, of companies, governments, marketing organizations and transportation providers are the key enabler of the problem (Dodds & Butler, 2019); in the analyzed cases, overtourism has occurred due to this reason. For instance, in Machu Picchu, government over-focuses on developing tourism, but neglecting destination' sustainability; in Boracay, government imposed ineffective environmental regulations, failed to protect destination' environment; in Venice, the port authorities and business community are arguing on banning cruises to limit tourists; in Barcelona, the land owners exploited loophole in regulations to build more illegal accommodations. The concept of sustainable tourism has been used in these destinations to curb overtourism. For instance, ARM is suggested to implement in Machu Picchu. Sustainable tourism could be a key to prevent overtourism, however it needed rigorous and intensive information to composite indicators to measure and quantify socioeconomic dimensions of sustainable tourism for decision making (Blancas et al., 2016; Torres-Delgado & Saarinen, 2014). Eventually, it should be implemented in a wholistic perspective in order to make it success.

5. Discussion and Conclusion

5.1. Discussion and Implications

By analyzing different cases in different places and development stages, a conceptual model for managing overtourism at different stages of tourism development has been constructed (Figure 1).

Figure 1. Conceptual Model for Managing Overtourism at Different Stages of Tourism Development



Instead of classifying all six TALC stages, the model has classified destinations into four stages, “Exploration/Involvement” stage, “Development” stage, “Consolidation/Stagnation” stage, and “Rejuvenation” or “Decline”. Dodds and Butler (2019) mentioned that TALC is used to identify destinations’ positions, and facilitating users to develop destinations. Nonetheless, “Exploration” stage and “Involvement” stage are similar in context, that the only difference is the absences of initial market area for visitors; “Consolidation” stage and “Stagnation” stage are also overwhelmed with tourists, the difference is where “Stagnation” stage is in a more serious situation than “Consolidation” stage. Therefore, to facilitate users in identifying their destinations’ positions, “Exploration” stage and “Involvement” stage, “Consolidation” stage and “Stagnation” stage has been combined together as one stage accordingly.

Some of the major common contributors to overtourism have been identified, and classified into three different categories, “Destination Management”, “Transportation”, and “Social Media”. The model then has illustrated the relationship of the contributors with destinations in different TALC stages. For example, “Tourism misbehavior” and “Government overdevelopment” are the common major contributors to overtourism in destinations that are belong to “Exploration/Involvement” stage, “Social Media” will contribute to overtourism in destinations that belong to both “Development” stage and “Consolidation/Stagnation” stage. If destinations not managing the contributors well, ineffective management would lead to the occurrence of overtourism, that would degrade destinations in multiple perspective. To curb, solve, and prevent overtourism, suggestions are given according to the TALC of destinations. “Government and public authorities support” would be applicable in all stages for destinations to manage the problem. For instance, applying “Visitors movement management” to track the movement and number of tourists; having “Open Governance” to discuss with the locals and implementing strategies together; implementing “Timed ticketing” to control number of visitors; using “Adaptive Resource Management” to analyze destinations’ situation with statistics and implement strategies. By doing these in the earliest stage of destinations, “Exploration/Involvement” stage, destinations could listen to the voice of the locals, discuss about the issues and development direction together with consensus, strategies could then be implemented smoothly. In addition, with early implementation of different management system, destinations could keep track the number of tourists and movement, to avoid number of tourists exceeding the carrying capacity of destinations. “Government and public authorities support” could also apply to destinations in the two other stages to monitor tourists. On the other hand, developed destinations, those in “Development” stage and “Consolidation/Stagnation” stage, need a much more proactive approach to tackle overtourism. “Government intervention” need to be appeared to directly manage the destination, instead of being a passive role. For example, for the problem of “Mass Transportation”, government could limit the number of cruises to stop the negative impact brought by cruises; Government could even close the destination to rejuvenate the place, just like what Philippines government did in Boracay. “Disintermediating accommodation” is also one of the solutions to control the housing in destinations, to eliminate the impact of overtourism. As destinations developed to a certain extent, or even become mature and saturated, there are many stakeholders inside the communities, that any change in destinations would involve conflict of interests. Therefore, “Government intervention” is essential in such a complicated environment. Besides government and public authorities, private sector, like local people, could also contribute to curb the overtourism. “Private initiatives” could raise the awareness of the issue aroused in destinations and spread internationally. This would be useful for destinations in “Development” stage and “Consolidation/Stagnation” stage, as locals need to gain support from tourists and other people to against the parties that support developing tourism. However, in “Exploration/Involvement” stage, as government would be the leader in developing destinations, there is less essential for private to raise popularity of destinations. If overtourism could not be solved by the above solutions, destinations should consider repositioning. Ultimately, to redevelop destinations and tourism market there, for instance, some suggesting Venice to develop into luxury tourism. Strategies and monitoring systems should also be implemented within the redevelopment, to controlling the development of tourists. If destinations could manage themselves well, they could rejuvenate, that destinations would be much sustainable. If not, destinations would decline and might even disappear.

5.2. Limitations of this study and suggestions for future studies

Although a conceptual model has been developed, this could not include all the factors of overtourism. The model only listed some common major contributors to overtourism in specific destinations, but there are much more contributors that would result in overtourism. This also apply on the solutions part of the model. Different destinations would have different management styles and conditions, not all solutions might be applicable to every destination. The model only provides a concept for users to generate an overall image on contributors and solutions to overtourism, helping destinations to identify their situations and some of the possible solutions. Much more detailed analysis needs to be conducted to implement strategies to tackle the problem accordingly.

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The apposite sustainable tourism business model in the new normal era

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Abstract
The COVID-19 pandemic has implemented a permanent transformation to the tourism industry. The crisis generated posed significant challenges to the tourism industry which substantially impacted the evolution of tourism demand. The former tourism business practices are argued to be inadequate to accommodate the highly complex nature of the new needs of both the industry and the customers. The current research was then carried out to identify a new tourism business model that can retain the features of traditional tourism, while at the same time incorporating the strengths of advanced technology to meet the latest requisites of tourism trends. A mixed methods research covering three stages of primary data collection and one stage of secondary data collection was applied. The final analysis includes around 860 samples from Macao, a city with the highest GPA per capital in the world before the pandemic, and Guangzhou, a key city and core engine in the Greater Bay Area (GBA) to lead regional development and reform. The findings of the research generates a new tourism business model that improves the visiting motivation of potential tourists, links up the pre-tourism experience to physical visits at the destination and extends the tourism experience to the post-tourism stage. This model not only provides an opportunity for the tourism industry to become more sustainable, but also helps to sustain the tourism operation and the development of the destination.

Keywords: Tourism, Sustainability, Business Model, Innovation, Technology

1. Introduction

The outbreak of the pandemic has rocked the global tourism industry and resulted in a set of new normal that have transposed the applicability of the traditional tourism business models. Macau has been on high alert since the onset of the coronavirus outbreak in China, taking pre-emptive measures to ensure public health safety. Precautionary measures to contain the virus, restrictions on travel, business operations and people-to-people interactions have brought the tourism economy to a standstill. Travel agencies and tourist guides are now both facing enormous challenges. These challenges have actually provided grounds for the industry to reflect and reconsider the need for people’s mobility. With the advancement of technology, the new phase of tourism operation should incorporate this advantage to excel. The remedy actions should not simply focus on the simple recuperate of the tourism business but rather the new business model has to be innovative and be able to bring upon tourism sustainability. The current research is carried out to identify a new tourism business model that can meet the needs of the new normal era, with a focus on tourism sustainability, to strengthen the anti-risk competence of the tourism operators.

The current study was carried out in Macao and Guangzhou. Macao is one of the eleven cities under the Greater Bay Area (GBA) of China and a special administrative region. Tourism is the core industry in Macao. Before the pandemic, Macao was welcoming around 40 million tourists per year with a population of less than 700 thousand. It has a historical background of being a colony of Portugal before the resumption of full sovereignty to China in 1999. Inherited with the unique features of Eastern and Western cultures living side by side, Macao poses an advantage of providing tourist experiences of immersing in contrasting yet compatible spaces. Guangzhou, the capital of Guangdong province, is a key city and core engine in the GBA to lead regional development and reform to transform itself into a competitive and innovation-driven city. As one of southern China's premier trading ports, Guangzhou is going to become a global transportation hub which plans to build better links with Hong Kong and Macao and other cities in the GBA.With the increasing connectivity within GBA and the support of the dual-circular economy model policy of China, Macao and Guangzhou provide superior environments for the study of a new tourism model.

2. Literature Review

2.1. Tourism Model

In recent decades, the tourism industry is growing in competition. The competitiveness of one tourism destination with respect to another is defined as its increasing capacity to attract tourists. Being innovative, especially in tourism, becomes crucial in gaining the competitive edge (Novelli et al., 2006). Innovation can result from both scientific or technological means and even a mixture of both, when it leads to new form of practices (Li et al., 2013). In this way, industry specific knowledge is favoured and is especially important for innovative achievement. There are two major types of innovation, namely radical and incremental, which lead to an increase in the level of competitive advantage. Radical innovation is highly novel with changes having obvious differences from the existing practices and the tradition. It is a significant breakthrough from a new business model which brings upon substantial challenges and opportunities (Teece, 2010). By comparison, incremental innovation is comparatively mild with lower risk. Though the impact may not be obviously influential, this strategy can still result in positive improvement (Orfila-Sintes et al., 2005).

2.2. Tourism Sustainability and Smart Tourism

In the context of tourism, the groundworks for the innovation are laid with the extensive adoption of information and communication technologies (ICTs). The concept of "smart" is, hence, applied to phenomena that encompass tourism. In many ways, smart tourism can be seen not only as a logical progression from traditional tourism to recently e-tourism, but also an innovative approach to sustainable tourism (Gretzel et al., 2015). According to UNWTO, tourism sustainability is categorized under the three dimensions of economy, environment and society, covering 24 elements. The environmental and social dimensions analyse the collective perception of users about their points of interest (POIs) in smart tourism destinations, so as to support the development of strategies at meeting the needs of the stakeholders (D'Aniello, 2017).

With the outbreak of COVID-19, smart tourism becomes an application of a new generation of information technology to meet the individual needs of tourist. It aims to provide high-quality and high-satisfaction services, which realizes the sharing and effective utilization of the tourism and social resources. Gretzel et al. (2015) defines smart tourism as the collection, aggregation and utilization of relevant data at a destination from infrastructure, social connections, government and organizational sources to the people's mind and body. It focuses on the aggregate use of advanced technologies to transform data into meaningful tourism experiences. The value proposition encompasses clear focus on efficiency, experience and the sustainability of the business.

2.3 Tourist Typology

The rapid advancement of smart tourism technology brings new opportunities for tourism sustainability. Smart technologies explore innovative ways to create different experiences and destination perceptions by extending destination co-creation space (Neuhofer et al., 2012). Hence, existing tourist typology may fail to explain tourist motivations and behaviours in the seamless connection era. Fan et al. (2019) identities six new tourist types in accordance with their online and face-to-face social contact when travelling. The six tourist types are: Disconnected Immersive Traveller, Digital Detox Traveller, Diversionary Traveller, Dual Zone Traveller, Daily Life Controller and Social Media Addict. The study provides a new aspect of understanding tourists' destination immersion in a well-connected world.

3. Methodology

A mixed research model was applied covering three stages of primary data collection and one stage of secondary data collection. The secondary data collection focused on literature review and content analysis on related information from social media and government archives. The findings have identified the academic and practical needs, indicated the research gaps and determined the framework of the study. The primary data collection covered expert review, focus group and survey. The experts were invited to review and comment on the questionnaire developed based on the past literature and content analysis. Two focus groups with industry practitioners were carried out to criticize the contemporary tourism models and their perceptions of the newly proposed one. The survey was carried out on respondents aged 18 or above from two GBA cities, Macao and Guangzhou, and 928 samples were collected. The current paper will discuss the findings from the quantitative survey.

Data were analysed by SPSS version 24. The reliability of the data was checked by Cronbach alpha. Through data cleaning, surveys that could not meet the screening critieria, including the time spent on the survey and the percentage of missing information, were removed. A total of 65 samples were removed from the final analysis, leaving 863 samples, at a response rate of 54.2%.

4. Results

The descriptive statistics of the respondents in this study will be discussed, together with their interest and preference for travelling after the pandemic. The perception on the sustainability factors of tourism among the respondents of the two GBA cities will be examined as insights for the design of the new tourism model in the new normal era.

4.1. Reliability and Demographics

The overall data has a Cronbach alpha of 0.9 (n=75) which is well above the threshold of 0.7. As shown in Table 1, there is a fair distribution of male (50.6%) and female (49.1%) respondents, the majority of whom were 25 to 44 years of age (48.1%), followed by those between 18 to 24 (35%), 45 to 54 (12.2%) and above 54 years old (4.8%). Most of the respondents are parents (60.5%), though there are more single respondents (55.2%) than married (42.8%). In general, the respondents hold an undergraduate degree or above (84%).

Table 1. Demographics of Respondents

	%		%
Male	50.6	18-24	35.0
Female	49.1	25-34	26.4
Single	55.2	35-44	21.7
Married	42.8	45-54	12.2
Others	2.0	55-64	3.2
Primary or below	1.0	=>65	1.5
Secondary	15.0	No child	60.5
College/Undergraduate	74.9	Have child	39.5
Master or above	9.2		

4.2. Interest on Travelling and Preference of Tourists

Despite the pandemic, most respondents still indicate a strong interest in travel. Figure 1 illustrates that 81.9% expressed they like to travel, with only 2.8% disliking it.

Figure 1. The interest of Respondents on Travelling

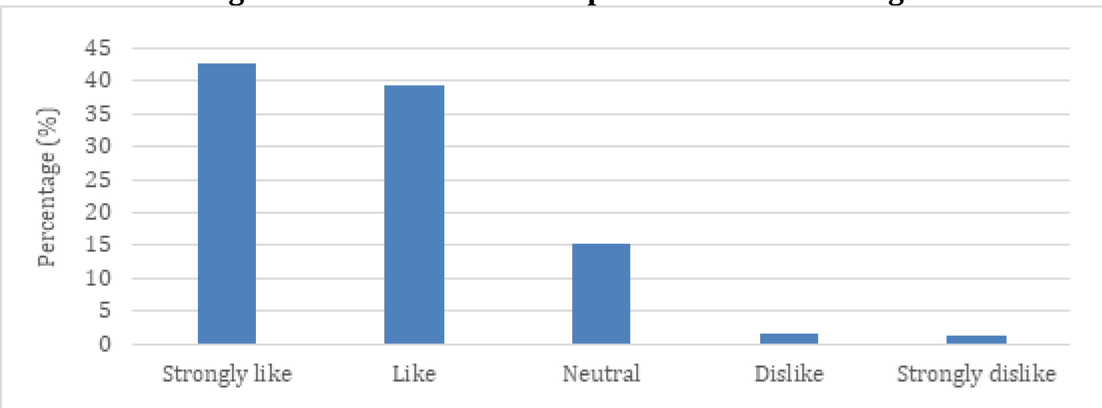
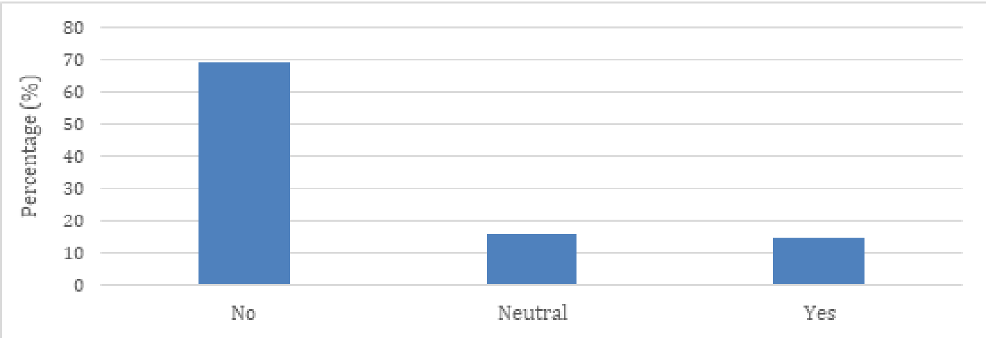


Figure 2 shows that the majority of respondents still prefer to experience the tourism activities physically at the destination rather than experiencing them online. Even for sharing the experiences or strategies of others, there is a square distribution when 25.7% expressed they want to have the sharing physically with the informant and 25.0% stated they prefer sharing online. Amongst the five common activities during travel, sightseeing and visiting the tourist spots are most highly preferred to be experienced in person (55%), followed by sharing the local life and culture of the destination (49.8%), shopping (47.7%) and joining guided tours (47%). Interestingly, the preference of experiencing these activities online indicates a similar but reverse trend. Sightseeing and visiting the tourist spots are least preferred to be experienced online (7.1%), followed by shopping (9.5%), experiencing local life and the culture of the destination (9.5%) and joining the guided tours (16.5%).

Figure 2. Preference of Tourists on Travel Experience

The social distancing and entry restrictions have triggered the existence of online services throughout all stages of the travel services supply chain. However, based on Figure 3, there is clear evidence that tourists do not think online travel can replace traditional travel when they can experience the trip physically.

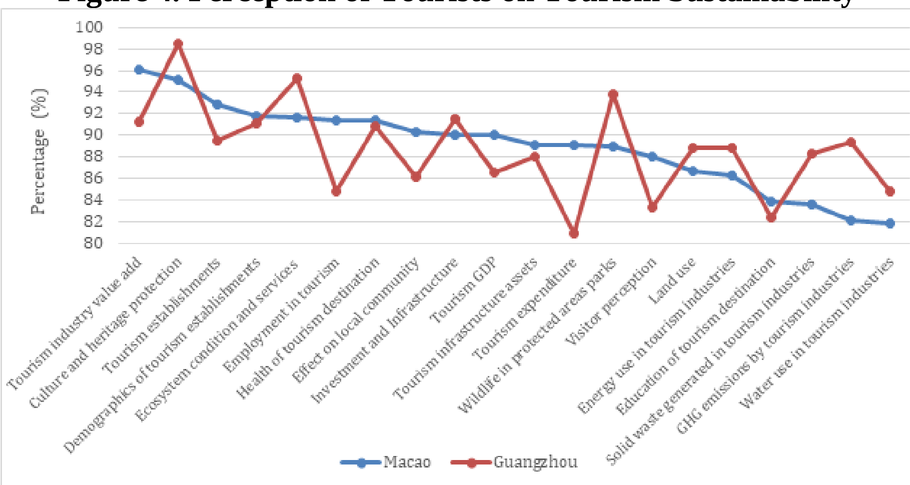
Figure 3. Perception of Tourists that Online Travel can Replace Traditional Physical Travel



4.3. Perception on Tourism Sustainability

For the tourism sustainability elements proposed by UNWTO, all of them are highly supported by the respondents, at a range of 81% to 96% supporting rate, as essential elements to maintaining the sustainability of tourism. Between the two GBA cities, respondents from Macao perceived the value-added contributed by the tourism industry as the most important (96%), while respondents from Guangzhou perceived the protection of culture and heritage as focal (98.5%).

Figure 4. Perception of Tourists on Tourism Sustainability



5. Discussion and Conclusion

5.1. Travel Preferences of Tourists

The pandemic has rocked the tourism industry with social distancing measures and destination entry restrictions. Through the wide application of usage and advanced technology, various online tourism services have emerged and have attracted great attention. According to the findings, there is clear evidence that people want to travel when more than 80% expressed definite interest. Moreover, it is undeniable that despite the experiences of the various online tourism services during these two years of the pandemic, this new form of tourism cannot replace the traditional type of tourism. People still prefer to experience the trip physically on their own. The improvement in technology has allowed experiencing the destination online, through both static and interactive means; nonetheless, the findings demonstrate sightseeing the destination is most preferred to be experienced in person (55%) and least preferred to be experienced online (7.1%). Shopping is another aspect of the study that has provided fresh insights. Online shopping has gone wide and seemingly has become part of the everyday life of people; however, findings illustrate that most people still prefer to purchase goods and products during the trip at the destination on their own (47.7%) instead of through online shopping (9.5%). The results demonstrated the vivid future of the tourism industry in the new normal era, while showing the way forward.

5.2. Tourism Sustainability

It is encouraging to find that people have high awareness in the sustainability of tourism and there is good support for each of the sustainability elements proposed by UNWTO (>80%). The varying attention between the two GBA cities is probably a result of the cultural background and the economic situation. Respondents from Guangzhou perceived culture and heritage protection as focal (98.5%). Comparatively, Guangzhou has a solid historical background, especially in intangible heritage, seven categories have been officially listed under the intangible cultural heritage list of the city as of 2021 (广州市人民政府, 2021). In contrast, respondents from Macao perceived the value-added contributed by the tourism industry as the most important (96%). Before the pandemic, Macao was welcoming around 40 million visitors per year with a population of less than 70 thousand (Macao Statistics and Census Service, 2022). The economy is closely attached to the entire supply chain of tourism, therefore highly concerned about the value-add that the tourism industry can contribute to the economy. This provides valuable insights on how to better progress on the sustainability of tourism using the features of the destination.

To conclude, the tourism substainability is proved to be a complex task and technology has opened new hopes to achieve the desired sustainability of tourist areas. There is no doubt that technology has become part of the new normal. The opportunities and challenges that it has brought upon are square. To surf through the technological wave, strategies should be set with considerations on both ethics and sustainability. The business operations have to continue under the substantial changes of travel patterns, but culture and traditions of a destination should not be foregone but rather should be used as amplifiers to extent the benefits and outcomes of the new business practices.

5.3. Implications and Contribution

The current research has identified the direction for tourism business models in the new normal era. The features of traditional tourism should be maintained while incorporating the strengths of advanced technology. This model will improve the motivation of potential tourists to the destination and link up the pre-tourism experience to physical visits to the destination. The model further extends the tourism experience to the post-tourism stage that enables the existence and continuation of business activities even after the tourist has returned to the place of residency. Such model helps to sustain the tourism operation and development of the destination. It can potentially change the business practice by extending the current tourism practice through the use of modern technology while ensuring the continuation of culture and traditions.

5.4. Limitations of this Study and Suggestions for Future Studies

As is the case with most research, the investigation was not without its limitations. Due to the ongoing outbreak of the pandemic, data can only be collected from two of the GBA cities in Asia. Future studies are encouraged to cover more cities, with diversifying culture and traditions to expedite the results of the research study.

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Factors influencing Korean consumers' food information use

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Abstract
Food safety perception and food literacy positively influenced attitudes and behaviours towards the use of food information. These findings confirmed that food safety perception and food literacy had key factors affecting Korean consumers' attitudes and behaviors towards the use of food information.

Keywords: Food Information, Food Safety, Food Literacy, Attitude, Behaviour

The Vice-Virtue Bundle Framing Effect

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Abstract
Human beings have been always facing a complicated decision: choice between vice and virtue. Although free gift promotion has been widely used in practice for bundle promotion, little attention has been paid to it. More importantly, the current research attempts to investigate the effect of semantic framing on consumers judgement and decision-making toward vice-virtue bundles. We not only provide a novel psychological process underlying promotion framing but also propose effective marketing strategies for marketers and practitioners to boost sales of vice-virtue bundles.

Keywords: Food, Vice Virtue, Promotion Frame, Moral Reasoning

"I can't control my mouth": Why exposure to destination food resource will induce stronger impulsive travel intention

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Abstract
This research focuses on a largely unknown question: which kind of destination resource is more effective to arouse tourists' travel impulse? Specifically, we focus on two essential destination resources: food and landscape. Based on psychological distance theory, we propose that taste imagery is psychologically closer than visual imagery. Thus, compared with visual resources (i.e. natural and cultural landscape), when consumers are exposed to food-related destination marketing information, they are more likely to form a closer psychological distance towards the destination, thereby intensifying their impulsive travel intention. One secondary data analysis and three lab experimental studies are conducted to examine the predictions and identify the boundary condition.

Keywords: Food Resource, Sensory Imagery, Psychological Distance, Impulsive Travel Intention

The effect of components among food photography on intention to purchase: Evidence from Bangkok, Thailand

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Abstract
This paper aims to study the components of food photography and define the underlying structure among the variables of food photography towards intention to purchase based on the context of Thailand, Bangkok. Also, to study the impact of components among food photography on intention to purchase based on the context of Thailand, Bangkok. The factor analysis and multiple regression are employed to define the structure among the independent variables to form the determinants of food photography and explain the impact of food photography on intention to purchase respectively. The measurement model will expect to indicate of this study.

Keywords: Food Photography, Intention to Purchase, Thailand, Bangkok

1. Introduction

Even though the appearance of food photography has been a common practice in business for more than 180 years ago, the interest of it has enormously increased for the past couple years due to the progress of technology (Crawford, 2020). The traditional food photography has moved to the new era of digital food photography which become a baseline for today business. However, the concept of digital food photography still attaches to the same principle including food portion size and nutrient context of meals which tended to the field of food science, system design and components, lighting and background, image capture and storage, image quality and standardization and so on (Nelson et al., 1994; 1996; Martin et al., 2012; Turconi et al., 2005).

Digital Food photography can be considered a part of advertising photography. It will take food photos for the audience to feel more beautiful, appetizing. Digital photographers must use the art of photography by emphasizing the light, shadow, or colour of the food for the viewers to feel the highlight of the food the same as traditional photographers. It is important in the advertisement of the restaurant business which needs food photos for the consumers to see the appearance of different types of food in the restaurant especially in online businesses.

According to Marketeer (2019), the result of Thailand Social Media Users in 2019 presented that there were 53 million Facebook accounts, 13 million Instagram users and 7.8 million Twitter members in Thailand and followed by the upward trend. With this gigantic number, the market share in social media is increasingly significant. Therefore, the attempt to gain more attention from this market would lead to business growth (Marketeer, 2019).

From the above information mentioned, the researcher foresaw that the problem arises and therefore wants to study the components, and approaches by participating in the analysis of knowledge of digital food photography to be a way to develop food-related products from local knowledge to be more modern and in demand of the market and to increase sales channels for the target groups. However, a few previous researchers defined the effect of components among food photography on intention to purchase evidence from Bangkok, Thailand. By this quantitative research, it would be the opportunity to learn concepts, principles, techniques, and practice on digital food photography for online media on the internet. The goal is to provide underlying knowledge about the suitable components that could lead to attract intention to purchase. In addition, due to the current trade conditions, competition in the market is becoming more intense. Customers could shop services or products regardless of place and time. It is undeniable that food photos are still the mean to draw customer's attention and open the chance for further marketing practices which could eventually lead to a positive response including both the higher satisfaction and quality standards. For this reason, it is necessary to study the components of the digital food photography to meet the needs of today's consumers to increase purchasing desire in the future. This finding of this study will be a guideline for creating digital food photos and an evaluation criterion that is consistent with the context of the target customers.

2. Literature Review

2.1 Food Photography

In 1990's, the term food photography was employed to study the perception of food portion size and nutrient context of meals which tended to the field of food science. (Nelson et al., 1994; 1996). Nelson et al. (1994) mentions the three main components which related to the concept of food photography including:

Perception as the component that refers to present the reality of amount of food and portray in photograph which related to the item,

Conceptualization, the component that represented the mental construct which links to the amount of food but cannot reflect the reality,

Memory as the components that symbolized the precision of the component of conceptualization. Nelson et al. (1994) implied the contribution of this study that the food photography as the factor which links to the three mains components such as gender and colour photographs, nevertheless, a few scholars study the potential of food photography on the perception in others factors of dimension. Then, the concept of Nelson et al. (1994) defined the food photography as the process to portray the portion size of food which contains the perception, conceptualization, and memory of food. Turconi et al. (2005) also employed the concept of food photography to explain the portion size eaten compared with weighed foods and beverages based on evaluation of a colour. The study of Turconi et al. (2005) mentions that the demographic factor such as age, gender, and BMI perceived a different of portion size eaten compared with weighed foods and beverages based on evaluation of a colour. Hence, the concept of Turconi et al. (2005) defined the importance of food photography through the process of evaluating the colour of portion size of food. Martin et al. (2012) applied the concept of food photography and used the technique of remote food photography to estimate energy and nutrient of food.

The terms of food photography was extended to the digital food photography based on the study of Islam et al. (2013). Islam et al. (2013) was published and introduced the term of digital food photography to use in the food science filed but integrated the concept of food photography system, system design and components, lighting and background, image capture and storage, image quality and standardization. Islam et al. (2013) discussed the detail as following:

Food photography system (FPS) as the system to product a high quality and resolution digital images which concerned the aerial and angled (42º)

System design and components (Figure 2) represented a front view of the main components of food photography system (FPS) which integrated the technique of angles and distance between food and camera.

Lighting and background as the components that photographer involved the setting of light based on flash of camera, modelling lamps, light box, umbrella reflector, and blue screen.

Image capture and storage which related to the connecting the camera to personal computer and USB cable which links to LCD monitor to transfer the image to the catalogue and sage-keeping.

Image quality and standardization refers to the types of files which generated by food photography system (FPS) to contribute the JPEG files of the highest quality and size when printing the image.

System operation as the components not only concerned the food photography system (FPS) but also involving the selecting, acquitting, preparing, weighing, and measuring of the food items. Thus, the study of Islam et al. (2013) elaborated the terms of food photography to the concept of digital food photograph which involved the technique of digital camera and material which generated a high quality of food items but still concerned in the food science filed rather than social science or marketing filed.

In 2016, the concept of food photography in terms of digital food photography was extended to the social science, especially, in the marketing filed. For instance, Dejmanee (2016) introduced the concept of food porn to represent the food styling and online circulation of food photography based on the perspective of female which related about sexuality, consumption, and women’s bodies to present the food styling. The purposed of Dejmanee (2016) to explain and indicates the concept of food porn which reflected the ideas of female body to generate the attention towards food styling, especially, the applying the concept of food porn to the digital tools and social media and the story which link to the food porn including:

Sexualizing the food body: The sexualizing the food body represented the styling and positioning of food which combined the fluidity, messiness, and merged positions of the sexualized female body based on the perspective of female

Styling the Food Body: the central positioning of the round pink cake, which is somewhat violently and unexpectedly pierced with a large and represents the nature of both sex and eating based on the perspective of food blogger.

Digital play and the postfeminist subject: The concept of food porn extended to the several digital media such as Web2.0, social media, and blog. Thus, Dejmanee (2016) concluded that the concept of food photography can extended to the social science rather than focus only the food science, based on the concept of food porn to explain how the picture indicates the idea behind the picture with the perspective of female.

Hence, taking the photo of food occurred from the purpose of food science to measure the perspective of portion of food. The concept of food styling extended to the social science to focus the angle, decoration, colour, and components of food and lead to post and share the concept of food styling in digital era.

2.2 Intention to Purchase

The study of Ajzen (1971) mentions that the attitudinal and normative message had the impact on behavioural intention. Furthermore, Ajzen and Fishbein (1973) clearly defined and confirmed that the attitude towards the act and the perceived normative expectations of reference groups can explained the specific behavior, especially, the behavioural intention. The concept of Ajzen (1971) and Ajzen and Fishbein (1973) as the foundation to study the variable named behavioural intention in several context.

Intention means the willingness of people to behave something which happens prior the action. Based on Theory of Planned Behavior from Ajzen (1991), there were three attributes that explain how people behave something including attitude, subjective norm and perceived behavioral control. In the other word, attitude, subjective norm and perceived behavioral control altogether could shape an individual's intention. Ajzen (1991) explains the way that individual's intention is shaping in the Theory of Planned Behavior (TpB)

3. Methodology

Explain what research methods were used and why. Explain how they were applied.
Measurement, Data collection, and Analytical methods may be included.

3.1 Types of Research

The quantitative approach is the main type of research of this investigation**.**

3.2 Scope of Research

Population: The population used in this study is internet users which are approximately 52.0 million internet users in Thailand in January 2020 (Kemp, 2020). Because this topic related to the camera eat first trend in Bangkok, Thailand, and majority of participants refers to internet users and online shopping of three range includes 20 – 29 years old, less than 20 years old, and 30 – 39 years old or Generation Y and Generation Z (Matichon Online, 2021; Vijitbunyanon & Kachendecha, 2021). So, this investigation considered Generation Y and Generation Z as a main participant.

Sample size: According to rules of thumb of factor analysis design and regression analysis required 5 observations per variable and 5:1 to 20:1 respectively (Hair et al., 2018). Hence, the approximately items of this investigation equal to 50 items multiply by 5 = 250 participants to satisfy the rules of thumb.

Sampling: This research is conducted in a random sampling using Probability sampling and for the distribution of the samples. The researcher conducted the multi-stage sampling as follows.
Step 1: cluster sampling is used to divide 50 districts in Bangkok into 6 districts that will represent the total number of districts.

Step 2: Quota sampling is then used by specifying the size of each sample in each region in proportion to the total number of samples will receive 70 samples per region.

Step 3: The convenience sampling is chosen without rules and mainly based on the convenience of the researcher in which the researcher will ask for preliminary information to screen the target sample.

3.3 Research Tool, Testing Research Tool, Data Collection and Analysis

3.3.1 Factor Analysis

The factor analysis is employed to define the structure among the independent variables to form the determinants of food photography. The Bartlett's test of sphericity required the p-value less than .05 indicates that sufficient correlations and the measure of sampling adequacy (MSA) values must exceed .50 for both the overall test and each. Selecting the factor models and number of factors by considering the eigenvalues more than 1.0, 60% of variance explained and scree test, rotation. Choosing factor rotation may be used orthogonal or oblique rotation methods depends on the nature of data. Assessing factor loadings by considering of ±.40 and checking the Cronbach's alpha to establish the reliability value.

3.3.2 Multiple Regressions

When the components of food photography occurred than two components, the multiple regression is utilized to explain the impact of food photography on intention to purchase which independent and dependent variables as the metric. The four assumptions are examined in terms of linearity, constant variance, independence of error terms and normality of the error terms distribution.

3.3.3 Content Validity

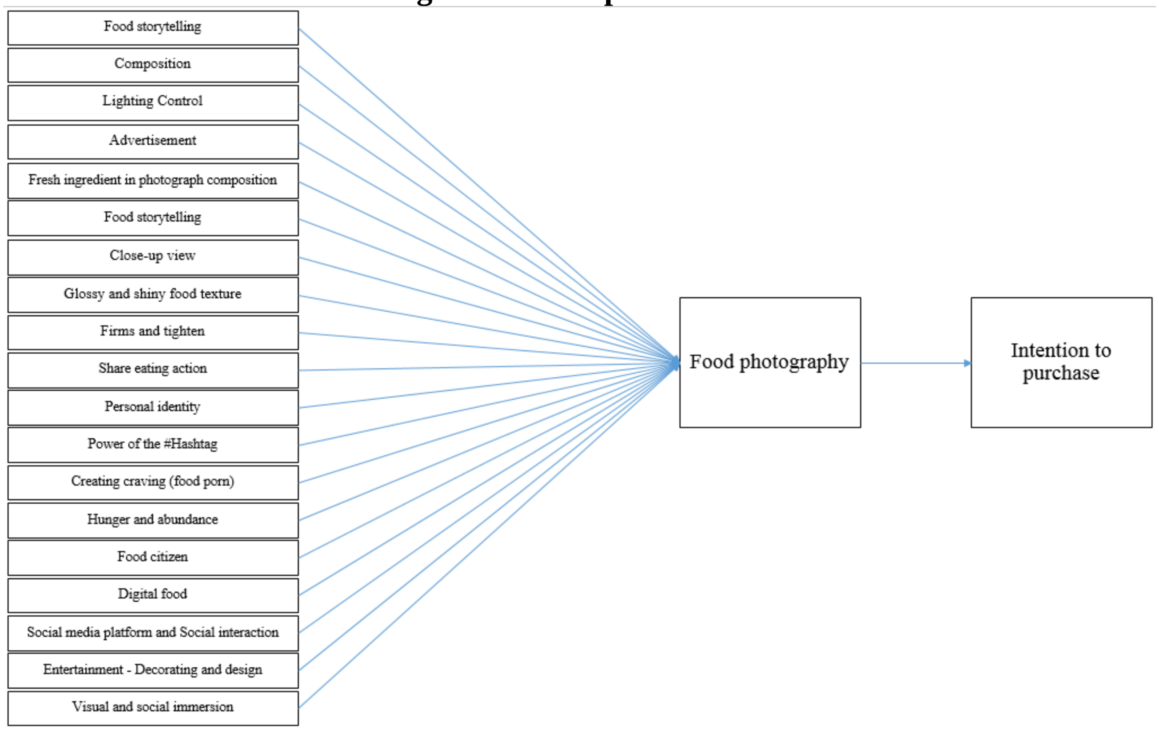
The draft of the questionnaire was tested to find the directness of the tool according to the content. The main purpose was to check the suitability of the language used in the questionnaire with the method of finding the Index of Item-Objective Congruence (IOC) in which three of research experts or people who are specialized in the regarding topic were invited to check the content accuracy to adjust and improve the developed questionnaire according to their recommendations. The criteria for determining of the IOC is a question that has an IOC value from 0.50 - 1.00 is considered appropriate, can be used in questionnaire, however the one that has a lower than 0.50 of IOC score should be considered for improvement or elimination (Pallant, 2013). In the process of testing the reliability of the questionnaire: the revised questionnaire that passed the content validity test was then used to conduct a pretest with a total of 30 research subjects that has similar characteristics to the population in the study to check whether the question can convey the meaning as well as whether it is appropriate to use in the certain purpose. After that the received questionnaire was tested for assessing the content reliability by using the coefficient formula of Cronbach's Alpha Coefficient. If the correlation coefficient between questions and the total points of all questions is 0.7 or more, it is the accepted criteria which mean that this question can be selected as a question in the questionnaire.

3.3.4 Data Collection

In data collection process, the data was collected from the online questionnaires starting from explaining, clarifying, and understanding information about this research such as research title, purpose, benefit and researcher will explain the required data in the questionnaire before the actual data collection begins. To obtain accurate information according to the purpose in which all types of research respondents record data will not specify a name-surname, which can be identified as an individual research participant / volunteer by using it as a code instead. To maintain ethical standard, the instruction will be stated and the informed consent letter will be signed before every further action, with the content on protecting the rights of the informant, the information obtained from this research is for educational purposes only. No personal information will be disclosed and. Researcher also specifies respondents who recently ordered the foods online in Bangkok from either one of the selected five food related website including Foodpanda community, Lineman web board, Pantip chat board, Gojek web board and Wongnai.com and online questionnaires are distributed through five food related website including Foodpanda community, Lineman web board, Pantip chat board, Gojek web board and Wongnai.com which are open communities. Moreover, the researcher has specified a contact number and the address of the institute and respondent code at the papers. If the respondents feel uncomfortable or wish not to provide information after the inquiry, they are able to bring the respondent code to request to withdraw the information at any time.

4. Results and Discussion

Figure 1. Conceptual Model



5. Conclusion and Expected Result

Discuss your findings by comparing those of previous studies. Address academic and practical implications. Conclude with some directions for future research or practice, and any limitations of this study.

5.1 Conclusion

This paper aims to study and the components of food photography and define the underlying structure among the variables of food photography towards intention to purchase based on the context of Thailand, Bangkok. Also, to study the impact of components among food photography on intention to purchase based on the context of Thailand, Bangkok. The factor analysis and multiple regression are employed to define the structure among the independent variables to form the determinants of food photography and explain the impact of food photography on intention to purchase respectively.

5.2. Contribution

Theoretical contribution: This investigation aims to transform the qualitative approaches of food photography to quantitative approach to define the structure of this variable and explain the impact of food photography on intention to purchase based on the perspective of customer in Bangkok, Thailand. Furthermore, to integrate the concept of culinary arts – restaurant and consumer behavior, especially, intention to purchase.

Managerial contribution: This research purposes to identity the determinants of food photography that entrepreneur, manager, or employees need to concern when take a photo to promote, advertise, and communicate with end-use appropriately. To increase a chance of intention to purchase among the target market via social media and onsite.

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Effects of personal and social norms on restaurant customers' sustainable behaviour: An investigation in the social media context

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Abstract
The purpose of this study was to investigate how personal and social norm affect customer engagement with social media that promote pro-environmental behaviors. A self-administered survey of potential participants was performed. Structural equation modeling and multigroup analysis were used to test hypothesized relationships. The findings confirmed the positive and strong effect of social norm on customer engagement, which significantly influenced brand commitment and behavioral change. The effects of social norm on customer engagement were significantly greater in the high social reward group as well as in the high social identity group, indicating the moderating roles of social reward and social identity.

Keywords: Restaurant Sustainable Behaviour, Social Media, Personal Norm, Social Norm

Micro-weddings and the pandemic: Cases of Malaysia and Indonesia

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Abstract
Religious and cultural events are among the main drivers of visiting friends and relatives (VFR) type of tourism. Wedding ceremonies or receptions can be regarded as cultural events that induce domestic travel. With the unprecedented pandemic, wedding receptions have been forced to reduce the number to be as low as 100 attendees or less. This paper attempts to discuss the restrictions imposed on wedding ceremonies or receptions in Indonesia and Malaysia during the COVID-19 pandemic. This research explores the changes in how wedding receptions are held, and observes the differences and similarities of value perceptions from both hosts and attendees. The study uses a qualitative method of face-to-face semi-structured interviews with informants from both countries. It is found that several adaptations were made by the organisers. Both positive and negative values were recorded from the attendees, revealing an inclination towards positive value.

Keywords: Weddings, VFR, Pandemic, Culture, Value Perception

Advancing eco-tourism as a COVID-19 recovery strategy in the Solomon Islands

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Abstract
The discussion draws attention to the challenges associated with the COVID-19 pandemic in the Solomon Islands. As the Solomon Islands is consolidating different tourism avenues to recover from the ongoing challenges associated with a pandemic environment, one of the country's ecological attractions become the subject of interest to reactivate its economy. With the potential of attracting the Australian and the Chinese tourism market post-COVID-19, it is imperative for its local tourism authority to consider critical strategizing of all tourism avenues including eco-tourism and establish collaborative efforts with the local communities.

Keywords: Eco Tourism, COVID-19, Recovery, Solomon Islands

A framework for the analysis of policy perceptions on Malaysia's COVID-19 tourism recovery strategies

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Abstract
This paper examines the economic impact of COVID-19 on the tourism industry in Malaysia, with the view to develop a framework for the analysis of policy perceptions among tourism stakeholders. From March 2020 to December 2021, the Malaysian government implemented eight economic stimulus plans that encompass tourism recovery strategies. While there are studies outlining these strategies, there is limited literature on the stakeholders' perception on their implementation. Focusing on three stakeholder groups (hotels, travel companies and employees), a study schema is developed as guidance for the preparation of a qualitative research questionnaire. Upon execution, the study will contribute to the analysis of regulatory impact on the recovery trajectory of the Malaysian tourism industry. The findings are likely to inform the evaluation of actual results and subsequent policy-making.

Keywords: COVID-19, Government Policy, Institutional Theory, Recovery Strategies, Tourism Revival

1.Introduction

This paper examines the economic impact of the coronavirus (Covid-19) pandemic on the tourism industry in Malaysia, with the view to develop a framework for the analysis of policy perceptions among tourism stakeholders. More than two years after the detection of Covid-19 in Wuhan, China, the world is still in the throes of the pandemic, although recovery is in the horizon.

From the inception of the first Movement Control Order on 18 March 2020, Malaysia's tourism industry was hard-hit. Hotel occupancy declined drastically, leading to closures. Travel companies came to a virtual stand-still and lobbied for government assistance (MATTA, 2020). Job loss in the tourism industry became a norm during this period. The Malaysian government responded with various recovery strategies, including the enactment of the Temporary Measures for Reducing the Impact of Coronavirus Disease 2019 (Covid-19) Act 2020. In the literature review, these strategies will be juxtaposed with the Covid-19 impact that they sought to ameliorate. A study scheme with tentative conjectures on the likely impact is devised to guide the development of the qualitative research questionnaire.

2.Literature Review

2.1 The impact of Covid-19 on Malaysia's tourism industry

Foremost, Malaysia's tourism revenue plummeted, from RM 86143.50 million in 2019 to RM 12688.20 million in 2020 (Trading Economics, 2021). As travel became unfeasible, the Visit Malaysia 2020 campaign was swiftly cancelled by the Ministry of Tourism, Arts and Culture (MOTAC) (The Star Online, 2020). Studies conducted by The Malaysian Association of Tour & Travel Agents (MATTA) showed that 68% of Malaysian travel companies had applied for various government aid while 51% relied on wage subsidy to sustain their employees. Further, 29.5% of these travel companies were contemplating business closure (MATTA, 2020a).
Job loss in the tourism industry was rife. This was because more than 100 hotels had ceased operation during the pandemic (MAH, 2021). Retrenchment of workers became a common response to Covid-19 (Husin, Kassim & Rasli, 2021).
Additionally, Malaysian travel companies faced pressure from consumers who demanded for refund of tour fares. Their potential liability from such demands was approximately RM500 million. Many travel companies were unable to meet such obligations, especially where they could not recover the payments made to third party service providers notably, airlines, hotels and ground handlers (The New Straits Times, 2020).

2.2 Malaysian government's tourism recovery strategies

The Malaysian government has taken various measures to assist travel companies and hotels. For example, under the Economic Stimulus Package No. 1, travel companies were granted a deferment of monthly income tax instalment payments. Hotels, travel agencies, airline premises shopping malls, conventions and exhibition centres enjoyed 15% discount in monthly electricity bills. Hotels and travel companies were also exempted from Human Resource Development Fund levies. These strategies were intended to minimize the closure of tourism businesses.

To encourage domestic travel, personal tax relief of up to RM1,000 was granted in respect of domestic tourism related expenditure. In addition, Malaysians are eligible to digital vouchers for domestic tourism of up to RM100 per person for domestic flights, rails and hotel accommodations (MATTA, 2020b).

Under the Economic Stimulus Package No. 2, eligible travel companies could apply for wage subsidy and the deferral/rescheduling of employer's contribution to the Employees Provident Fund. Further, to ease the cash flow problem of travel companies, the government established a RM50 billion guarantee scheme whereby the government would guarantee up to 80% of the loan sum obtained for the purpose of financing working capital (MATTA, 2020c).

A more holistic approach was announced in June 2020, whereby the government's National Economic Recovery Plan (PENJANA) focused on empowering people, propelling business and stimulating the economy. While wage subsidy remained available, funds were channelled for the reskilling and upskilling of the unemployed. To help tourism businesses adapt to the new normal, RM1 billion was allocated to finance transformation initiatives by SMEs in the tourism sector. Moreover, RM1.8 billion in tax incentives were budgeted to support the tourism sector during Covid-19 (KPMG, 2020).

By the end of 2021, the government had introduced eight economic stimulus packages of varying sizes with strategies encompassing the abovementioned and more. Additionally, under the country's Budget 2022, RM 1.6 billion is allocated for the revival of the tourism industry. The government's key initiatives (inclusive of some existing strategies) are intended to benefit more than 26,000 employers and 330,000 employees. The initiatives include the following (Malaysia Ministry of Finance, 2021).

By the end of 2021, the government had introduced eight economic stimulus packages of varying sizes with strategies encompassing the abovementioned and more. Additionally, under the country's Budget 2022, RM 1.6 billion is allocated for the revival of the tourism industry. The government's key initiatives (inclusive of some existing strategies) are intended to benefit more than 26,000 employers and 330,000 employees. The initiatives include the following (Malaysia Ministry of Finance, 2021):

2.2.1 The extension of PENJANA financing and rehabilitation schemes for the tourism sector
2.2.2 Special assistance to more than 20,000 tourism operators (licensed by MOTAC) for a period of three months
2.2.3 Maintenance of tourism infrastructure
2.2.4 Matching grants for the repair of 738 budget hotels (licensed by MOTAC), as well registered home stay owners
2.2.5 Matching grants to companies to organise arts and culture-related programmes
2.2.6 Incentive funds for activities to promote domestic tourism
2.2.7 The extension of special individual income tax relief for domestic tourism expenses of up to RM1,000

In short, there are various recovery strategies that seek to support the tourism industry during Covid-19. However, there are limited studies that assess the stakeholders' perception on the implementation of these strategies, let alone their actual impact.

3.Methodology

The institutional theory will serve as the theoretical background, since the framework pertains to the analysis of government strategies. The institutional theory posits that an institution (be it state agency, private institution or law) affects rules, norms and culture, which ultimately influence the socio-economic spheres (Lapeyre, 2011). That government policies and strategies influence a specific industry has become a truism (Scott, 2008), the challenge lies in determining whether the strategies are effective. The proposed study seeks to evaluate the stakeholders' perception of the effectiveness of the government's strategies to support travel companies during Covid-19.

To gain in-depth, insightful narratives from the stakeholders, a qualitative inquiry through semi-structure interviews is preferable. Indeed, the qualitative method has been adopted in studies involving the evaluation of tourism policies and governance (Li, Liu & Qiu, 2020; Stoffelen et al., 2020). While it suffices to interview participants until the data returned reaches the saturation point, it is estimated that, to gain a comprehensive picture of policyperceptions, a reasonable large number of participants should be interviewed.

Focusing on impact on businesses, as opposed to consumers, three participant groups will be approached, namely, hotels, tour operators and employees. Consumers are excluded because consumer perceptions warrant separate research. Combining business and consumer perceptions in this context is likely to dilute the focus and value of the study.

4.Study Schema

Figure 1 below is the schematic representation of the factors that inform the study on policy perception, derived from the recovery strategies highlighted in the literature review. The interview questionnaire will be developed based on this schema. It is highly probable that the benefits to the employees are indirect, as government aids are channelled primarily to the business stakeholders. Hence, the colour differentiation between the linkages. The schema is strictly conjectural. While it serves as a reference point for the questionnaire, it is not the intention of the researchers to devise questions that seek affirmatory responses.

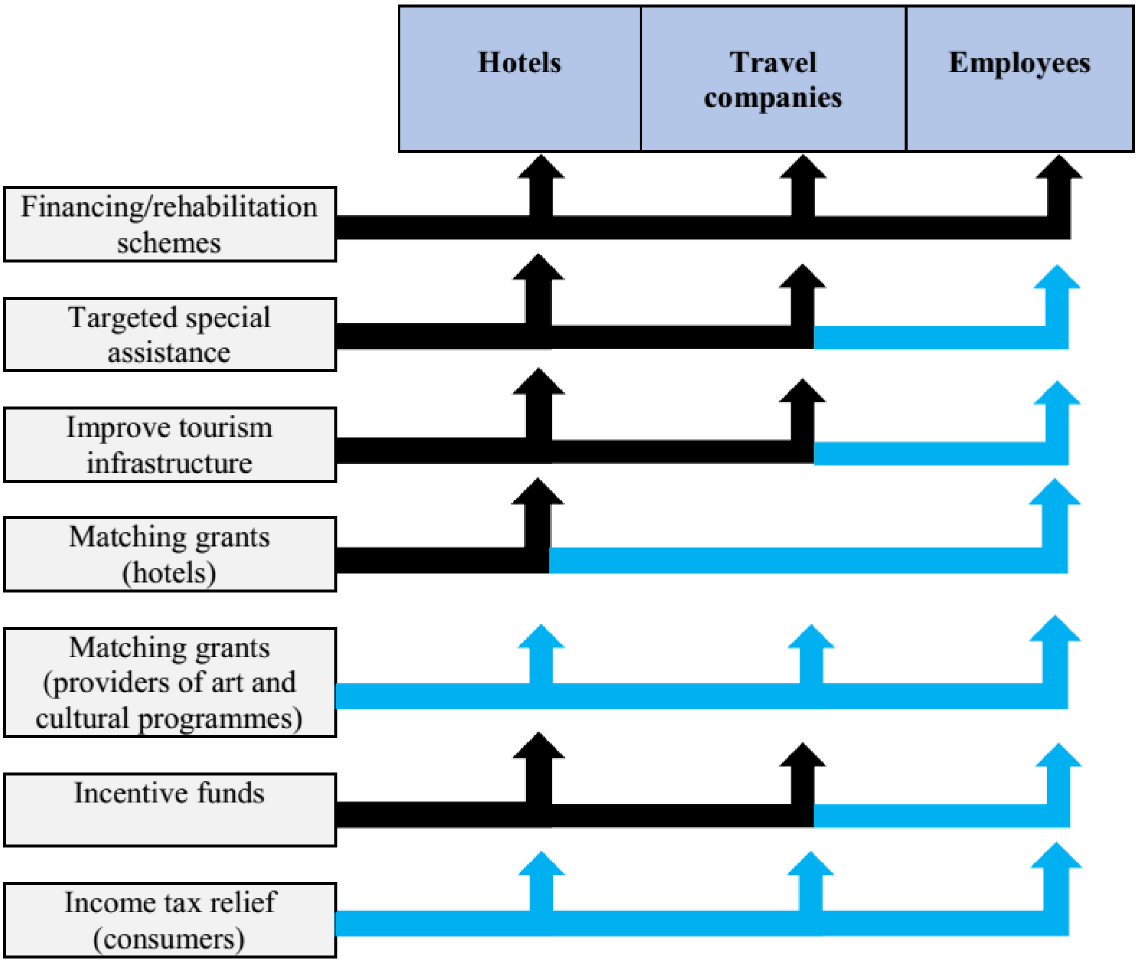

Figure 1. Schematic representation of the government strategies and likely benefits

The questionnaire devised will be applied towards addressing the following research questions.

Research Question 1

Do tourism operators perceive the Malaysian government's tourism recovery strategies as beneficial to their businesses?

Research Question 2

Do employees in the tourism sector perceive the Malaysian government's tourism recovery strategies as beneficial to their livelihood?

5.Conclusion

It is premature to comment on the outcomes, seeing that the paper merely seeks to devise the study framework for policy analysis. It should be noted that at the nascent stage, it is probable that the design of the study may change. In particular, early responses from the participants may indicate that Research Question 2 is more suited to a quantitative study. The flexibility of semi-structured interviews allow the researchers to adapt accordingly.

Successfully executed, the study will contribute to the analysis of regulatory impact on the recovery trajectory of the Malaysian tourism industry. The findings are likely to inform the evaluation of actual results and subsequent policy-making.

The main limitation lies in the scope of the study, which is confined to the analysis of policy perceptions among business stakeholders. The exclusion of consumers is regrettable but deemed necessary, to maintain the focus of the study. Conversely, this means that consumer perception on the effectiveness of tourism recovery strategies constitutes an area for future studies.

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Responding to the COVID-19: The experiences and coping strategies of high-end hotels in China

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1. Introduction

According to the National Bureau of Statistics, the tourism sector contributes to 11.05% of the GDP in China, providing 79.9 million jobs directly and indirectly (China's National Bureau of Statistics, 2020). Accommodation, transportation, shopping, entertainment, and integrated service are among the largest supporting sectors. In particular, the accommodation industry accounts for more than 600 billion yuan in revenue. However, this industry is highly sensitive to recession, disasters, crisis, pandemics, and terrorist's attacks (Mclntosh et al., 1995). Since the beginning of the 21st century, the hospitality and tourism industry has experienced a number of crises and pandemics such as the September 11 Attacks in 2001, the Severe Acute Respiratory Syndrome (SARS) pandemic in 2003, the H7N9 bird flu in 2004, the Hurricane Katrina in 2005, the Global Financial Crisis in 2008, the H1N1 pandemic in 2009, the Deepwater Horizon Oil Spill in 2010, and the Japan Earthquake & Tsunami in 2011, among others. These disastrous and unfortunate events put a temporary hold on hospitality management and operations, or permanently close doors.

The COVID-19 pandemic is a severe blow to the world economy, and the hotel industry has been facing aggravating negative economic impacts. Such disastrous impact of the crisis has brought increasing academic attention on examining relevant economic impacts, demand changing patterns, and coping strategies (e.g., Smart, 2021; Hall, 2010; Laws & Prideaux, 2006). Most studies emphasized on macro-level impacts in Western countries, leaving micro-level issues and corresponding responses in Asia-pacific countries understudied. During the pandemic, tough decisions must be made on a daily basis, and the corresponding responses and coping strategies of the hotels in China can be an example generalized for other countries during the whole process of the COVID-19. Therefore, it is paramount to explore and examine the impacts, challenges, and coping strategies in responses to the COVID-19 pandemic at micro-level in China.

In the present study, a case study approach was employed, providing the first-hand experiences of case hotels during the COVID-19 pandemic. Specifically, the objectives of the study were: 1) to examine how the COVID-19 affect case hotels' daily operation and strategic decisions; 2) to investigate the corresponding responses to the pandemic challenges from the perspective of case hotels' management team; 3) to evaluate how effective those coping strategies were and what lessons could be learned from this pandemic.

2. Literature Review

2.1 Crisis and Disasters Affecting Hospitality and Tourism Industry

The issue of crisis and disaster has brought tremendous attention in hospitality and tourism literature since 2004 (Ritchie, 2004). The definitions of the two terms are essentially similar and the main distinction between them is "a root cause of the problem". According to Faulkner (2001: 136), "disaster can be defined as unpredictable catastrophic changes over which it has little control", while crisis is a situation "where the root cause of an event is, to some extent, self-inflicted through such problems as inept management structures and practices or a failure to adapt to change." Specifically, disaster is triggered by sudden events over which organization has relatively little control, which refers to a negative catastrophic event that affects a system (Scott & Laws, 2006). Crisis is a human view of a shock event, which may be positive or negative on a system. However, crisis and disaster were usually employed interchangeably in the literature of hospitality and tourism. In the present study, the term of crisis, triggered by either natural or human factors, was employed. Broadly speaking, a crisis can be categorized into pandemics, terrorism, and natural disasters (Ritchie, 2004; Laws & Prideaux, 2006). The negative impacts of different crisis types vary (Huan et al., 2004; Rossello et al., 2020; Wang, 2020). Natural disasters (e.g., earthquakes, storms,floods, and volcanic eruptions) can increase tourists' awareness of the threats associated with activities within tourism destinations, increase their safety concerns about destinations, and harm their traveling motivations (Smith & Katz, 2013). Terrorism can cause tremendous economic losses to the hospitality and tourism industry due to tourists' safety concerns traveling to destinations (Sonmez, 1998). Furthermore, crises caused by terrorism and natural disasters tend to be shorter in duration (Miller, 2019), while crises due to pandemics and economic recessions usually last longer (Sheiner, 2020).

2.2 Public Health Pandemic and COVID-19 Affecting Hospitality and Tourism Industry

The hospitality and tourism industry were highly sensitive and vulnerable to crisis and pandemic (Ritchie, 2004; Zenkera & Kock, 2020). A number of pandemics have put a hold on the industry, such as H5N1 avian flue (1997), SARS (2003), the H7N9 bird flu (2004), and the H1N1 pandemic (2009). However, none of them had severe consequence as catastrophic as the COVID-19 pandemic. The COVID-19 pandemic affected the hospitality and tourism industry, the economic, and the world so badly. SARS, also caused by the coronavirus family, killed nearly 800 people and caused approximately $80 billion economic loss, primarily affecting Hong Kong and mainland China (Lo et al., 2007). In response to the SARS pandemic, a couple of strategic decisions were made and operational activities were taken into action. Examples include: 1) publicity control, 2) educational information dissemination, 3) preventive actions including temperature checking, compulsory isolation, suspension of schools and universities, 4) tracing the infection source, 5) receiving assistance and financial support from mainland China's government, 6) collaboration with World Health Organization (Lee, 2003). As a result, the hospitality and tourism industry gradually recovered as SARS had ended within a few months, and the whole recovery process lasted approximately three years before the industry return to normal.

Compared with the SARS in 2003, the COVID-19 pandemic has much more negative impacts on the global economy. The first infected case of China was found in Huhan, China on November 17th 2019. On January 4th 2020, a cluster of pneumonia cases in Wuhan were alerted (WHO, 2020). Some hotels assessed the pandemic and generated a pandemic response mechanism based on the lessons learned from the SARS in 2003. From early January to mid-March 2020, it is noticeable that the COVID-19 pandemic started to spread quickly and severely. Hotels started to receive more cancellation, the hotel business has experienced the darkest time in the history, and emergency actions were paramount to protect guests, employees, and themselves. Even worse, Wuhan was locked down, and the pandemic started to spread nationally. Meetings, conferences, exhibitions, festivals, incentive trips, and sport events were postponed or canceled, indicating a gloomy condition for the hospitality and tourism business due to the COVID-19 pandemic. To prevent the pandemic from speedy spreading, Chinese government issued a series of travel restriction policies, confining cross-province and cross-city human mobility. Hotels near major international airports were facing severe challenges and were appointed by the Chinese government for compulsory isolation observation of inbound citizens and travelers. Responsible hotels have emerged to provide free rooms for medical teams, patients with mild symptoms, citizens and travelers who need isolation observation, as well as construction workers involved in the hospital construction. Later from mid-March to April 2020, China started to gradually recover due to government's prompt responses and restricted policies. The city of Wuhan was reopened on April 8th. However, the COVID-19 pandemic escalated globally. From May to the end of 2020, China's domestic travel restriction were loosened. On July 14th 2020, the Ministry of Culture and Tourism resumed cross-province and cross-city traveling. In the year of 2021, the hospitality and tourism domestic market in China is gradually recovering from the severe negative impacts of the COVID-19 pandemic, while the international market depends on the global situation.

2.3 Crisis Management and Coping Strategies for the Hospitality and Tourism Industry

Crisis management is considered a systematic process with the purpose of preventing or lessening negative consequences caused by crisis. Researchers suggested that crisis varied in scale and origin (Ritchie, 2004). Crisis could occurs within or outside organization. In the hospitality and tourism context, crisis management has been studied at national level (e.g., Sausmarez, 2004), organizational level (e.g., Pearson & Clair, 1998), as well as destination level (e.g., Ritchie, 2004). It is suggested that a crisis consists of three stages: pre-crisis, during crisis, and post-crisis (Meyers & Holusha, 1986). More specifically, Hao et al. (2020) suggested that the COVID-19 pandemic can be divided into six stages including pre-event, prodromal, emergency, intermediate, long-term recovery, and resolution. In this crisis management framework, duration of each stage may vary due to the difference in triggers and scales (de Sausmarez, 2007). For instance, a financial crisis may last longer during the pre-crisis stage and have longer impacts during the post-crisis stage, while a pandemic may have no apparent indicators before it occurs but have longer impacts during the post-crisis stage.

In coping with crises, many researchers focused on risk management policy and environmental scanning primarily at the strategic level (e.g., Faulkner, 2001; Ritchie, 2004). de Sausmarez (2004) suggested that a national policy was needed. In hospitality and tourism literature, although Cassedy (1991) proposed a practical guide for destinations to develop crisis management strategies, most studies focused on the macro-level in Western countries (e.g., Gurtner, 2016; Prayag, 2018; Radic et al., 2020; Faisal et al., 2020). Therefore, it is paramount to fill in the research gap by developing effective and efficient crisis management actions based on first-hand case information (e.g., Glaexer, 2005). The present study aims to fill in the gap by primarily focusing on case hotels' crisis management strategies at the micro-level, particularly at the strategic and operational levels.

3. Methodology

3.1 The Study Context and Case Hotels

The present study chose three case hotels located in southeast China using convenience sampling approach. The justifications of the convenience sampling approach are: 1) this approach can get timely responses compared to probability sampling approaches (Jager et al., 2017). Given the sudden impacts and severe consequences of the COVID-19 pandemic on the hotel business, it is paramount to understand such impacts and consequences, as well as hotels' corresponding coping strategies in a timely manner; 2) extant connection with case hotels provides the advantage of getting a much more in-depth analysis on detailed operation and management data at operational and strategic levels. The three case hotels included in the present study are upper-midscale hotels, which are homogeneous convenience samples (Jager et al., 2017) located in the Exhibition Economic Region of Pearl River Delta in China. The three case hotels are Sofitel Guangzhou Sunrich, Wyndham Grand Plaza Royale Yuzhou Xiamen, and Conrad Xiamen.

3.2 Research Design

The present study employed a qualitative research design approach including two stages (Stage 1 Participant Observation, Stage 2 Follow-up In-depth Interview). The aim of this study was to examine how the COVID-19 pandemic affect case hotels' day-to-day operations, HR and personnel decisions, and responses of management team primarily at the operational level from a micro-level perspective. Details of the research design stages were described in the following sections.

3.3 Justification for Qualitative Approach

The qualitative research approach consists of a participant observation at Stage 1 and a follow-up in-depth interview with directors and managers at Stage 2. The aim of the qualitative-based case study was to obtain the first-hand experience of hotel directors and managers during the COVID-19 pandemic, operational-level coping strategies, and effectiveness assessment of those strategies.

3.4 Participant Observation and Procedures

Derived from "ethnographic methods", participant observation is a popular qualitative data collection method. It was defined as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study" (Marshall & Rossman, 1989, p.79). Participant observation enables researchers to provide a extensive description of the process of incidents (Savage, 2000) based on concentration in such incidents (Kawulich, 2005). A member of the research team took the role as the complete observer. The observation, performed during the summer of 2020, is primarily focusing on coping strategies in daily operations, HR policies, and other decisions made at both the operational and the strategic level.

3.5 Follow-up in-depth Interview Procedures

The follow-up interview aimed at gathering strategic and operational information, identifying best practices and lessons learned from the COVID-19 pandemic, as well as evaluating the effectiveness of corresponding coping strategies since the early 2020. The interview provides detailed information so that researchers can look into emerging issues in depth. Examples of interview questions include: 1) What are the consequences of the COVID-19 pandemic to your hotel? 2) Have you received any support from the government and/or any other groups? 3) How long has your hotel been closed? What factors were taken into consideration when deciding to reopen the hotel? 4) Who are your target guest group before the COVID-19 occurs? Are there any changes (decrease or increase) of the quantity of certain guest groups, and why? 5) What efforts have you made in dealing with the negative impacts of the COVID-19 pandemic? Are there any new changes in your hotel's operating strategies? What are the lessons learned from the COVID-19 pandemic? What are your future plans? The interview was conducted face-to-face, which lasted approximately 35 to 60 minutes.

4. Analysis and Findings

4.1 Stage 1: Participants Observation

The main focus of the participant observation was focusing on the impacts of COVID-19 on hotels' operational levels. Findings through participant observation were summered in the following paragraph. First, public spaces and amenities such as swimming pool, gym center, and spa area were shut down. Disinfection, ventilation, protective wears, social distancing, and body temperature monitoring are mandatory. Dine-in restaurants were closed. Buffet-style restaurants were ordered through online apps or wechat groups providing a grab-and-go option. Sinages were placed in conspicuous positions such as front desk, entrance, lobby, elevators, and restaurants. Furthermore, reservations were canceled with no fees and management team determined to shut down partial operations for financial sustainability.

4.2 Stage 2: Follow-up Interview with Directors and Managers

Given the perpetually changing situation of the COVID-19 pandemic during the study period, a follow-up in-depth interview was performed with the directors and managers in order to provide updated information. The results of the follow-up interview were summarized below. Stricter safety protocols had been continually implemented in the case hotels. For example, public spaces were disinfected at least three times daily. Employees need to wearing facemasks all the time and check the temperature on a regular basis. Contactless check-in and check-out were introduced as new operating procedures. Extra careful cleaning and disinfecting procedures were used in cleaning public areas and guest rooms. In addition, directors and managers indicated in the interview that their hotels' market segments changed before and during the COVID-19 pandemic. For example, before the pandemic, their primary customer segments are inter provincial tourists, business travelers, MICE participants. During the pandemic, business travelers and MICE participants dropped approximately 80% and inter-provincial tourists totally disappeared due to the inter-provincial tourism constraints. However, the number of local tourists and family travelers was increasing. Although coping with the COVID-19 pandemic is still challenging, some good practices and protocols were identified. For example, technology-enabled contactless check-in/out procedures are not only safer, but also more efficient and effective. Public areas and guest rooms were disinfected with machines, and air-conditioning units used medical-grade disinfectant. All these were good lessons learned from the COVID-19 pandemic. Financially, the biggest lesson learned was the hotels' financial health. It is paramount for hotels to monitor the payroll and eliminate redundant positions.

5. Discussion and Conclusions

5.1 Implications and Recommendations

Using a qualitative research design, this study primarily examined how case hotels' directors and managers responded at both strategic and the operational levels. Some important lessons have been learned in the coping process as well. It is paramount for hotels to survive, thereby hotels need to coordinate existing responsibilities, monitor their payrolls, eliminate redundant positions, as well as in the pursuit of possible supports such as tax reduction on limited condition. This is especially important when a hotel has low occupancies or even opening constraints. If paying-cut and laying-off are necessary, hotel operators need to implement the process transparently and show empathy and fairness to encourage positive employee morale. Helping laid-off employees find work opportunities or apply for epidemic-special subsidies is one way to encourage the continued development of relationships during she pandemic times. Other cost-saving strategies are also encouraged to survive during these challenging times. Furthermore, the safety and health of employees and guests should be the hotels' priority. It is significant that hotels develop innovative technologies (such as contactless elevator and check-in/out) and solid operational protocols to make sure that employees and guests are safe.

5.2 Limitations and Future Research

A convenience sampling approach was utilized in this study, indicating that the findings of this study may not be generalized to other hotels. The case hotels chosen in this study are high-end hotels. However, challenges presented to economic hoteliers in other districts also need to be addressed and researched. Future research may choose hotels from different provinces or cities, representing different markets and different property types. In addition, this study only interviewed case hotels' directors and managers which discussing coping strategies. Future research can include front-line employee's perceptive, and thus offering a more comprehensive view of related coping strategies at operational level.

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COVID-19: The effect of job insecurity on hotel employees' behavioural performance through the lens of mental health

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Abstract
The present study aims to extend the knowledge regarding the link between job insecurity (JI) of COVID-19, mental health, and behavioral outcomes based on the JD-R theory in the hospitality industry. A sample of 200 employees was selected and SmartPLS was applied to evaluate the research model and hypotheses. The results indicated that the JI doesn't impact employees' job performance but impacts their turnover intention. In addition, mental health mediates the relationship between JI and behavioral outcomes. Significant theoretical and managerial implications flow from our findings.

Keywords: Job Insecurity of COVID-19, Mental Health, Job Performance, Behavioural Intention, Hospitality Industry

Millennial consumers' unusual spending in the hospitality and tourism industry

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Abstract
It is even the case for well-educated young millennials to be impacted by the house-affordability crisis. However, young millennials have been stigmatized as 'impulsive shoppers' in media. Using the framework of perfectionism-procrastinatory behavior from clinical psychology, this current study empirically explore the antecedents of millennial consumers' impulsive spending in the hospitality and tourism industry. The results of this study expect to shed light on understanding young millennials' impulsive spending in the hospitality and tourism industry from the psychological and socioeconomical perspective.

Keywords: Millennials, Impulsive spending, Food away-from-home, Travel

An exploratory study on consumer preference for space travel, space hotel services and space food

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Abstract
Space tourism refers to members of the public (i.e., space tourists), such as civilians, travelling into space for recreational purposes (Strickland, 2012). It covers spaceflights that are sub-orbital, orbital, and beyond the Earth's orbit. Space tourism has been regarded as a futuristic concept; very limited research has investigated this topic. Since North American and Chinese space tourism industries are the top two markets for space tourism, this research aims to explore (a) how Asian and Western consumers/tourists perceive space travel, (b) their preferences for space hotel services and (c) their preferences for space food. Practical implications for space travel development will be discussed.

Keywords: Space tourism, Space food, Space tourists, Consumers preference, Space hotel

Exploring the effect of perceived sensory experience value on behavioural intentions: An evidence from boutique hotels

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Abstract
This study empirically examined the effect of perceived sensory experience value (PSEV) on boutique hotel guests' behavioral intentions. The Mehrabian-Russel approach was implemented to explore the role of sensory experience perceived during a boutique hotel stay. Statistical analysis of 289 survey data was performed using structural equation modeling (SEM). The results revealed that each dimension of hotel atmospherics has varying effects on PSEV. Furthermore, sensory pleasure and emotional arousal influenced both revisit and word-of-mouth intentions while novelty only influenced word-of-mouth intentions. Findings from this study enhance the understanding of the sensory experience and consumer behaviors in boutique hotel settings.

Keywords: Boutique hotel, Atmospherics, Perceived sensory experience value, Behavioral intentions, Multi-group analysis

Do wellness tourism factors and perceived risk influence behavioural intention?

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Abstract
This study investigates the relationship between wellness tourism factors and perceived risk with behavioral intention. The study was conducted in Davao City through an online survey. Pearson correlation was utilized to determine the relationship between these variables. Moreover, a two-stage least squares (2SLS) regression analysis was used to identify which wellness tourism factors and perceived risk factors influence wellness tourism behavioral intentions. Results of the study showed that there are significant relationship between wellness tourism factors and perceived risk with behavioral intention. Accordingly, findings suggest that wellness destination governance as well as health and safety and time risks are statistically influential to behavioral intention.

Keywords: Wellness tourism factors, Wellness behavioural intention, Perceived risk, Two-stage least squares

Exploring the link between travel motivations and identity construct among urban Indian youth in Kuala Lumpur

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Abstract
This paper focuses on travel-based motivations of young urban Indians in Kuala Lumpur. Mapped against Sustainable Goal no.3, which is of health and well-being, a qualitative case study on the lifestyle patterns of these young people is explored. This paper will use previous studies on the travel patterns of urban Indians to comment on the construct of identity this community experiences. Findings will prove whether the younger generation offers an inter-generational change not only in travel-based preoccupations, but in life choices of identity construct.

Keywords: Travel, Identity, Indian, Young people

A review of wine/spirits tourist attraction research

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Abstract
As the government and the manufacturing industry involve in and explore Chinese spirits *(baijiu)* tourism, the integration of Chinese spirits and tourism develops into a growing trend. However, researchers have uncovered contradictions and ambiguity in the scope of Chinese spirits tourism, the classification it falls under, and the components of its tourist attractions. The role of spirits-related tourism resources in the overall attractiveness of a whole tourist destination perceived by tourists is still unclear. Therefore, the purpose of this study is to compare the Chinese and English literature on spirits and well-established wine tourism, respectively, and to explore tourists' motivating factors and hierarchical attractions for Chinese spirits tourism that can borrow from their wine tourism counterparts. The research focus is tourism attraction, and Leiper's (1990) model of tourist attraction system constitutes the theoretical framework of this study. In essence, the research jointly made multi-dimensional excavation of Chinese spirits tourism attractions that are similar and different from those in wine tourism, made original contributions to the research of Chinese liquor tourism, and facilitated local governments and tourism departments to formulate feasible planning and developing policies, and construct effective destination marketing strategies.

Keywords: Attraction system, China, Spirits tourism, West, Wine tourism

1. Introduction

Wineries or vineyards in Western countries have been appealing to tourists for decades. France is a representative of wine tourism destinations in the West where the Grand-Classified Growth and prestigious Châteaux like Lafite, Latour and Châteaux Margaux are well known for the uniqueness of their 'terroir' (i.e., environmental factors contributing to successful wine production). These places have attracted a considerable number of tourists, domestic and abroad.

Scholars have paid sufficient attention to wine tourism development. A preliminary search of key words "wine tourism" (in title) via Google Scholar returns more than 1,000 results. By contrast, a search with the two key words "Baijiu" and "Lvyou" (in title) via Baidu Scholar returns merely dozens of results. The limited number of research outputs on spirits tourism does not match the increasing interest of regions to develop spirits tourism, such as Guizhou and Sichuan. This study thus aims to explore the components of Chinese spirits tourism are similar to and those are different from wine tourism studies regarding investigation of tourism attractions. Leiper's (1990) model of tourist attraction system was adopted as the rationale of this study to construct the hierarchical attraction system of Chinese spirits tourism.

2. Rationale for this study

2.1 Leiper's tourist attraction model

This study adopted Leiper's (1990) conception of tourist attraction as the framework to organize the discussion of studies on wine/spirits tourism attractions. According to Leiper, the tourist attraction system has three elements: human, central/nuclei, and informative/marker. The human element refers to the tourist who is motivated to experience the central element, namely, the physical substance of the attraction. The informative element refers to the marketing information that arouses resonance in the mind of the tourist. Leiper's conception dated back to MacCannell's (1976) understanding of attraction. The latter proposed that attraction comes into being with the interconnection between the tourist, the sight, and the marker. The difference between the two conceptions of tourist attraction lies in the second element.

Leiper (1990) extended MacCannell's second element "sight" into "nucleus" (central), from sightseeing objects to a broader scope of the central component of the attraction that motivates tourists' travel. He also emphasized the tourists' inner needs/wants like relaxation or education would be converted into the motivations that push tourists to go for a specific destination where it can satisfy these needs and wants, and negated Lew (1987)'s idea of the intrinsic attraction of tourist attributes.

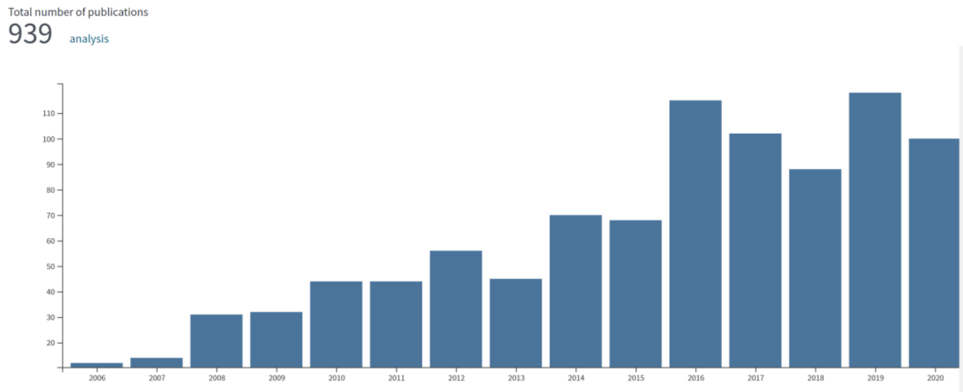
Hence, this study chose to focus on the human element and the central element of wine/spirits tourism attractions. The informative element was excluded as the tourist-sight link appears to be the most important connection in the attraction system. I thus drew on the English and Chinese literature to explore what motivates tourists to experience a wine or spirits tourism attraction and to examine what central elements of the relevant attractions can satisfy the needs and wants of tourists.

3. Methodology

3.1 Literature searching

This article adopted key databases to search literatures on wine tourism and Chinese spirits tourism. The search of wine tourism literature was conducted through Web of Science. It wanted to examine the recent literature and thus chose to search the literature in the past 15 years (before this period, there were only a few studies on wine tourism). As shown in Figure 1, since 2006, more than 900 research outputs (including journal articles, book chapters, and theses) on wine tourism have been produced. Figure 1 shows an increasing academic interest in wine tourism.

Figure 1. Number of publications on wine tourism (WoS, 2020)

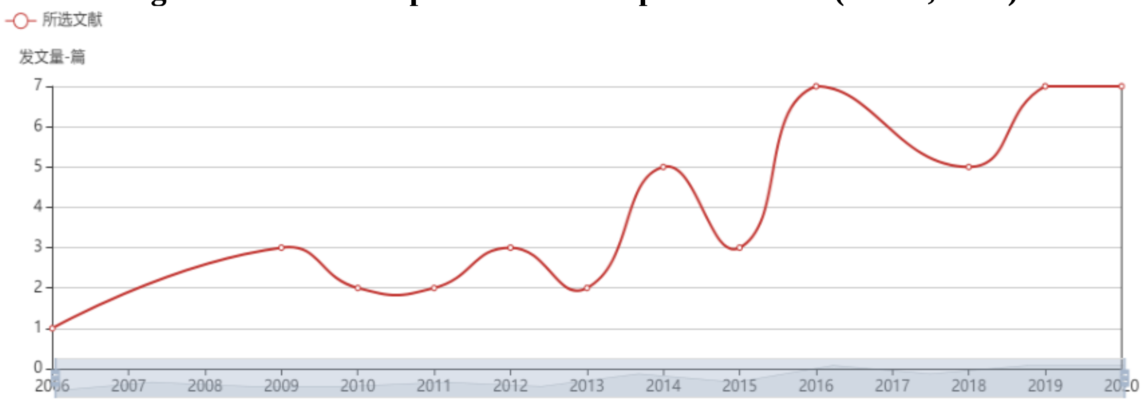


The wine tourism literature includes 69 articles on Web of Science (till the moment of conducting the search in 18 December 2020) on the motivations of wine tourists. A cluster analysis via CiteSpace shows that the subtopics on tourist motivations of wine tourism include the following: brand equity, knowledge, place attachment, wine consumer, experience, food, and festival (see Figure 2).

Figure 2. Subtopics of wine tourists' motivations.

Next, this article searched CNKI for publications on spirits tourism. For the purpose of comparison, I set the period as 2006 to the present (same as the period for English literature on wine tourism). Actually, few studies on spirits tourism had been conducted before 2006. The searching result is 40 research outputs, including journal articles and theses. A computation shows that the number of research outputs on spirits tourism is fewer than 5% of that of wine tourism. However, a similarly increasing academic interest can be identified (see Figure 3). Most studies on spirits tourism investigated various issues on cultural heritage development and industry convergence, and few studies have examined the attraction system of spirits tourism.

Figure 3. Number of publications on spirits tourism (CNKI, 2020).



4. Findings

4.1 Tourists' motivations to experience wine/spirits tourism attractions

Hall et al. (2000) defined wine tourism as "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors" (p. 297). This definition discloses that the main motivations to experience wine tourism attractions are derived from the wine-related factors, namely, the wine product per se, products related to wine, and the physical attributes of production venue *(terroir)*. It also draw a clear line between wine tourists and general tourists. This classification of wine tourist motivations is in accordance with Leiper's emphasis that tourists' needs and wants are critical for travel decision-making (Charles & Ali-Knight, 2002).

The level of interest in wine, knowledge of wine, and psychological factors are important predictors of wine tourists' motivations (Charles & Ali-Knight, 2002). First, the role of interest (in wine) in determining motivations is exemplified in Hall's (1998) classification of wine tourists: wine lover, wine interested, and curious tourists. Charles and Ali-Knight (2002) added a fourth type of wine tourists, namely, Hanger-on who goes to the winery with companions within a group rather than being motivated by interest. Second, the role of wine knowledge also contributes to forming wine tourists' motivation. Charles and Ali-Knight (2002) found a positive association between wine knowledge and interest in wine tourism is that all of "the highly knowledgeable were also highly interested," (p. 313) so they proposed the subcategory of 'connoisseur' under 'wine lover.' Third, psychological factors are also important for wine tourists' motivations (Alant & Bruwer, 2004), especially 'personality' (Galloway et al., 2008) being elaborated into self-image and self-congruity can be associated with brand equity of wine brands and of their specific '*terroir*'(Pratt, 2017); for example, Penfolds/Lafite or high-end burgundy wines are often socialized as the representatives of 'rich' image in Chinese consumers.

Wine tourists' primary motivations are wine tasting and purchasing, and sub-motivations include socializing, learning, entertainment, and relaxation (Alant & Bruwer, 2004). Byrd et al. (2016) echoed the view of Alant and Bruwer (2004) on primary motivation of wine tourism. When wine tourists have the primary concern on wine tasting and purchasing, they can be regarded as wine consumers and would pay much attention to the quality and variety of wines (Byrd et al., 2016). Choe and Kim (2018) found that the epistemic value contributes a lot to consumers' positive attitudes toward wine tourism attractions or destinations. Tourists are interested in learning and exploring the local wine culture. Finally, relaxation/getaway is also a sub-motivations for a wine trip (Hall et al., 2000).

Based on previous discussion, the motivations of wine tourist can be categorized into three types: wine per se (e.g. wine consumption, wine purchasing or tasting), wine-peripheral factors (e.g. wine knowledge education and learning), and non-wine related impetus such as relaxation and socialization. Antecedents of these motivations include psychological characteristics, the level of interest in wine, and relevant knowledge about it.

However, having searched spirits tourism literature on CNKI, there have been few studies on spirits tourists' motivations. An exception is that Meng et al. (2015) explored predictors of spirits tourists' motivations to visit Yibin, Sichuan. They found five psychological factors leading to motivations of spirits tourists, including adventure, nostalgia, elegance, taste, and spirituality. Xie (2015) also identified the tourists' willingness to Chinese liquor culture-oriented tourism based on Logistic model. It is found that age has a significant positive effect on tourists' motivations to participate in spirits culture tourism. And there was a significant correlation between age and spirits involvement. More crucially, It suggested the spirits brand name was the most recognized factor that pushed the tourists to travel for such spirits region.

Regrettably, much of the research conducted thus far has focused exclusively on the supply-side of spirits-related tourism, failing to consider the tourists' needs and motivations (Qin et al., 2021). As a result, drawing on the experience of wine tourists' motivations has significant theoretical implications for advancing academic research into spirits tourists' needs or desires and also practical contributions to developing satisfactory tourist attractions for fulfilling such wants prior to their visiting a spirits region.

4.2 The hierarchy of wine/spirits tourism attractions

Attractions per se is the other critical element (in the attraction system) to be discussed in this study. Wine tourism attractions can be categorized into different types based on their prominence to tourist experience. Leiper (1990) has proposed a hierarchy that has been extensively cited in the past decades. Primary attraction is on top of the hierarchy, secondary attractions in the middle, and tertiary attractions on the bottom. Primary attractions are decisive in the tourist's travel decision marking process. Secondary attractions are known before traveling but not critical for making a travel decision. Tertiary attractions are unknown to tourists before departure and encountered or discovered during sojourn in the destination.

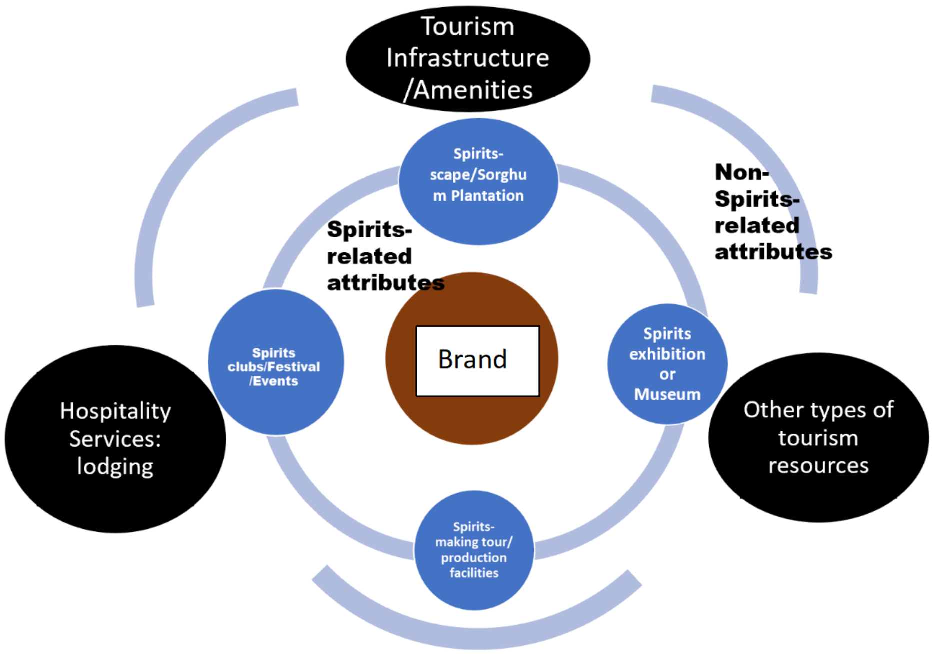
Leiper's (1990) hierarchy is applicable for the classification of wine tourism attractions. Primary attractions of wine tourism are wine per se, represented by the quality and variety of wine (Alant & Bruwer, 2004; Byrd et al., 2016; Hall et al., 2000). Secondary attractions are represented by the servicescape related to wine, such as production facilities, tasting rooms, wine clubs, factory tour, and wine education (Byrd et al., 2016). Tertiary attractions in the wine tourism context are somewhat inconsistent with Leiper's (1990) definition that emphasizes the casual nature of the tourist experience of this type of attraction. The tertiary attractions for wine tourism are represented by wine festivals or events (Mitchell et al., 2000), hospitality facilities and infrastructure (Tourism Tasmania, 2002). But branded wine festivals may be the primary or secondary motivation for wine lovers.

Comparatively, studies on spirits tourism attractions were mostly conducted by Chinese researchers. Their investigations of spirits tourism found self-congruity played a critical role in spirits tourists' demand so that well-know spirits brand names such as Moutai and Wuliangye are important attractions for their decision-making (Qin et al., 2021). The tourism attractions around spirits culture such as heritages, folk customs, drinking vessels, and spirits-related celebrities were also identified crucial in tourists' decision-making (Wan, 2006). Additionally, the review of literature indicated industrial facilities could stimulate tourists' sensory experience, including plantation, production facilities, spirits-making process, and packaging, which allows tourists to perceive the whole producing process of spirits from its origins in farmland to the end of retail products (Qin et al., 2021). Lastly, the tourism infrastructure and relevant hospitality service-facilities in the local region were found essential in fulfilling their relaxation motivation.

5. Discussion

Based on the discussion above, this study took the Leiper's model of tourism attraction system (1990) to construct the theoretical framework of the hierarchical 'nuclei' of a spirits region, shown as below:

Figure 6: The Hierarchical Nuclei of Spirits Region



First, the brand image of spirits or production venue could serve as the 'primary nucleus' that takes effects in matching tourists' self-esteem, decisively influencing them to visit a certain spirits tourism destination over another. Second, the spirits-related landscape such as sorghum plantation, and production facilities could supplement each other to satisfy tourists' interactive and sensory experience, especially for visual and tactile sensations; meanwhile, spirits exhibition and festivals could reach their expectations for epistemic value of spirits culture and wants for entertainment as well. Those are ranked as the 'secondary nuclei.' Lastly, the tertiary circle is redefined as necessary attractions for all destinations but not decisive in the selection of the specific choice to tourists. In this study, they are non-spirits features such as hospitality services like lodging or tourism infrastructure/amenities and other types of tourism resources, which could meet tourists' essential requirements for leisure and relaxation.

6. Conclusion

This study modified the framework of tourist attraction system from Leiper (1990) to discuss the literature on wine/spirits tourism attractions. This study chosen motivations and attraction as the focuses of investigation, as explained in methods.

Wine tourists' motivations can be directly related to wine (tasting and purchasing), indirectly related to wine (learning and education), or loosely associated with wine (entertainment and relaxation). The antecedents or predictors of wine tourists' motivations include interest in wine, knowledge of wine, and psychological factors such as personality.

The limited studies on spirits tourism have adopted a supply perspective, namely, the research focuses are what are available in spirits tourism destinations. The spirits industry facilities and spirits production-related attributes thus became the frequent themes. In doing so, the existing studies of spirits tourism neglected the motivations of spirits tourists. The wine tourism literature has implications for understanding the motivations of spirits tourists. Specifically, the needs and expectations of spirits tourists awaits investigation.

Leiper's (1990) attraction hierarchy (primary-secondary-tertiary) turns out to be useful in understanding wine tourism attraction. This body of knowledge have implications for exploring the under-investigated spirits tourism attractions. It is necessary to examine that, in the spirits tourism context, what the primary attractions are, what the secondary attractions are, and what the tertiary attractions. It is understandable that spirits tourism and wine tourism share some similarities; however, distinctions between the two are also identifiable. For instance, quality and variety are important components of wine tourism, while the counterparts of spirits has not been integrated into the attraction system.

A final note is that investigation of spirits tourists' motivations and hierarchy of spirits attractions can bring about implication for designing the informative element of the attraction system. The spirits tourism marketers can seek a match between certain attractions and given motivations. In other words, the selected information on spirits attractions or destination is supposed to be disseminated to the target market. The marketing information should be persuasive in informing potential tourists that the promoted attractions have such potential that can meet their individual needs and wants.

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Gen Zers' moral judgements of restaurant food waste and prevention: A dual-route process model

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Abstract
Drowning on the norm activation model and moral disengagement theory, this study developed a dual-route process model to depict Gen Zers' the moral decision-making for wasting food or not at restaurants. Six online focus groups with Gen Z diners in U.S. were conducted. The findings identified multiple underlying psychological mechanisms (e.g., moral obligation activation vs. moral disengagement) for explaining Gen Z diners' food waste behaviors. Situational factors, cultural factors, and restaurant-related factors were found to play a key role in the moral judgement process. This study provides valuable theoretical and managerial implications for tackling the food waste issue.

Keywords: Gen Z, Food Waste, Restaurant, Moral Disengagement, Moral Obligation

Green marketing strategies: Diner's perspective in Davao city, Philippines

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Abstract
Green practices are required to protect the environment from pollution and carbon footprints that contribute to climate change. This research aims to find out what Davao City diners think about green marketing strategies used by restaurants. Five hundred two restaurant patrons were polled about their views on green marketing strategies. The data were analyzed using frequency, descriptive statistics, and tests of differences. According to the findings, diners are well aware of why restaurants practice green initiatives. Furthermore, the results show that diners are aware of the benefits and applications of green marketing strategies. Moreover, diners are aware of the difficulties associated with operating green restaurants. Diners' attitudes toward green marketing strategies are unaffected by demographic factors such as age, gender, education, and marital status. Notably, different occupational statuses suggest that diners' perceptions differ.

Keywords: Green Marketing, Green Initiatives, Green Dining, Green Hospitality, Green Brand Image

Motivations and challenges in affecting the intention to use edible cutlery

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Abstract
According to Hong Kong Environmental Protection Department, solid waste disposal at all three landfills was 5.39 million tonnes in 2020, an increase of 5.7% over the previous year (Hong Kong Environment Protection Department, 2020). Waste plastic contributed to 21% of the municipal solid waste content (MSW) being the third largest constituent. Comparing Hong Kong with nearby cities, such as Taipei, Seoul, and Metro Tokyo, Hong Kong had relative higher levels of daily domestic waste generation per capita as well (Hong Kong: 1.36kg, Taipei: 1kg, Seoul: 0.95kg, Metro Tokyo: 0.77kg) (Environmental Bureau, 2013).

Hong Kong is known for its fast-paced culture, so you are likely to find a restaurant nearby at any given time if you live there. These restaurants often offer speedy take away service which come with all sorts of plastic utensils and cutlery, contributing to the huge amount of daily plastic waste generation (Tsang et al., 2017). With almost everyone owning a smartphone these days, ordering food via application is extremely popular in Hong Kong which inevitably makes the existing issue of waste generated by food delivery service becoming more serious (Odyssey Tours, 2018; Gilbert et al, 2019).

In view of the COVID-19 pandemic situation in the region, various operating restrictions have been amended to catering providers, leading to more reliance on food take-away and delivery service. Report have revealed that 52% respondents increased their amount of ordering food delivery after the COVID-19 outbreak, 42% respondents indicated that they received an average of three or more disposable plastic cutlery per order (Greeners Action, 2020). In comparison of 2019 before the epidemic outbreak, the disposable plastic cutlery that each respondent received in total has increased dramatically in which 20% more respondents received five or more plastic cutlery per week (Greeners Action, 2020).

Biodegradable cutlery can be decomposed by biological activity which is referred to as the process of microorganisms that destroy the organic and synthetic compounds of the material occurred in nature (Focht, 2014; Gilbert et al, 2019). Having much more biodegradability than plastic cutlery and the ability to be consumed by diners after meal, it can be made by many kinds of ingredients most commonly wheat or flours with different flavors available such as onion or garlic. It can be made with bland taste to avoid flavor dominance and add extra nutrition to the meal (Poonia, 2017). Edible cutlery as an innovative product to subsidize plastic cutlery share many potentials to reduce the over reliance of plastic cutlery in Hong Kong in regard to the plastic waste issue accelerated by local food culture and the pandemic situation,

this research aims to assess the level of environmental awareness (EA) of Hong Kong residents and study the impact on individuals' willingness to pay (WTP) and intention to use (ITU) edible cutlery. Besides, this study also explored the motivations and concerns to arouse or dimmish their intention to use the edible cutlery.

This research conducted online survey with 150 usable returned. Participants in this research displayed concerns over of edible cutlery such as health concerns and quality assurance despite they are acknowledged that it is an eco-friendly alternative to plastic cutlery based on the results of the open-ended questions, this echoes with Heiskanen's research (2005) as individuals can still be concerned over the environment despite they might have little knowledge behind the scientific aspects of a product, when purchasing a specific product especially eco-friendly product consumers are able to recognise the contribution the product has towards the environment, the final purchase decision is still made up by various external factors such as consumers' perspective regarding the product function, the price and the acknowledgement of the brand etc. Since edible cutlery is still a rather new concept to the majority of people in Hong Kong and it is not as available as conventional plastic cutlery which the latter can be found easily in supermarkets or grocery stores while the former need to be purchased online or inside stores that sell specific environmental products, currently individuals still have little product knowledge on the product due to the lack of availability and experience hence a majority of participants still remain neutral to paying for edible cutlery as shown by the results of the frequency test on willingness to pay, it echoes with the research findings of Younus, Rasheed and Zia (2015) which customer knowledge is significant for individuals to make purchase intention.

This research highlights the fact that individuals remain neutral on paying for edible cutlery until they can get more product information in the future when edible cutlery is widely promoted in the future. The findings justify the need of product information to encourage individuals to purchase edible cutlery, the inclusion of precise information about product characteristics and the environmental contribution can help motivating consumers to purchase the product as they recognise the significance of purchase to environmental wellness. Complex environmental information on the packaging may turn-off consumers in some cases, straight-forward and precise information that represents the characteristics of the product and how it will benefit the environment up on purchasing will increase the attractiveness of eco-friendly products (Heiskanen, 2005). These measures also help generate a positive attitude on the eco-friendly behavior which can increase individuals' intention to commit and more communication would contribute to stronger beliefs to convince them they are being more socially responsible to the environment (Han, Hsu & Sheu, 2010).

Keywords: Environmental awareness, Willingness to pay, Intention to use, Edible cutlery, Motivation

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Suki relationship in selected small eateries in Antipolo, Taytay and Marikina, Philippines

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Abstract

In the food service industry, increasing customer satisfaction is linked to customer loyalty and profits. Service quality model by Storbacka, Strandvik & Gronroos (1994) depicts the effect of customer loyalty on profitability, highlighting the link between relationship strength and customer loyalty. This study presents the loyal Filipino customer or Filipino seller commonly referred to as suki. Suki relationship links to customer-producer/ seller loyalty as seen and experienced by Filipinos in their local sari sari store, market place, retail shop, and restaurant. This study sought to explain the continuing existence of the suki relationship in small food service establishments. Specifically, it aimed to a.) Define suki and the suki relationship; b) Determine the factors underlying it; and c) Confirm its existence both the customer and seller; and d.) Determine if the suki relationship is perceived similarly by respondents from the research sites: Antipolo, Marikina, and Taytay, Philippines.

Keywords: Suki, Suki Relationship, Reciprocity, Carinderia, Customer loyalty

How can you increase employees' teamwork? Role of empathy between personality and teamwork

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Abstract
Despite a broad understanding of empathy, there is a lack of empirical studies comprehending the fundamental mechanism of empathy and its role in organizations that require a mutually dependent work environment. Therefore, this study aims to understand how empathy shapes the relationship between individuals' different personalities and teamwork in the hospitality industry. This empirical study will conduct self-administrative surveys from employees in the lodging and food and beverage industries. The study findings will contribute to extending the current literature on organizational behaviors

Keywords: Empathy, Perspective-taking, Empathic concern, Personality, Teamwork

Management approach and employee retention on selected hospitality-related establishments in Davao city

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Abstract
This study aimed to determine the relationship between the management approach and the retention of employees in selected hospitality establishments in Davao City. An online survey questionnaire was utilized wherein 624 employees participated in the study through the convenience sampling method. Statistical methods such as mean, standard deviation, and Pearson correlation were used to analyze the collected data. The finding of the study revealed a high level of management approach and a very high level of employee retention on selected hospitality-related establishments in Davao City.

Keywords: Management approach, Employee retention, Hospitality establishment Davao city, Philippines

When do abusive managers experience embarrassment and make amends for abusive actions?

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Abstract
Research on abusive supervision has largely relied on exploring subordinates' perspectives. Little is known about how such management style influences actors' reactions toward their abusive behaviors. Study 1 is a scenario-based experimental design that aims to test the moderating effect of Machiavellian on the relationship between enacted abusive supervision and embarrassment. Study 2 employs a critical incident technique to examine the mediating effect of embarrassment in the enacted abusive supervision – amendment behavior relationship, and the moderating role of power distance belief.

Keywords: Enacted abusive supervision, Embarrassment, Amendment behaviors, Machiavellian, Power distance belief

The relationship between leader humor and workplace ostracism: the mediating role of leader-member exchange

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Abstract
Past studies have revealed that there is not a consistent statement that leader humor is good or bad for employee outcomes. Few studies explore whether leader humor is beneficial or detrimental for workplace ostracism. The researchers consider the role of leader-member exchange to unveil the black box. Data from 206 full-time hotel employees showed that both leader affiliative humor and leader aggressive humor had no influence on workplace ostracism. LMX fully mediated the leader affiliative humor-workplace ostracism relationship and the leader aggressive humor-workplace ostracism relationship.

Keywords: Leader humor, Workplace ostracism, Leader-member exchange

The role of ethical leadership in mitigating migrant workers' perceived social exclusion and promoting their well-being: the case of the hotel industry in Japan

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Abstract
With the growth in the number of migrant hospitality workers in many nations, the way they are treated in a workplace becomes pivotal for workplace ethics, teamwork, and organisational performance. Targeting migrant workers in the hospitality industry in Japan, this ongoing study will investigate the role of ethical leadership in mitigating the effects of migrant workers' perceived social exclusion on their psychological well-being.

Keywords: Migrant workers, Social inclusion, Ethical leadership, Hospitality employees, Japan

Influencer marketing on Instagram in hospitality industry

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Based on parasocial interaction (PSI), this research explores the effect of social media influencers on consumer behaviors when promoting sustainable marketing in the hotel industry on Instagram (IG). Using Amazon Mechanical Turk and online questionnaires, 792 valid samples were collected from consumers mainly in the United States and India. This study found that PSI positively influences consumer behaviors through IG community commitment, including the booking intention, word of mouth (WOM) and electronic word of mouth (eWOM). Finally, the expertise of social media influencers strengthens consumers' IG community commitment. The trustworthiness of social media influencers also strengthens consumers' booking intentions.

Keywords: Sustainable marketing, social media, Instagram, social media influencer

Visiting intention to the theme park: Does TikTok matter?

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Abstract
With the development of Web 4.0, TikTok, as well as many social media platforms, has played one of the most important roles for many people especially millennials. The relationship between social media and customer behavioral intention has always been the hot spot for the hospitality industry, therefore, this study aimed to identify theme parks' potential determinants on customers' visiting intention on short video platforms such as TikTok. Results indicated the significant influences of social interaction, informativeness, and trust on the perceived usefulness, and also proved the significant influences of perceived usefulness, ease of use, and playfulness on the corresponding visiting intention. This study made up for the blank of how the TAM model works in TikTok, extended the perceived playfulness to the TAM model, and also contributes to theme park marketers, operators, online vloggers, and even local government.

Keywords: theme park, visiting intention, social media, Technology acceptance model (TAM), perceived playfulness

1. Introduction

In the past five years, short video platform such as TikTok has become one of the most popular social media types for millions of users (Dean, 2022). With the emergence of the short video market where customers spent more than $535 million on TikTok in the second quarter of 2021 (Influencer Marketing Hub, 2022), theme park businesses, accommodating users' preferences, also conducted promotion and marketing services on the short video platform so as to attract attention and inspire purchase (Voges, 2021). Taking the Universal Studio Beijing as an example, with more than 1 billion clicks cumulated within half an hour, its promotion and marketing on TikTok reached a very decent result (Shannen, 2021).

However, through previous literature, studies extensively explored the relationship between social media and customer behavioral intention in many fields of the tourism industry (e.g., Arora & Lata, 2020; Wong, 2020), studies hardly ever investigated the customer's visiting intention to the theme park, especially from the short video perspective. Therefore, with a purpose to identify theme park's potential determinates related to the short video platform and contents, the present study was established based on the technology acceptance model (TAM), and evaluated the influence of factors that specifically related to the online social media and short video on customer's visiting intention to the theme park of Universal Studio Beijing.

With a research concentration on the influence of short video platform and content on potential customers' visiting intention to the theme park, the present study can be regarded as the pioneer analyzing study in this domain. Results of the present study not only reconfirm the perceived usefulness and perceived ease of use of the TikTok platform and video based on the TAM, but also determine the significant influence of the specific contrast related to the theme park, perceived playfulness, on customer's attitude and future visiting intention. The present study contributes to the extended use of TAM in the theme park industry, and systematically determinates the several ascendants effecting on perceived usefulness related to the specific feature of TikTok from different perspectives including social interaction, informativeness, and trust. Meanwhile, the several practical implications according based on the research results identified in the present study can also benefit customers, theme park owners, marketers, and even local government.

2. Literature Review

2.1. Visiting intention to the theme park

In the tourism industry, consumers' visiting intention was usually defined as the plans to visit somewhere (Wang et al., 2016). Previously, many researchers indicated that social media has been played an important role in the visiting intention of tourists, and the essential role of social media and the social media market has also widely been discussed in different contexts such as tourism and destination management (e.g., Arora & Lata, 2020; Wong, 2020). Identified from previous literature, factors from customer's perception such as perceived usefulness, ease of use, and playfulness had a significant relationship with the visiting intention (Al-Maroof et al., 2021; Zhao, 2020). Besides, in order to have a precise measure on using the social media or short video platform, the Technology acceptance model (TAM) was classically applied in exploring relationships between factors and visiting intention (Popy et al., 2020; Yang et al., 2021).

2.2. Technology acceptance model (TAM)

As the technology acceptance model (TAM) was commonly used in the research of consumer behavior (e.g., Amadu et al, 2018; Oakley, 2019), this study applied TAM to explore how customers' attitudes were affected. The purpose of the TAM was to explain the decisive factors for the widespread acceptance of computers (Amadu et al, 2018). The TAM included two main determinants: (1) Perceived usefulness, which reflects the extent to which a person thinks that using a specific system will improve his work performance; (2) Perceived ease of use reflects the degree to which a person thinks it is easy to use a specific system (Davis, 1989).

Previously, TAM has been applied to several disciplines associating with social media contexts, for instance, investigating people's acceptance of knowledge acquisition, sharing, and application in short videos on social media (e.g., Al-Maroof et al., 2021), developing a personalized location-based mobile tourism application (e.g., Chen et al., 2019), and customer's e-purchase intention of health tourism (Phatthana et al., 2011). However, there were still significant research gaps in the theme park industry, especially when measuring the effects of social media and short video platforms on tourists' intention to visit. Therefore, the following hypotheses were proposed.

H1. Perceived usefulness positively affects customers' attitude to the video on TikTok.
H2. Perceived ease of use positively affects customers' attitude to the video on TikTok.
H3. Customers' attitude to the video on TikTok positively affects the visiting intention.

2.3. Determinates on perceived usefulness

Identified in previous studies, several factors including social interaction, informativeness, and trust were specifically discussed that have significant effects on perceived usefulness with the social media and short video context (Boripunt, 2015; Wang, 2019; Wu et al., 2008).
Social interaction refers to the interpersonal communication between people on a website (Wang, 2019). People nowadays prefer looking for advice and useful information on travel review sites to support their decisions, and interact with each other by asking questions, replying to others, and voting (Wang, 2019). The process of social interaction enables people to establish social connections with others (Baumeister, 1995). As identified in previous studies, social interaction affects users' perceived usefulness and becomes an important factor for users to accept short video content (Zhao, 2020). Overall, these studies highlighted the role of social interaction in perceived usefulness in the area of social media. Therefore, in this paper, based on the TAM model, the factor of "social interaction" is considered as well, and took the short video of Universal Studio Beijing as an example to explore whether social interaction has an impact on the perceived usefulness of TikTok users.

Informativeness is another considerable factor to influences perceived usefulness, which refers that useful information can provide users with a variety of alternatives about the product (Zhao, 2020). Ducoffe (1996) defined perceived informativeness as the information provided that potential customers think is necessary for decision making. Some previous studies confirmed that informativeness has a positive impact on perceived usefulness. Boripunt (2015) indicated that perceived informativeness is the second most important factor affecting online purchase intention. Later, Niaki et al. (2016) discussed the relationship between informativeness and the performance of YouTube advertisements. Therefore, hypotheses were developed in the present study, in order to investigate the impact of informativeness on users' perceived usefulness of watching videos related to Universal Studio Beijing in TikTok.

In the social media context, trust played a vital role in affecting customers' perceived usefulness (Munoz-Leiva et al., 2012). Trust is not between individuals, but between groups participating in online interaction, or between those who want to obtain accurate and useful information from other users or data creators (Cheunkamon et al., 2020). According to the traveler's study of Munoz-Leiva et al. (2012), the relationship between trust and usefulness was significant when tourists used Facebook and websites. The relationship was not fulfilled in blogs for the reason that there is information about the destination and various kinds of travel tips besides the personal experiences, which might increase the credibility of the website rather than the content (Munoz-Leiva et al., 2012). Based on the discussion above related to determinates on perceived usefulness, the following hypothesis is stated.

H4. Social interaction positively affects the customers' perceived usefulness.
H5. Informativeness positively affects the customers' perceived usefulness.
H6. Trust positively affects the customers' perceived usefulness.

2.4. Perceived playfulness

Perceived Playfulness has been applied by scholars in many fields to explore its role in the TAM model, as well as the social media context (Weerasinghe & Hindagolla, 2018). As discussed in the previous study, customers' perceived Playfulness can affect their acceptance of the product or technology to a certain extent (Moon & Kim, 2001). Playfulness is an intrinsic belief or motivation that is shaped by an individual's experience with the environment, and during the interaction on social media, people could embrace positive and optimistic beliefs (Moon & Kim, 2001).

Although, in the social media contexts, playfulness has been regarded as an important role in determining users' adoption and acceptance of social media (e.g., Blasco & Virto, 2020, Valdehita, 2019, Weerasinghe & Hindagolla, 2018), previous studies did not attempt to investigate the direct relationship between playfulness and attitude and there is almost no application for short video social media like TikTok. Hence, the following hypothesis states that perceived playfulness has a positive influence on customers' attitudes to the video on TikTok.

H7. Perceived playfulness positively affects customers' attitudes to the video on TikTok.

3. Methodology

3.1. Data collection

In order to better target to customers who are influenced by the promotion conducted on short video platform of TikTok, the present study took the Universal Studio Beijing as example, and conducted a survey using the online questionnaire to TikTok users who have viewed promotional and introductory videos related the Universal Studio Beijing. An online questionnaire was distributed by using random sampling in February 2022. Measures of all variables complied with a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Items from constructs and variables were all borrowed from previous studies and modified accordingly to the present questionnaire.

In total, 432 valid questionnaires were successfully collected. Among those responses, 11 questionnaires were eliminated because those are not identified as TikTok users. The final number of questionnaires available for analysis is 421 where 339 participants (over 78%) in the survey viewed promotional or introductory videos related to Universal Studios Beijing on TikTok.

3.2. Data analysis

Structural Equation Modeling (SEM) was applied in the present study to explore the complex relationship among dependent and independent variables and exam the model fit with the proposed research model. The data were analyzed by AMOS 26 and SPSS 26 software, as well as the model fit. Descriptive analysis was conducted to analyze the sample demographic characteristics. Confirmatory factor analysis (CFA) was used to measure the fitness and quality of the model of the study by testing the reliability and convergent validity referring to the guideline of Andersonand and Gerbing (1988).

4. Results

4.1. Profile of the respondents

Descriptive analysis of participants was conducted where demographic and other basic characteristics of the sample were presented. As for the participants, the number of women and men accounted for basically the same percentage, 44% and 55.6% respectively. Most of the participants were over 18 years old, with the largest percentage of people aged 18-24 and 25-30, reaching 37.93% and 40.09% respectively, which is basically consistent with the data provided by China Ecommerce Insights Hub that the basic percentage of male and female users is the same, and their ages are basically between 19 and 35 years old (China Ecommerce Insights Hub, 2020).

4.2. Confirmatory factor analysis (CFA)

The reliability and validity of the measurement model were tested in the present analysis, and the analysis results from CFA indicated that all standardized factor loading is greater than 0.8, which means that is greater than 0.7 and there is no need to exclude any of them (Hair et al., 2009). All the Composite Reliabilities (CR) were also greater than 0.7, which is acceptable (Hair et al., 2009). The reliability was a degree indicator of truthfulness of the characteristics being tested based on the consistency or stability of the results obtained from the test scale.

According to Nunnally (1978), when the value of Cronbach’s exceeds 0.7, it means that the internal consistency of the measurement scale is high (Cronbach, 1951). In Table 1, the values ranged from 0.764 to 0.878, indicating that there was internal consistency in the measurement structure of this study. For the validity, it referred to the level of scale that can truly represent the construct under survey. In this part, a convergent validity test was performed. The average variance extracted (AVE) indicated the convergent validity, which needs to be greater than 0.5 to make sure the standard was well achieved (Fornell and Larcker, 1981). Results showed that all AVE is above 0.5, which means the convergent validity of our study is well achieved.

Table 1. Validity of the measurement model.

Latent variance	Measured variables	Items mean	Items S.D.	Cronbach’s α	CR	AVE	Factor Loadings
VI	VIS(VI1)	3.88	0.93	0.85	0.83	0.61	0.81
	PLA(VI2)	3.95	0.94				0.77
	SPR(VI3)	3.94	0.89				0.76
ATT	VIE(ATT2)	3.80	0.94	0.85	0.88	0.66	0.83
	SAC(ATT3)	3.81	0.94				0.81
	SHA(ATT4)	3.90	0.96				0.81
	LOV(ATT1)	3.85	0.90				0.79
PE	ENT(PE4)	3.89	0.91	0.86	0.87	0.63	0.80
	USE(PE2)	4.04	0.99				0.80
	UND(PE1)	3.97	0.94				0.79
	OBT(PE3)	3.85	0.94				0.79
PU	VAL(PU3)	3.95	0.90	0.83	0.83	0.61	0.81
	TIM(PU2)	3.88	0.96				0.77
	POS(PU1)	3.94	0.92				0.76
PP	IMA(PP3)	3.79	0.94	0.86	0.89	0.72	0.87
	ENJ(PP1)	3.93	0.99				0.85
	PLE(PP2)	3.86	1.00				0.83
SI	OPP(SI2)	3.82	0.96	0.83	0.88	0.71	0.86
	INT(SI3)	3.88	0.93				0.83
	LOR(SI1)	4.00	0.91				0.83
IF	COR(IF2)	3.93	0.93	0.84	0.89	0.72	0.86
	UPD(IF3)	3.94	0.94				0.85
	SOU(IF1)	4.02	0.91				0.85
TRU	MAT(TRU2)	3.87	0.95	0.85	0.89	0.74	0.88
	REL(TRU3)	3.74	0.99				0.85
	TRU(TRU1)	3.86	0.94				0.84

*Visiting intention (VI), Attitudes to the video on TikTok (ATT), Perceived ease of use (PE), Perceived usefulness (PU), Perceived playfulness (PP), Social interaction (SI), Informativeness (IF), Trust (TRU)

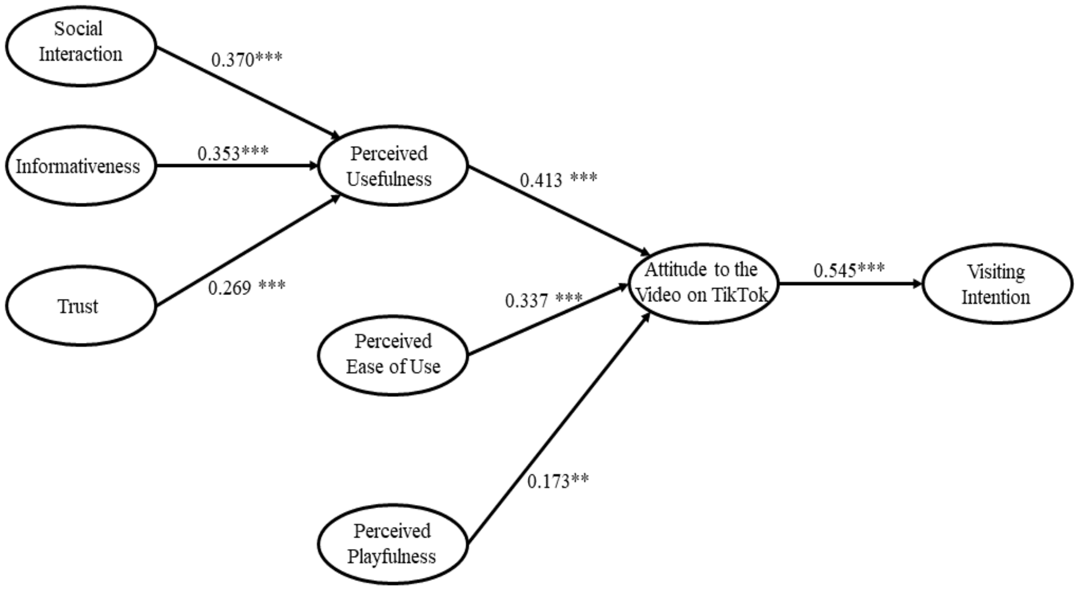
4.3. Structural Evaluation Modeling

A total of 421 questionnaires were collected and AMOS 26 was used to test the SEM model. Refers to the recommended value in table 4, the result showed that the data has an acceptable fit to the mode: $\chi2$ /df =1.424; Goodness of Fit Index (GFI) =0.935; Adjusted Goodness of Fit Index (AGFI)=0.915; Root-mean-square Error of Approximation (RMSEA) = 0.025; Normed Fit Index (NFI) = 0.904; Comparative Fit Index (CFI) = 0.969; Comparative Fit Index (TLI) = 0.966; Root Mean Residual (RMR) = 0.073. The values above showed that the research model can be accepted statistically.

Table 2. Fitting degree and discriminant validity.

Index	Recommended Value	Result
$\chi2$ /df	<3.00	1.42
GFI	>0.90	0.94
AGFI	>0.90	0.92
RMSEA	<0.05	0.03
NFI	>0.90	0.91
CFI	>0.90	0.97
TLI	>0.90	0.97
RMR	<0.05	0.07

Indicated in figure 1, SI, IF, and TRU are the antecedents of PU in the context of short video social media. Consistent with the literature (e.g., Mou et al., 2016; Niaki et al., 2016), all of the three factors had a significant influence on PU to support H4, H5, and H6 (β=0.376, p＜0.001; β=0.344, p＜0.001; β=0.253, p＜0.001). Moreover, PU and PE also affected ATT (β=0.415, p＜0.001; β=0.334, p＜0.001), which is in line with previous research (Chen et al., 2015). However, PP showed a lower effect on ATT (β=0.159, p=0.002). In addition, conforming to Al-Maroof et al. (2021), the result indicated that ATT has a significant effect on VI. Hence, H1, H2, H3, and H7 were also supported. In summary, all of the hypotheses were supported.



Note: ***p<0.001; **p<0.05.

Figure 1. Results of structural evaluation model

5. Discussion and Conclusion

5.1. Discussion

The present study investigates the consumer's visiting intention to Universal Studio Beijing by adopting the TAM model. Besides PU and PE in traditional studies, PP explored in the analysis also shows a positive influence on customers' attitudes to the video about Universal Studio Beijing on TikTok. These three independent variables influence on consumers' visiting intention positively, and results are consistent with previous studies about how PU, PE, and PP affect customers' attitude based on the TAM model (Al-Maroof et al., 2021; Praveena & Thomas, 2014). Moreover, in line with the results of Zhao (2020) and Munoz-Leiva et al. (2012), the results in the present analysis identify that social interaction, informativeness, and trust significantly influence the perceived usefulness of the consumers.

Meanwhile, the present study also explores the determinate on PU with the TikTok context. SI (β=0.370, $p < 0.001$) shows a significant influence on PU compared to other factors. This result is consistent with Seol et al.'s (2016) and Zhao's (2020) research, indicating that social interaction is an antecedent of perceived usefulness. The reason why SI had an impact on PU was that social interaction makes it possible for users to give "likes" or reply to other people's reviews, which gives them a chance to received feedback from others and have a feeling of helping each other in the virtual world (Wang, 2019). Moreover, high-quality social interaction helps users achieve their goals and can promote the satisfaction of users in social networking sites (Seol et al., 2016).

Apart from social interaction, IF and TRU also show significant effects on PU. IF has a positive impact on PU (β=0.353, $p < 0.001$), because identified by Niaki et al. (2016) on the value of informativeness in YouTube, video content on TikTok can provide consumers with timely information about Universal Studio Beijing. The amount of information can attract consumers' attention to commodities and give them more confidence to buy online products (Boripunt, 2015). Although TRU (β=0.269, $p < 0.001$) has a lower estimate, it still positively affects PU, which is in line with the research of Mou et al. (2016) and Pavlou (2013). The result refers that the more customers trust TikTok's short videos, the more efficient they will be in making the decision of travel (Lai et al., 2013).

As to the overall model, the present study confirms the TAM model under the short video and TikTok platform. Both PU and PE have a positive influence on ATT and VI. The most influential factor affecting the visiting intention are PU (β=0.413, $P < 0.001$) and PE (β=0.337, $P < 0.001$). The PU and PE of the short video platform and content in it will make the consumer more willing to accept the video (Ho, 2015). When a consumer believes that the information in the short video can give him/her a deeper understanding of the product or service, the consumer will have a better attitude towards the video (Chen et al., 2015). As for the relationship between ATT and VI, in line with the research of Al-Maroof et al. (2021), ATT exerts a significant effect on VI (β=0.545, $p < 0.001$). The impact of ATT on VI was found to be affected by whether the customers like the short video's style or are willing to share the video with others (Lin et al., 2016; Taylor et al., 2011).

Besides PU and PE, PP (β=0.173, p=0.002) is also an influential predictor of ATT. Similar to Moon and Kim's (2001) and Blasco and Virto's (2020) studies, perceived enjoyment/playfulness is added in TAM and found a positive impact on customer attitude. However, this result is different from the study of Praveena & Thomas (2014), although PP still has a strong influence on ATT, it is not as big as PU and PE, because TikTok's platform features are slightly different from other social media apps. The results show that the pleasure of short videos can change users' attitudes towards video content and thus affect their willingness to visit.

5.2. Implication and Limitations

Firstly, the present study intends to make up for the blank of how the TAM model works in TikTok and to find out the factors that influence the customer visiting intention. Traditionally, studies on the influence of video social media on consumers' intentions only studied YouTube, which releases long videos, while few studies focused on short video social media such as TikTok (Al-Maroof et al., 2021, Niaki et al., 2016).

Later, in addition to verifying the relationship between variables of the technology acceptance model, the present study contributes to the validation of the extended TAM model by constructing new independent variables to adapt to the background of social media. The relationship between perceived usefulness, perceived ease of use, attitude, and intention in the original TAM model is confirmed. The newly included variable of perceived playfulness is also statistically proven to have a positive impact on consumer attitudes in the context of social media.

Besides the TAM model, our study also explores the antecedents that influence perceived usefulness. By integrating multiple pieces of literature (Hodeack et al., 2020; Mou et al., 2016, Zhao, 2020), three factors are most significant to perceived usefulness: social interaction, informativeness, and trust. These three antecedents are in line with our research theme and can provide ideas for the study of TikTok short video social media.

Apart from the contribution to academics, the result also has various practical implications for different parties involved in related areas. Starting from the vision of Universal Studio Beijing or businesses, they should consider a variety of factors when promoting short video ads. According to the analysis, customers' perceived usefulness has a significant impact on their attitudes towards video. Businesses can optimize their resource allocation and place ads on short video platforms like TikTok to expand their online potential customers.

As for the short video platforms like TikTok, platforms should pay attention to the ease of use of the application. According to the findings, social interaction plays a critical role in affecting the perceived usefulness, adding more live characteristics in the application can encourage businesses to use their platform to make promotions.

From the perspective of vloggers in social media, providing true information and more interaction can be a practical way to improve the consumer's visiting intention. The result indicates that consumers pay much attention to the truthiness of the information and social interaction in the short videos, which means bloggers can help the business to catch customers' attention by interacting with them and trying their best to offer reliable information to them.

Finally, there are some implications for the government or related departments. The popularity of short video social media provided new ideas for online shopping, so the government and relevant departments are responsible for creating an orderly online business atmosphere. By improving relevant policies or laws, they can supervise the sales behavior of merchants and check whether the operation of social media platforms complies with regulations, which will be helpful to protect consumers' rights.

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Brand equity of e-Sport events: exploring the role of social media on customer satisfaction and behavior

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Abstract
Audiences are an important part of electronic sport (e-Sport) events and are influenced by both the event and other audiences through social media. With a purpose to analyze effects of social media on audience-based brand equity of e-Sport events, this paper presents an audience-based study that demonstrates the impact of social media through brand equity of e-Sport events. Results of this study indicated that controlled communications in social media have a positive impact on the brand association, brand awareness, and brand equity in the context of e-Sport events, which further influence audiences' satisfaction and their post intention towards the e-Sports event. The findings of the study contribute to the communications-brand equity generation framework, and make difference for business when doing marketing and organizing for the e-Sport events.

Keywords: e-Sport, communications-brand equity, spectator-based brand equity, customer satisfaction, behavioral intention

1. Introduction
Since the 2000s, internet-driven tourism has become increasingly important because of online communities centered around a specific or special interest around the world (Dilek, 2019). As the rapid change and development of new technology, sports, an integral part of tourism, also expands new branches, where electronic sports (e-sport) was regarded as one of the major players in this branch (Çetin & Coşkuner, 2021). With the announcement that e-Sport was officially included as a medal competition at many professional events such as the Olympic Asia Game (Morrison, 2017), e-Sport cannot be ignored as an important part of the sport (Funk et al., 2018). Transforming into the form of online, e-sports activities and events begin to play a vital role as the attractions of the tourism industry as well as actors, viewers, event organizers, sponsors and producers, with a large income and promotional potential (Çetin & Coşkuner, 2021). Nowadays, e-Sport is gathering a lot of attention and wealth, for example, 2020 League of Legends World Championship peaked at nearly 46 million concurrent audiences (Rutledge, 2020), and annual revenue generated by the game reached 1.75 billion USD (Statista, 2021). The e-Sport audiences, as the main source of e-Sport consumption, are considered to be one of the important components of the e-Sport economy (Funk et al., 2018). Therefore, exploring e-Sport audiences' perception of events is very important for the promotion and development of e-Sport events. When measuring consumers' perception (Lassar et al., 1995), brand equity is

regarded as a fundamental factor for the e-Sport business gaining insights into consumer perceptions and making strategic for planning and development of future events (Ross, 2006).

However, due to the inclusion of multidimensional interactions, social media is recognized as having a significant impact in helping sporting events attract and retain participants (Filo et al., 2012). Consumers can interact with social media during the information search, decision making, and word of mouth phases of the consumption process, as well as the acquisition, use, and disposition of products and services (Filo et al., 2015). Except for an essential channel for the young generation to get information about sports events (Manthiou et al., 2014), social media can motivate customers to start participating in the sports activities that are exposed on social media (Chmait et al., 2020). In this condition, social media has been considered to have an impact on audiences' discourse and further influence sports brands (Bertschy et al., 2020). Despite the important role of brand equity in branding sports events, few study applied the effect of social media on the brand equity of the electronic sports event, but brand equity of product (Manfred et al., 2012) or music festival (Llopis-Amorós et al., 2018). Previous studies mostly used sports events as a medium for other purposes but ignored brand equity in the development of sports events themselves. Only Tsordia et al. (2018) studied how the brand equity of the sports event influences the purchase intentions of its sponsors' products, and Lee (2013) discussed on the role of sports events on the image of the city where they are held. Therefore, with the focusing of e-Sport under the social media context, the purpose of this study is to 1) analyze how social media affects audience-based brand equity development of e-Sport events; 2) examine how overall brand equity affects participant satisfaction and participants' willingness to engage with social media through posting. The findings of this study provided useful guidance to e-Sport organizers on how to use social media to enhance the brand equity of their events.

2. Literature Review

2.1 Theoretical framework

Proposed by Llopis-Amorós et al. (2018), the communications-brand equity generation framework explained the potential effect of communications on the brand equity, and determined the overall influence of brand equity on satisfaction and behavioral intention of events attendees. This framework has been widely used in the hospitality and event industry, such as hotels, destinations, festivals (e.g., Callarisa et al., 2012; Manthiou et al., 2014; Stojanovic et al., 2016). Based on the brand equity theory (Aaker, 1992), the communications-brand equity generation framework suggested a communication-brand equity-behavioral intention relationship for predicting sports event perception among attendees. And it was indicated that brand communications controlled and not controlled by the organization will influence people's satisfaction and behavioral intentions through the generation of brand equity (Llopis-Amorós et al., 2018).

In the context of the sports event, most research in the past explored the influence of communication on customer perception, focusing on customer perception of brand equity on its sponsors and holding places (Brunello & Masini, 2016; Chanavat et al., 2010; Tsordia et al., 2018). However, few studies explored whether there are relationships between communication in social media and customer perception of sports events, and the corresponding influences on their potential behavior intentions to the event. Based on the previous discussion, consumers' attitude and behavioral intention toward sports events will be influenced by the brand equity derived from communications in social media. Therefore, the conceptual framework was developed in figure 1.

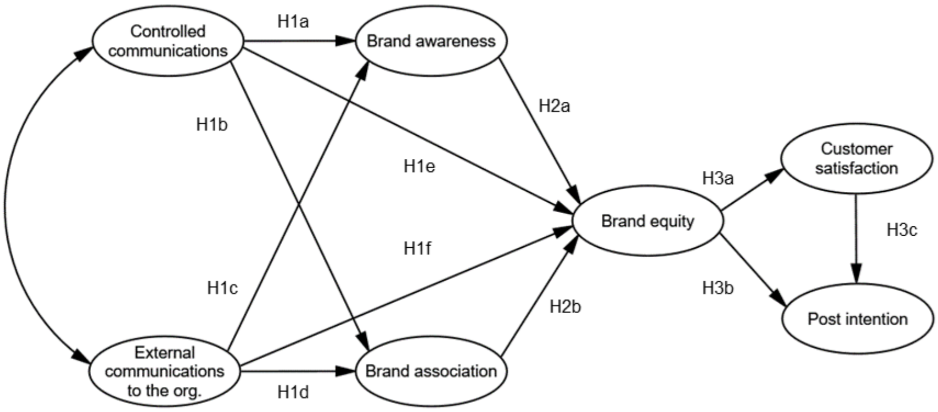

Figure 1. Proposed Theoretical Framework and Hypothesis

2.2 Communication in social media

Based on the communications-brand equity generation framework developed by Llopis-Amorós et al. (2018), communication in social media can be divided into controlled communications in social media and external communications to organizations in social media. Subsequently, these communications in social media can influence consumers' brand equity and customer satisfaction, and post intention. Discussed by Manthiou et al. (2014), social media can help potential visitors stay up-to-date by continuously delivering information about the event, thus increasing event brand awareness. In particular, the building blocks of social media have a positive effect on brand awareness, brand association, brand loyalty, and perceived quality (Tresna & Wijaya, 2015). Duan et al. (2008) pointed out that online word of mouth is one of the powerful opinions on social media. And Severi et al. (2014) further proved that online word of mouth (WOM) as one type of communication positively influences brand awareness and brand association.

According to Zahoor and Qureshi (2017), the communications in social media have been divided into four parts, user-generated content, customer engagement, firm-generated content, eWOM, and online brand communities. Among them, business-generated content and customer engagement are categorized as controlled communications in social media, while the user-generated content, eWOM, and online brand communities are categorized as parts of external communications to the organization (Schivinski & Dabrowski, 2016). Therefore, following hypothesis were proposed.

H1a: Communications in social media (controlled communications) have a positive influence on brand awareness.
H1b: Communications in social media (controlled communications) have a positive influence on brand association.
H1c: Communications in social media (external communications to the organization) have a positive influence on brand awareness.
H1d: Communications in social media (external communications to the organization) have a positive influence on brand association.
H1e: Communications in social media (controlled communications) have a positive influence on event brand equity.
H1f: Communications in social media (external communications to the organization) have a positive influence on event brand equity.

2.3 Brand awareness and association

From the consumer-based approach, different brand equity can be generated in a different context, but the common point of all models consisted of four dimensions including brand awareness, brand association, perceived quality, and brand loyalty (Aaker, 1992). While, within the sport event context, spectator-based brand equity (SBBE) conceptual framework (Ross, 2006) pointed out that in the context of sporting events, brand awareness and brand associations were the crucial elements for evaluating spectator perceptions, and had an impact on consumer behavior (Ross et al., 2008). Therefore, brand awareness, brand association, and brand equity were considered having effects to sport events.

Brand awareness was identified as the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller & Swaminathan, 2020, p.76). And, identified by Keller and Swaminathan (2020, p.46), brand association referred to all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes. Brand association information such as type, favorability, strength, and uniqueness of the associations that contribute to brand knowledge. Therefore, increasing the familiarity of the brand awareness through repeated exposure (for brand recognition) and forging strong associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall) were crucial elements in building brand equity (Keller & Swaminathan, 2020, p.46). Thus, based on this spectator-based brand equity, following hypotheses were proposed.

H2a: Brand awareness have a positive influence on the event's overall brand equity.
H2b: Brand association have a positive influence on the event's overall brand equity.

2.4 Brand equity

Brand equity was defined as consumers' perception of the overall advantages of products with the brand name over other brands. It refers to consumers' subjective perceptions rather than any objective indicators (Lassar et al., 1995). Conceptualization studies of brand equity agreed that the phenomena involve the value-add to a product by consumers' associations and perceptions of a particular brand name (Chaudhuri, 1995).

Decades of research have confirmed the correlation between brand equity, customer satisfaction, and behavioral intention. In the mass participant sports events, the participants' perceived satisfaction with the event had a positive relationship with their behavioral intention related to the event (Duan & Liu, 2020). From the sports event perspective, brand equity had a positive influence on customer behavior intention (Gordon et al., 2016). Huang et al. (2014) found that brand equity had a positive effect on customer satisfaction under the cultural and creative industry context. The result has been found that high brand equity leads to more favorable satisfaction evaluations and behavioral intentions than low brand equity (Brady et al., 2008). Posting, as one of the behaviors of using social platforms, was considered to have a relationship with customer satisfaction (Phonthanukitithaworn & Sellitto, 2017). This leads to the following hypotheses:

H3a: Brand equity have a positive influence on customer satisfaction.
H3b: Brand equity have a positive influence on post intention
H3c: Customer satisfaction have a positive influence on post intention

3. Methodology

3.1. Data collection

Data collection was conducted online through a questionnaire with a target sample as the audiences of the League of Legends World Championships. The sampling method was simple random sampling. The questionnaire contained two sections, where the first section contains questions for demographic information, and the second section contains questions for variables measurement. All the variables were measured using five-point Likert scales ranging from strongly disagree (1) to strongly agree (5).

3.2. Data analysis

This study analyzed the data in two steps. Firstly, exploratory factor analysis (EFA), which explored the consistency and underlying constructs between observed variables of various latent variables, was conducted to measure the construct validity of the measurement scale. Cronbach's alpha values were utilized for reliability analysis and the principal factor analysis which was restricted by the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity was used for validity analysis.

Secondly, structural equation modeling (SEM) analysis was used to analyze the relationship between traits and traits. Indicators including χ^2/df, GFI, AGFI, NFI, TLI, CFI, and RMSEA were measured to judge the proposed structural equation model. Path coefficients were measured in loading analysis. Also, based on the data, mediation effects were explored using bootstrapping in AMOS.

4. Results

4.1. Profile of the respondents

In this study, 50.2% of the participants were male and 49.8% were female. The largest number of respondents was age group between 19 to 25, followed by 26 to 30, and 0 to 18, accounting for 50.2%, 24.6%, and 11.2%, respectively. The data fit the persona of e-sport audiences (Statista, 2020). Besides, 79.6% of the respondents showed they had watched the League of Legends World Championship for more than one time. This number decreased under the real-time attendance condition but still reaches 77.4%, which represents the high attractiveness of watching the League of Legends World Championship in real-time condition.

Table 1. Descriptive statistics of respondents

Item	Category	N	%
Gender	Male	286	50.2
	Female	284	49.8
Age	0-18	64	11.2
	19-25	286	50.2
	26-30	140	24.6
	31-40	51	8.9
	41-50	19	3.3
	older than 50	10	1.8
Attend times	1	116	20.4
	2	89	15.6
	3	128	22.5
	4	95	16.7
	more than 5	142	24.9
Real-time attend times	0	20	3.5
	1	109	19.1
	2	124	21.8
	3	95	16.7

	4	92	16.1
	more than 5	130	22.8

4.2 Measurement model

4.2.1 Reliability analysis

Reliability analysis in this study was used to measure the consistency level of the results collected by the scale. According to the relevant literature, indicator of Cronbach's Alpha value was suggested to be greater than 0.7, which indicates that the reliability of the scale meets the requirements and the internal consistency is high. The data can be further analyzed. If it was less than 0.7, the questionnaire needs to be adjusted or the sample size should be increased. This paper used SPSS software to calculate the reliability coefficient of each dimension, corrected item-total correlation (CITC), Cronbach's Alpha if item deleted to examine whether the data of each latent variable meets the requirements of internal consistency.

Indicated in table 2, there were 40 indicators in this study, corresponding to seven latent constructs and the values of Cronbach's Alpha of all constructs were ranged between 0.817 to 0.942, which reflected that the questionnaire used in this study has good reliability. In addition, the CITC between the observed variables and the latent constructs was greater than 0.5 and met the requirement. It meant that questions of each construct are well set, and the reliability of the questionnaire is good.

Table 2. Reliability analysis of the model

Variable	Item	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Controlled communications (Controlled communications in social media)	FC1	0.824	0.905	0.922
	FC2	0.756	0.911	
	FC3	0.675	0.917	
	FC4	0.688	0.916	
	CE1	0.738	0.912	
	CE2	0.696	0.915	
	CE3	0.72	0.914	
	CE4	0.81	0.906	
External communications (External communications to org. in social media)	UGC1	0.754	0.936	0.942
	UGC2	0.74	0.936	
	UGC3	0.748	0.936	
	UGC4	0.742	0.936	
	EWOM1	0.722	0.937	
	EWOM2	0.746	0.936	
	EWOM3	0.761	0.935	
	EWOM4	0.724	0.937	
	OBC1	0.728	0.937	
	OBC2	0.781	0.935	
	OBC3	0.758	0.936	
Brand awareness	BAW1	0.688	0.753	0.821
	BAW2	0.627	0.782	
	BAW3	0.604	0.792	

	BAW4	0.655	0.769	
Brand association	BAS1	0.683	0.748	0.817
	BAS2	0.641	0.769	
	BAS3	0.608	0.784	
	BAS4	0.62	0.778	
Brand equity	BE1	0.7	0.782	0.838
	BE2	0.648	0.804	
	BE3	0.626	0.814	
	BE4	0.709	0.777	
Customer satisfaction	CS1	0.69	0.81	0.851
	CS2	0.672	0.818	
	CS3	0.675	0.816	
	CS4	0.722	0.796	
Post intention	PI1	0.803	0.897	0.918
	PI2	0.749	0.908	
	PI3	0.767	0.904	
	PI4	0.787	0.901	
	PI5	0.843	0.889	

4.2.2 Validity analysis

Exploratory factor analysis (EFA) was used to measure the structural validity of the scale and to judge whether the measurement variables of each latent variable have stable consistency and structure. In the analysis, the composition of each dimension is tested by SPSS software. Referring to table 3, KMO test value was 0.941, which is greater than 0.70, indicating that the data is suitable for factor analysis. The results of Bartlett's Test of Sphericity indicated that the approximate chi-square value is 14201.651, and the significance probability is 0.000 ($P<0.01$). Results of both Kaiser-Meyer-Olkin (KMO) and Bartlett's tests were acceptable, which indicates that there is a strong correlation between the observed variables and the scale is suitable for factor analysis. Therefore, the validity is good.

Table 3. KMO and Bartlett's Test of the model

Tests	Value	
KMO Measure of Sampling Adequacy		0.941
Bartlett's Test of Sphericity	Approx. Chi-Square	14201.651
	df	780
	Sig.	0.000

4.3 Structural model

SEM was an important multivariate analysis tool based on the covariance matrix of characteristic variables, which can be used to examine the validity of the proposed model and the hypotheses. Indicated in table 4, the SEM results validated the proposed model, with p=0.000, CMIN/DF=1.920, GFI=0.893, AGFI=0.880, TLI=0.948, NFI=0.904, IFI=0.952, CFI=0.951, RMSEA=0.040. Those goodness-of-fit indicators of this model reached the demanded standard, which indicate that the structural equation model established in this study is effective and matched the data well.

Table 4. SEM results of the model

Model Fit Measurement	Acceptable Fit	Source	Value
CMIN/DF	＜3	Joseph F Hair, William C.Black	1.920
GFI	＞0.8	Joreskog, Sorborn	0.893
AGFI	＞0.8	Joreskog, Sorborn	0.880
TLI	＞0.9	Bentler	0.948
NFI	＞0.9	Bentler	0.904
IFI	＞0.9	Bentler	0.952
CFI	＞0.9	Bentler	0.951
RMSEA	＜0.08	Browne, Cudeck	0.040

From the results of loading analysis in the table 5, the standardized regression weight of controlled communication to brand awareness was 0.361 (t =7.111, p<0.000), indicating that controlled communication has a significant positive effect on brand awareness, so the hypothesis H1a was established; the standardized regression weight of controlled communication to brand association was 0.606 (t value=11.649 p=0.000<0.05), indicating that controlled communication has a significant positive effect on brand association, so the hypothesis H1b was established.

The standardized regression weight of external communication to brand awareness is 0.073 (t=1.504, p=0.133), indicating that external communication had no significant effect on brand awareness, so the hypothesis H1c was not accepted; the standardized regression weight of external communication to brand association was 0.114 (t=2.676, p=0.007), indicating that external communication has a significant positive effect on brand association, so the hypothesis H1d was accepted;

The standardized regression weight of controlled communication to brand equity was 0.310 (t =5.513, p<0.000), indicating that controlled communication has a significant positive effect on brand equity, so the hypothesis H1e was established; the standardized regression weight of external communication to brand equity was 0.040 (t=0.994, p=0.320), indicating that external communication had no significant effect on brand equity, so the hypothesis H1f was not accepted.

The standardized regression weight of brand awareness on brand equity was 0.355 (t=7.424, p<0.000), indicating that brand awareness has a significant positive effect on brand equity, so the hypothesis H2a was established; the standardized regression weight of brand association on brand equity was 0.200 (t=3.456, p<0.000), indicating that brand association has a significant positive effect on brand equity, so the hypothesis H2b was accepted.

The standardized regression weight of brand equity to customer satisfaction was 0.689 (t=13.198, p<0.000), indicating that brand equity has a significant positive effect on customer satisfaction, so the hypothesis H3a was established; the standardized regression weight of brand equity to post intention was 0.426 (t=6.386, p<0.000), indicating that brand equity has a significant positive effect on post intention, so the hypothesis H3b was accepted; the standardized regression weight of customer satisfaction on post intention was 0.170 (t=2.651, p=0.008), indicating that customer satisfaction had a significant positive effect on post intention, so the hypothesis H3c was accepted.

Table 5. Decision for the hypothesis

Hypotheses				Estimate	S.E.	C.R.	P	Decision
H1a	Brand awareness	<---	Controlled communications	0.361	0.050	7.111	***	Unaccepted
H1b	Brand association	<---	Controlled communications	0.606	0.045	11.649	***	Accepted
H1c	Brand awareness	<---	External communications	0.073	0.057	1.504	.133	Accepted
H1d	Brand association	<---	External communications	0.114	0.044	2.676	.007	Accepted
H1e	Brand equity	<---	Controlled communications	0.310	0.054	5.513	***	Accepted
H1f	Brand equity	<---	External communications	0.040	0.046	.994	.320	Unaccepted
H2a	Brand equity	<---	Brand awareness	0.355	0.046	7.424	***	Accepted
H2b	Brand equity	<---	Brand association	0.200	0.064	3.456	***	Accepted
H3a	Customer satisfaction	<---	Brand equity	0.689	0.045	13.198	***	Accepted
H3b	Post intention	<---	Brand equity	0.426	0.082	6.386	***	Accepted
H3c	Post intention	<---	Customer satisfaction	0.170	0.092	2.651	.008	Accepted

4.4. Bootstrap analysis

Table 6 provided the analysis results based on the bootstrap method based on AMOS software for the mediation effect test. The sample is repeated 2000 times, and the 95% confidence interval is calculated.

According to the table, the value of the mediation path (controlled communications-brand awareness-brand equity) was 0.128, with 95% confidence interval. The upper and lower confidence interval (0.086-0.175) did not contain 0, and the p value was less than the significant level of 0.05, indicating that there is a mediating effect, so the hypothesis H1e was accepted. The value of the mediation path (controlled communications-brand association-brand equity) was 0.121. Its upper and lower confidence interval was (0.059-0.200), which does not contain 0, and the p value was less than the significant level of 0.05, indicating that the mediation effect exists, so the hypothesis H1e was accepted. The value of the mediation path (brand equity-customer satisfaction-post intention) was 0.117, and the upper and lower confidence interval, from 0.033 to 0.210, did not contain 0, and the p-value was less than the significant level of 0.05, indicating that there is a mediating effect, so the hypothesis H3b was accepted. And the results of the research model were presented in figure 2.

Table 6. Bootstrap table of the model

Parameter	Estimate	Lower	Upper	P
Controlled communications-brand awareness-brand equity(standardized)	.128	.086	.175	.001
Controlled communications-brand association-brand equity(standardized)	.121	.059	.200	.001
Brand equity-customer satisfaction-post intention(standardized)	.117	.033	.210	.011

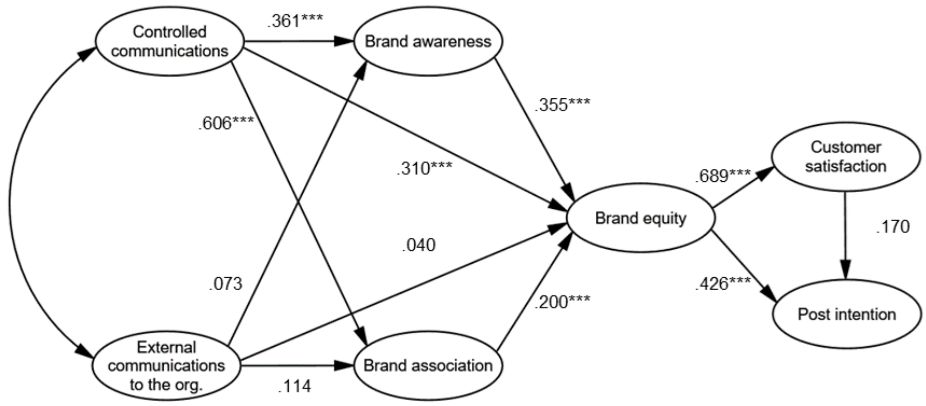

Figure 2. Results of SEM

5. Discussion and Conclusion

The purpose of this study was to examine the impact of communication in external non-controllable media and internal controllable media on League of Legends World Championships' brand equity and customer intention to post online. According to the study, controlled communications in social media has a positive impact on the overall brand equity of the event through brand awareness and brand association. Inside controlled communications in social media, the impact of firm-created content component is greater than customer engagement. Besides, controlled communication has a positive impact on customer satisfaction, post intention, through brand equity. Meanwhile, in this study, external communications to the organization in social media is considered to have a positive effect on brand association only, and the positive effect on both brand awareness and overall brand equity of the campaign does not been supported.

This research has several limitations that leave an ongoing opportunity for future research. First, this study mainly emphasizes a particular e-Sport event among various e-Sport events. While the results are acceptable to the League of Legends World Championships, they may still need to be reexamined in other e-Sport events because different e-Sport events have their unique features and settings. Second, although the span of the sample age is wide and there is also a clear grouping in the number of events participated. However, the reliable data is still dominated by young people aged 19-30 and the proportion of first-time audiences is relatively small. This study doesn't particularly distinguish between first-time audiences and repeat audiences in the data analysis process. However, the situation may exist that repeated audiences of this event may have an intronic emotional tendency to this e-Sport event, which may affect the objectivity of the judgment of the degree of brand awareness and brand association in this study. Third, the nature of differences in socio-demographic variables is ignored in this study. Many studies have found differences. Different age groups, genders, incomes, and education all have an impact on audiences' satisfaction and post intention. But the analysis of this study mainly focuses on the general peoples' response towards the event under the influence of the overall brand equity.

For future further research, there are at least two directions that can be further investigated. The first is to examine in more detail the effects of various controlled elements of social media communication on brand equity. Second, it is recommended to further study the impact of audiences' post intention on the overall brand equity as well as its various dimensions. In addition, it is also recommended to apply this model to more other events in the e-Sport industry. Different events may have different results. By exploring in more context, the proposed model will be confirmed as the one with better generalization.

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Insights for Live-Streaming Commerce in Tourism Products: Utilization of Psychophysiological Methods

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Abstract
This study aims to unearth potential customers' affective processing of live-streaming tourism advertisements by investigating the impact of two unprocessed emotions on destination visit intention. In particular, this study will adopt a mixed method where psychophysiological techniques will be used to test the unprocessed emotions while a self-report method will be adopted to measure the other psychological constructs (attitude and behavioral intention). As a frontier study in live-streaming tourism and methodology innovation, this study will contribute to the tourism marketing literature theoretically, practically, and methodologically.

Keywords: Live-streaming tourism, Psychophysiological methods, Self-report measures, Unprocessed emotions, Destination visit intention

1. Introduction

Live-streaming commerce on Social Networking Sites (SNSs), such as Tik Tok Live, Sina Weibo Live, and Facebook Live, has advanced rapidly with the emergence of fifth-generation (5G) mobile networks. Social media platforms have provided a solid foundation for live-streaming commerce, resulting in a booming number of bloggers and audiences (Gilbert, 2019). In China, the number of live-streaming users reached 524 million in 2020 and is estimated to be 660 million in 2022 alongside expecting its continuous rise in the coming years[1]. Businesses, therefore, are investing in live-streaming platforms, and the amount of wealth that can be produced is as high as approximately 190 billion dollars in 2021[2]. The substantial commercial implications of live streaming are calling for more research studies to explore this phenomenon and its business potential.

A large body of advertising literature has indicated that emotion plays an important role in shaping consumers' attitude towards the product and the brand (Son, Nam, & Diddi, 2022), consumer loyalty (Han, Chua, Lee, & Koo, 2021), and purchase behavior (Park, 2017). However, when live-streaming commerce is grounded in advertising, the effect of emotional responses in examining the effectiveness of live-streaming has not been discussed in the context of tourism. Different from traditional products, tourism products are intangible and

[1] https://data.iimedia.cn/data-classification/theme/30405696.html
[2] https://data.iimedia.cn/data-classification/detail/30405730.html

experiential. In other words, tourism products are impossible to be evaluated before consumption (Kang & Namkung, 2019; Litvin, Goldsmith, & Pan, 2008). Based on this nature, tourism live streamers usually resort to practices that evoke customers' mental imagery and engages potential customers by highlighting the experiential aspects of a destination (Kim, Kim, & Bolls, 2014). When positive emotions allow online marketers to enhance advertisement performance through affecting viewers' psychological processing, understanding the effects of emotion on potential tourism customers' behavior is thus of great value.

Methodologically, previous literature shows a high dependence on self-reported methods for detecting emotions (Li, Walters, Packer, & Scott, 2018). Although the self-reported method has its advantages in measuring the higher-order emotional constructs (Rozalski & Benning, 2019), this is, however, inconsistent with the notion that live-streaming advertising processing is unconscious and real-time, where instead of higher-order emotions, the lower-order emotions (i.e., unprocessed emotions) should be involved (Yang, 2021). Furthermore, self-reported method has been challenged and criticized in literature, as it generally relied on the recalling memory of participants, which might easily elicit socially expected, tendentious, and biased responses (Balconi, Fronda, & Crivelli, 2019). In this sense, self-reported methods seem not a perfect method for detecting dynamic emotions on live-streaming tourism commerce. Neuromarketing literature offers us an alternative method – psychophysiological methods to offset the negatives. Specifically, psychophysiological methods (e.g., facial electromyography and skin conductance) can help researchers capture the unconscious emotions by detecting their subtle facial muscle movements (Li et al., 2018). Compared to self-reported measures, psychophysiological measures are more objective and unbiased when reporting customers' cognitive and affective responses in a real-time manner (Li, Scott, & Walters, 2015).

This paper is proposed to investigate the power of two lower-order emotions (i.e., pleasure and arousal) on customers' intention to visit a destination under the animated stimuli of live-streaming advertising. The lower-order (unprocessed) emotions will be measured by psychophysiological techniques (i.e., facial electromyography and skin conductance) to revisit the influence of emotions on tourism advertising effectiveness and extend the understanding of tourism live-streaming commerce while a self-report method will also be adopted to measure the other psychological constructs (i.e., attitude towards the destination and destination visit intention).

2. Brief literature review

2.1 Live-streaming tourism

Thanks to the technological advances in the Internet and media (e.g., the emergence of 5G networks, video compression algorithms, and data conversion systems), live broadcasting was no longer limited to traditional TV form (Deng, Benckendorff, & Wang, 2021). Social Networking Sites (e.g., Tik Tok Live, Sina Weibo Live and Facebook Live) provided general users with ideal platforms for a new form of live-streaming via storytelling and narrative via video and audio recording in a real-time manner (Deng, Benckendorff, & Wang, 2019). Appreciated for its authentic and interactive features, various types of live-streaming have emerged, such as talk shows, product selling, knowledge sharing, and live-streaming tourism (Chen, Lasecki, & Dong, 2021; Xu, Wu, & Li, 2020).

Table 1. Comparison of tourism visual advertisements

	Photo-based Ads	Video-based Ads	Live-streaming Ads
Immersive presence	Low	Medium	High
Time	Pre-recorded	Pre-recorded	Moment-to-moment
Space	Virtual	Virtual	Blended
Performativity	Raw/Edited	Edited	Unedited
Authenticity	Contrived	Contrived	Staged authenticity
Storytelling	Static	Scripted	Spontaneous
Social interaction	Non-synchronous	Non-synchronous	Synchronous

Source: Adapted from Deng et al. (2019)

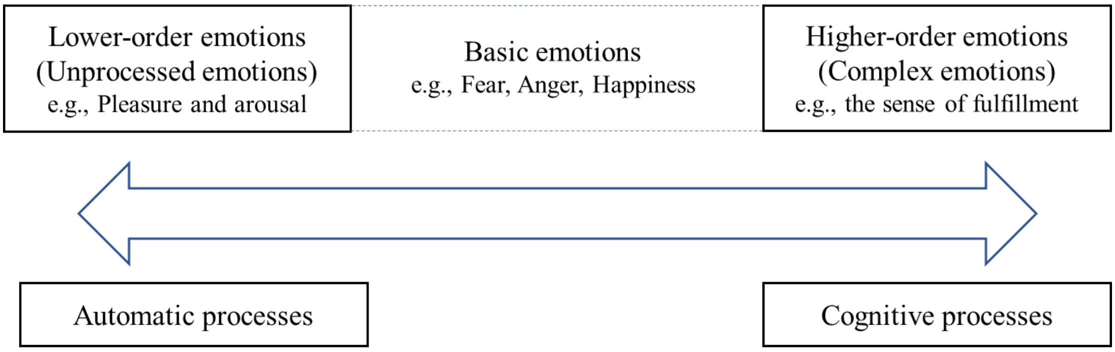
Live-streaming tourism is a new form of tourism advertisement, which is fundamentally different from traditional visual media in tourism context (See table 1). Compared to photo-based advertisements (e.g., magazine) and the video-based ones (e.g., YouTube), live-streaming advertisement advances in the dimensions of presence, time, space, performance, storytelling, and social interaction. The updated dimensions offer a technological support for the multisensory engagement with tourist experience in the midst of travel (Deng et al., 2019). While live streaming has been blooming recently and gaining more momentum, limited tourism research has paid attention to this novel phenomenon.

New insights could be identified by exploring its applications for promoting tourism products. Deng et al. (2019) first conceptualized live streaming tourism as "a vicarious form of sociotechnical tourism characterized by real time visual production and consumption of blended experiences." (pp. 213). Zhang, Wang, and Zhang (2021) found three dimensions of social presence in live-streaming tourism (the presence of a destination image, an interaction, and the production) can enhance customers' travel intention through destination trust. In other words, when customers perceive the higher level of immersion, their uncertainty towards the destination can then be reduced, thereby inducing more willingness to visit the destination presented. Qiu, Zuo, and Zhang (2021) explored the values of live streaming for tourism during the COVID-19 with travel restrictions. This study found social media users mainly attach positive attitude towards tourism live streaming, which acts as important evidence for the realization of virtual tourism. They even asserted that live streaming has mitigated the financial losses of tourism during the pandemic era, as they could still gain income by gaining monetary incentives and selling future tourism products (Qiu et al., 2021). Despite these valuable findings, this study argued that different perspectives are required to be applied to see this phenomenon, especially when live streaming is in real-time nature, which can dynamically affect customers' instant emotions (especially the unprocessed ones).

2.2 The role of emotions in the effectiveness of live-streaming tourism

While the impact of emotions on advertising effectiveness has been well-documented in advertising literature (Kang, Hong, & Hubbard, 2020; Sánchez-Núñez, Cobo, De Las Heras-Pedrosa, Peláez, & Herrera-Viedma, 2020; Yang, Kim, & Yoo, 2013), the potential impact of emotions on live-streaming tourism has not been identified. Emotional expressions are human's nature. Potential customers would express their emotions when influenced by their future consumption visions, and therefore, positively controlling customers' emotions is the key to eliciting positive commercial outcomes (Walters, Sparks, & Herington, 2012). Given that the experiential nature of tourism has predestined that tourist can only evaluate the tourism products after consumption (Bakhtiyrovich, 2020), the positive emotions evoked by advertising stimuli before consumption become the key to induce customer positive behavioral intention. Therefore, applying the lens of emotion is highly relevant to examining the effectiveness of tourism online marketing means, such as live-streaming tourism.

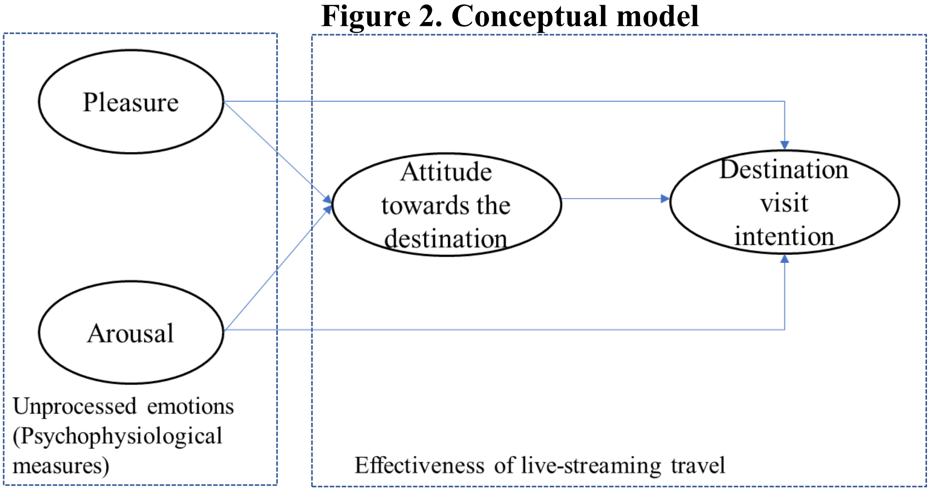
Figure 1. The emotion continuum



Source: Adapted from: Poels and Dewitte (2006)

Emotion was categorized as two types: higher-order emotion and lower-order emotion, and their difference lays on the complexity of cognitive processing during the formation of emotion (Poels & Dewitte, 2006) (See Figure 1). When live-streaming tourism is real-time by its nature, logically, customers' emotional responses are supposed to be influenced dynamically. In this sense, the lower-order emotions are relevant to this study context. As such, instead of capturing the higher-order psychological constructs (e.g., perceived social presence) (Zhang et al., 2021), this study aims to explore customers' affective processing of live-streaming tourism advertising with a focus on their lower-order emotions (See Figure 2 to find the conceptual framework for the proposed relationship among lower-order emotions and other measures of live-streaming tourism effectiveness).

Figure 2. Conceptual model

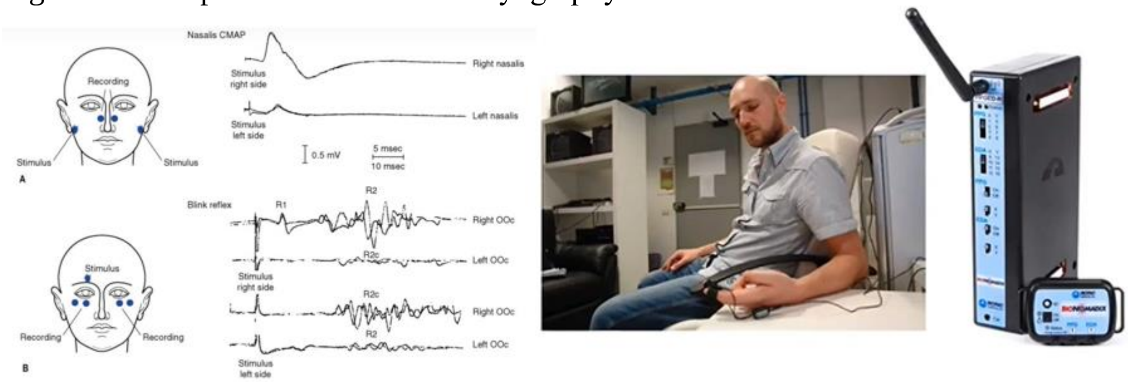


Source: From the authors

2.3 Emotion measures

Most existing literature measuring emotion on marketing tactic effectiveness is based on self-report techniques (e.g., interview and questionnaire). However, self-report methods heavily relied on customers' memories, so it is easy to elicit biased answers and socially desired reactions (Moyle, Moyle, Bec, & Scott, 2019). Neuromarketing literature has suggested psychophysiological methods to capture customers' unprocessed emotions to overcome the deficiency of self-report methods. Psychophysiological methods could detect automatic responses that are unable to be controlled by the respondents (Li et al., 2015). Specifically, this method reflects the most accurate and objective emotional responses by detecting their somatic reactions (e.g., muscle movements and eye movements), and autonomic nervous system (e.g., heart rates and vascular activities) (Li et al., 2015; Moyle et al., 2019). Based on previous literature, Facial Electromyography (fEMG) and Skin Conductance (SC) are regarded as the relatively inexpensive but precise methods to measure respondents' unprocessed emotions (e.g., pleasure and arousal) (Drozdova, 2014) (See Figure 3 to find the sample of fEMG and SC equipment). Besides this paradigm, this study will incorporate with the notion that self-report measures may be used in parallel with psychophysiological methods, where the self-report ones will be used to test the constructs relating to the effectiveness of live-streaming travel (Moyle et al., 2019).

Figure 3. Examples of Facial Electromyography and Skin Conductance



Facial Electromyography

Skin Conductance

Source: Adapted from Chen and Chung (2004), Li (2021), and Rui (2020)

3. Methodology

This study will adopt a combination of self-report questionnaire, and psychophysiological methods (i.e., fEMG and SC) to trace viewers' emotions (pleasure and arousal) and subsequent psychological responses (attitude and behavioral intention) while watching the travel live streaming.

3.1 Participants and stimuli

Students at Xiamen University in China is determined to be the research population for this study. There are around 40,000 students at this university as of March 2022. Around 0.25% of the students are selected as the sample for this research. A relatively small sample is usual when conducting psychophysiological lab-based studies (Li, Walters, Packer, & Scott, 2022). The reason for inviting university students as our research population is that the youth are more likely to be interested in novel techniques and be willing to cooperate with the researchers alongside their higher life-time values for the tourism destinations.

An approximately 15-minutes travel live streaming will then be selected as the stimuli of this study. To identify a representative blogger, he/she should have more than five hundred thousand followers.

3.2 Instrument
3.2.1 Measurement

Unprocessed emotions measurement: Two pleasurable emotions (pleasure and arousal) will be tested by detecting their skin conductance level (SCL) via the combination of facial EMG and SC.

Effectiveness of live-streaming travel: Two psychological constructs (attitude towards the destination and destination visit intention) will be tested by self-reported techniques (questionnaire). Previous literature has indicated items for these two constructs in different times and contexts (Chung, Han, & Joun, 2015; Gure, 2015; Han, Hsu, & Sheu, 2010; Pecheux & Derbaix, 1999). However, the participants, Gen Zs (people born between 1997-2010), are regarded as those technology savvy, and their attitude towards live-streaming travel has not been clearly documented in literature. Researching such a novel topic proved challenging since, as stated, the extant literature is still scarce. In order to design a questionnaire informed by the literature on their attitude towards the live-streaming travel, several open-ended interviews will initially be conducted with the representative students, Gen z social media users, and the travel live-streamers in the China region. From these encounters and literature reviews, an initial questionnaire will then be finalized. A subsequent pilot test will be carried out with 30 students. On the basis of their feedback, it will be further enhanced by improving its expressions. In other words, a mixture of multidisciplinary review of literature, undertaking a quantity of key-informant interviews, before the execution of a quantitative questionnaire is expected to guarantee both content and construct validity of instruments applied for this research.

3.2.2 Manipulation check
To ensure that the target travel live streaming is perceived as intended, the participants will be questioned to indicate the understanding level of live streaming on a ten-point scale.

4. Expected outcomes
This will be one of the first studies to explore the effectiveness of live-streaming tourism. Also, this is also a frontier study in mixing psychophysiological and self-report methodologies to test a conceptual model in the tourism context.

On the basis of two approaches integrating psychophysiological and self-report measures, this study is expected to examine the relationship among emotion, attitude towards destination, and destination visit intention. Theoretical, practical, and methodological implications will then be provided.

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Social Media Applications as Marketing Tool of Chicken Takeaway Establishments during Pandemic

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Abstract
COVID-19 pandemic opened the doors to convenient access to food like chicken takeaway services. These establishments took advantage of the free access to social media applications as marketing tool. Results revealed that there is no significant difference between the advantages and disadvantages of the use of social media before and during pandemic. Selected chicken takeaway services utilized social media applications such as Facebook and Instagram as marketing tool that helped them communicate better, gain customer loyalty, and promote their products bringing new business opportunities.

Keywords: Social media application, social media marketing, SMEs, chicken takeaway services, pandemic

The influencing factors and the construction mechanism of dual-source teacher's team development based on college-enterprise community

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Abstract
Building Dual-Source Teachers' team is paramount to deepen the collaboration of university and industry, to improve the dual-qualified teachers' team in application-oriented colleges and universities, and to innovate the approach of full-time faculty development. This study aims at examining the influencing factors of Dual-Source Teachers' team development using in-depth interview. A conceptual framework of the influencing factors is developed from the perspective of high-end hotel management team. Countermeasures, suggestions and practical implications are also included.

Keywords: College-enterprise community, Hotel management, Dual-source teaching, Influencing factor

1.Introduction

As of January 1st, 2020, the total number of accommodation in China is 608,000, and the total size of guest rooms is 18.917 million. Among them, there are 338,000 hotel facilities and 17.62 million guest rooms in total. The hotel facilities and guest rooms account for 56% and 93% of China's accommodation industry respectively. However, in the process of promoting collaborative education between schools and enterprises, the enthusiasm of hotels to participate in running schools is not high, which is in a shallow interactive state and has not yet reached the degree of integration between schools and enterprises. Why is the enthusiasm of hotel industry experts to participate in the training of hotel management professionals not high? What factors affect it? These questions have not been well answered. Therefore, this study aims to explore the influencing factors and conceptual model of the construction of hospitality management's dual-source teachers team.

"Dual source teachers" refer to co-teachers, that is, one is from the industry who is responsible for practical teaching, and the other one is from colleges/universities who is responsible for theoretical teaching. The "dual source" teachers jointly form a curriculum team to meet the needs of applied universities or vocational education. It is paramount to strengthen the construction of dual-source teachers' team of hospitality management major. The construction of "dual-source" teachers is an important approach to deepen the integration of industry and education, to develop a community of schools and enterprises, to expand the co-teaching team, and to form a innovative mode of professional teachers who can take advantage of both academic teaching and practical training.

2.Research Method

2.1 Research Design

This study utilized a qualitative research approach. Informants are directors and managers working in high-end hotels in China. Interview questions includes: 1)What are the factors that affect the middle and senior management of high-end hotels to participate in the construction of "dual" teachers' team? 2) How do these factors affect the "dual" teachers team construction? Demographic information were also included.

2.2 Data Collection

In order to target qualified informants, the recruiting interview criteria were: 1) the respondents are currently working in high-end hotels; 2) the interviewees are experienced directors and mangers; 3) the interviewees have a certain understanding of dual-source teachers and can reflect the views and opinions of hotel managers on the development of dual-source teachers team. Later, researchers contacted the human resources directors of high-end hotels involved in school-enterprise collaboration. Research purpose and sample questions were provided before on-site interviews. Afterwords, a total of 27 qualified informants were interviewed.

In order to increase the initial categories, this study adopts the strategy of theoretical sampling. After each interview, the interview content will be transcribed and analyzed. The theoretical sampling process will not end until no new information appears and the information reaches the saturation point. Each interview lasts about 30-60 minutes. The interview questions can be divided into three categories: 1) basic information, including the current working years and positions of the respondents in the hotel industry; 2) main factors affecting the construction of "dual" teachers; 2) opinions and suggestions on the construction of dual-source teachers team.

2.3 Data Analysis

The interview data were analyzed by open, axial and selective coding. Firstly, the interview data are coded in an open way to determine the main categories described in the research objectives. The interview data of this study mainly focused on the influencing factors of "dual" teacher team construction. Secondly, axial coding is used to identify several subcategories in each category generated by information coding. For example, among the influencing factors of "dual" teacher team construction, 12 sub categories are mainly determined and marked. The third step is to determine and aggregate the similar commonalities between each subcategory through the classification in the existing literature. Through the above analysis steps, it is concluded that the influencing factors of "dual" teacher team construction are mainly divided into three categories (levels), namely, individual level, corporate level and macro level.

3.Influencing Factors and Framework Development

At the personal level, the influencing factors of the construction of "dual" teachers in hotel management include personal interest, past experience, sense of responsibility and honor, the power of example, career planning, academic background and the differences between industry and universities.

At corporate level, only when the hotel has a good cooperative relationship with colleges/universities and actively support hotel employees to participate in university-enterprise interactions, hotels' experts will participate in the teaching activities of colleges and universities. Time, spirit, and welfare are also important influencing factors.

Macro level factors are rooted in a wide range of external environment. This environment is not a unique environment for enterprises, but generally refers to other environmental factors, such as social culture, technology and innovation, as well as government policies and economy conditions. This study found that the macro factors affecting the participation of hotel industry experts in the construction of "dual" teachers mainly include government policies and the phenomenon of "Involution".

4.Discussion and Conclusions

The "Dual Teacher" team composed of teachers from different sources with two advantages. It is not a simple combination, but a "community" with common value foundation, common construction, common management, shared achievements and shared risks. Building a "Dual Teacher" team is a lasting and far-reaching work, which requires comprehensive system design and landing work measures. Combined with the characteristics of hospitality management major and the analysis of influencing factors of research, it is suggested that the factors affecting the construction of "dual" teachers should be straightened out from the following aspects, and the relationship between various parts should be coordinated, so as to better promote the construction of "dual" teachers.

In order to realize the “dual-source” teacher mechanism after sorting out the influencing factors, it requires comprehensive system design, a series of strategies area provided including: 1) combine the characteristics of talents in the hotel industry and innovate the certification and absorption mechanism of talents in the industry; 2) establish a two-way training mechanism, and school teachers and industry experts go together; 3) establish a school enterprise community to build a platform for the construction of "dual" teachers; 4) establish policy guidance and improve the incentive mechanism.

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Linking personality trait to intention to stay in the hospitality industry through self-regulated learning

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Abstract
This study investigates how hospitality college students' personality trait influences intention to stay in the hospitality industry through Self-regulated learning, we use structural equation modeling (SEM) for data analyses. Results indicated (1) Agreeableness, conscientiousness and openness to experience have significant influences on self-regulated learning; (2) Self-regulated learning has a significant influence on intention to stay in the hospitality industry; (3) Mediating roles of self-regulation learning has significant influences on aforementioned relationships.

Keywords: Personality trait, Self-regulated learning, Intention to stay, Hospitality industry, Internship

Workplace health and safety and employee engagement at Um Tagum College

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Abstract
The main objective of this study is to investigate if there is a significant relationship between workplace health and safety and employee engagement. Random sampling technique was used in identifying the respondents and sample size of this study. This study used the quantitative non-experimental research design using correlational technique with mean, pearson-r, and t-test as statistical tools. A validated survey questionnaire was used as principal data collection instrument. Results revealed that the level of workplace health and safety is very high, and the level of employee engagement is also very high. Meanwhile, findings showed that there is a significant relationship between workplace health and safety and employee engagement. Finally, results revealed that there is a significant difference in workplace health and safety and employee engagement when categorized according to rater.

Keywords: Workplace Health and Safety, Employee Engagement, Human Resource Management, UM Tagum College, Philippines

1. Introduction

In the study conducted by Gyensare, Anku-Tsede, Boakye, and Twumasi (2018) from the SMEs sector in Ghana, the result showed that there is a positive correlation between occupational health and safety on employee engagement. The study's findings demonstrate that SMEs' promoters, owners, and managers should regard their employees' health and safety issues as a top priority in order to get the most out of them. Moreover, engagement of management with employee safety is central and a primary obligation of the employer. In relation to this, Geller (2008) emphasized that leaders must be held accountable and take responsibility for workplace safety flaws. It seems evident that if management sets an example by interacting with employees, particularly in terms of safety, employees will be more interested in safety and security (Mullins, Blair, & Dunlap, 2019).

In addition, government authorities, standards-setting groups and numerous experts consider the engagement of employees to be a beneficial safety force. Practical guidance on employee engagement has been provided by these organizations and people (Mullins, Blair, & Dunlap, 2019). In addition, employees with an adverse perspective of a healthy and safe workplace seem to be involved in dangerous behaviors that improve their vulnerability to injury, and employees experiencing job uncertainty, anxiety and stress have showed declines in motivation and enforcement for safety, whereas employees with a favorable attitude of safety at work have reported lower number of accidents. Employees' perceptions of their organizations as inviting, compassionate, and concerned about their general well-being and happiness are likely to influence their knowledge of the organizational safety environment, as well as effect healthy work habits and accident rates (Gyekye, 2005).

A safe and healthy working environment appropriate to education must exist at the educational institution level. Simultaneously, the presence of vulnerable groups (such as students) and the requirements of disabled individuals must be taken into consideration. The European Agency for Workplace Safety and Health has listed five fundamental factors that must be considered: Indoor workspaces, whether a classroom, a staff office, or a kitchen, must be appropriately ventilated and lit, as well as have an appropriate degree of humidity, sufficient space, and cleanliness. If automobiles are allowed to enter the institution, the signaling must be obvious, and the driveway and pedestrian area must be separated as much as possible; To lessen the risk of slipping and falling, the floors must be adequately maintained and kept clean. The protection against falls from heights in locations such as balconies and staircases will be given special consideration. For very young children, additional railing protection may be required; doors and transparent windows must be marked and made of a suitable material (Rusu-Zagar & Rusu-Zagar, 2015).

Meanwhile, following the standards of a safe and healthy workplace, is very helpful as it has a big impact on the employee's perceptions on a safe and healthy workplace. The employees' perceptions may enhance the success, satisfaction, and engagement in maintaining a safe and healthy workplace (Narciso & Guhao, 2020). Complying with standards is a must and, extending one's service beyond can be a way of increasing employee's commitment to the institution (Arsenal, Narciso, Rama, & Tabigue, 2021)
Therefore, in this context, the researchers feel the need to conduct the study, particularly in identifying if both variables are correlated. The results of this study can be of great help in formulating an intervention program to be used in the future. Moreover, if employees are well valued, a reciprocal process will take place in which they will, in turn, take care of their customers.

In the light of these concerns, the study's primary objective was to develop an appropriate intervention program based on the result of the study. Specifically, it aimed to answer the following objectives:

1. To identify the level of workplace health and safety at UM Tagum College in terms of:
   1.1 premises of establishments;
   1.2 construction and maintenance;
   1.3 walkway surface;
   1.4 working environment;
   1.5 workplace policies and procedures;
   1.6 occupational health and safety awareness; and
   1.7 participation in occupational health and safety
2. To assess the level of employee engagement at UM Tagum College.
3. To ascertain if there is a significant relationship between workplace health and safety and employee engagement.
4. To determine if there is a significant difference in workplace health and safety and employee engagement when categorized according to the:

4.1 type of rater

The outcome of the study would give pertinent data to the institution, especially the *UM Administration*, in implementing a suitable intervention program that will help enhance the level of employee engagement and employee welfare. Also, the results of the study can help the *teaching and non-teaching employees* improve their level of engagement while staying here in the institution. Lastly, this study is beneficial to *Handicapped/Differently abled employees/guests/students* since they can be considered vulnerable groups. The intervention program will be intended mostly for them.

2. Method

The study employed quantitative non-experimental research using descriptive and inferential statistics. This technique is used when the goal is to define the status of the scenario as it exists to investigate the causes of a specific phenomenon at the moment (Campbell, 2015). A random sampling technique was used wherein the respondents in this study were the 150 teaching and non-teaching personnel of UM Tagum College.

The primary tool used in the data gathering process is an adapted and modified survey questionnaire from the Institute for Work and Health (2016). The researchers contextualized the questionnaire to fit statements in the workplace setting where the respondents are situated to acquire data efficiently. Moreover, secondary data was utilized to measure the level of employee engagement with the approval of UM Tagum College administration, ensuring the data privacy act. Presented in Table 1 is the Pilot Testing (Cronbach Alpha Reliability Test) Result which shows that there is an internal consistency with regards to the variables in the instrument used.

Table 1. Pilot Testing (Cronbach Alpha Reliability Test) Result

Variable	Cronbach Alpha	Interpretation
Workplace Health and Safety	0.967	Excellent
Employee Engagement	0.929	Excellent

3. Results

Table 2 shows the level of workplace health and safety at UM Tagum College in terms of premises of establishments, construction and maintenance, walkway surface, working environment, workplace policies and procedures, occupational health and safety awareness, and participation in occupational health and safety. The overall mean for this indicator is 4.39 described as Very High. This means that the workplace health and safety at UM Tagum College is very much evident.

Table 2. Summary of the level of workplace health and safety at UM Tagum College

Indicators	Mean	SD	Descriptive Level
Premises of establishments	4.22	0.67	High
Construction and maintenance	4.47	0.68	Very High
Walkway surface	4.29	0.66	Very High

Working environment	4.39	0.65	Very High
Workplace policies and procedures	4.43	0.61	Very High
Occupational health and safety awareness	4.62	0.56	Very High
Participation in occupational health and safety	4.39	0.77	Very High
OVERALL	**4.39**	**0.55**	**Very High**

Shown in Table 3 is the level of employee engagement at UM Tagum College. The overall mean for this variable is 4.49, which is described as Very High. This means that the level of employee engagement at UM Tagum College is very much observed.

Table 3. Level of employee engagement at UM Tagum College

Items	Mean	SD	Descriptive Level
Employees know what is expected of them at work.	4.63	0.52	Very High
Employees have the materials and equipment needed to do their work.	4.49	0.55	Very High
At work, employees have the opportunity to do what they do the best every day.	4.59	0.56	Very High
In the last seven days, employees have received recognition or praise for doing good work.	4.25	0.84	Very High
Their supervisor, or someone at work, seems to care about them as a person.	4.54	0.63	Very High
There is someone at work who encourages their development.	4.53	0.61	Very High
At work, employees’ opinion seems to count.	4.38	0.74	Very High
The mission or purpose of their company makes them feel their job is important.	4.57	0.55	Very High
Employee’s associates or fellow employees are committed to doing quality work.	4.52	0.63	Very High
Employees have a best friend at work.	4.49	0.71	Very High
In the last six months, someone at work has talked to them about their progress.	4.27	0.78	Very High
This last year, employees have had opportunities at work to learn and grow.	4.63	0.61	Very High
Total	4.49	0.48	Very High

Presented in Table 4 is the correlation result between Workplace Health and Safety and Employee Engagement. Pearson-r was used to determine the significance of the relationship of both variables.

Since the p-value is lesser than the .05 level of significance, the null hypothesis is therefore rejected. Hence, we can say that there is a significant relationship between Workplace Health and Safety and Employee Engagement. The r-value of .162 also exemplifies that there is a positive correlation between the two variables. Thus, when the level of Workplace Health and Safety increases, the same goes with Employee Engagement and vice versa. However, although there is a correlation for both variables, only 2.6% of Workplace Health and Safety affects Employee Engagement, while other factors influenced the remaining 97.4% of it.

Table 4. Correlation between Workplace Health and Safety and Employee Engagement

Variables	r-value	r-squared	p-value
Workplace Health and Safety	.162	0.026	0.047
Employee Engagement			

Decision on H_o = rejected
n=150

Depicted in Table 5 is the data on the Significant Difference in Workplace Health and Safety as categorized according to the type of rater. A T-test was used to determine the result. Since the p-value is less than the .05 level of significance, the difference of the data is considered reliable or statistically significant. Thus, the null hypothesis is therefore rejected. Hence, we can say that there is a significant difference in Workplace Health and Safety as categorized according to the type of rater.

Table 5. Significant Difference in Workplace Health and Safety

Type of Rater	Mean	SD	t-value	p-value
Teaching Personnel	4.29	0.59	-3.664*	0.00
Non-Teaching Personnel	4.66	0.31		

Lastly, portrayed in Table 6 is the data on the Significant Difference in employee engagement as categorized according to the type of rater. Likewise, a T-test was used to determine the result. Since the p-value is less than the .05 level of significance, the difference of the data is considered reliable or statistically significant. Thus the null hypothesis is therefore rejected. Hence, we can say that there is a significant difference in employee engagement as categorized according to the type of rater.

Table 6. Significant Difference in Employee Engagement

Type of Rater	Mean	SD	t-value	p-value
Teaching Personnel	4.43	0.50	-3.002*	0.003
Non-Teaching Personnel	4.69	0.35		

4. Discussion

In the workplace health and safety variable, six out of seven indicators got very high level except for the premises of establishment which acquired a high level. This means that the level of workplace health and safety is very much evident. The result is congruent with the Department of Labor and employment mandate, which emphasized that every establishment shall give mandatory seminars and training on the said matter. This is pertinent to ensure the welfare of all human resources in the workplace. In order to achieve the purpose, the 1978 Occupational Safety and Health Standards (OSHS) offer advice and enforcement for workplaces, including personal health and safety training, safety and health commissions, records of occupational and environmental diseases, occupational and environmental hazard management, personal protection equipment, safe use of equipment, and fire protection and occupational health records. As an educational institution, maintaining a safe and healthy workplace must be taken seriously. (Occupational Safety and Health Center, 2006).

Meanwhile the employee engagement at UM Tagum College is very high, which means that UM Tagum College's employee engagement is very much observed. This affirms the proposition of Nordmark (2017), who stated that if a school wants to develop a strategy that addresses students' needs and the higher education sector, universities will need fully committed faculty and employees. This approach provides a significant incentive for schools to provide services that assist students in achieving their goals.

For the significant relationship, results reject the null hypothesis since the p-value is less than .05 level of significance. Therefore, we can say that there is a significant relationship between workplace health and safety and employee engagement. This is in congruence with the key findings of Nahrgang, Morgeson, and Hofmann (2011) study's which showed that there is a positive association with burnout were the job demands of risks, health and hazards and job difficulty, and the work resources of safety expertise, job autonomy, and a supportive atmosphere had positive associations with employee engagement.

Furthermore, using a T-test to determine the significant difference in workplace health and safety and employee engagement, results reject the null hypothesis since the p-value is less than .05 level of significance. Therefore, there is a significant difference in workplace health and safety and employee engagement when categorized according to the Type of Rater. Thus, the difference in the data is considered reliable or statistically significant. This reflected a rising trend in reorienting workplace safety and health research, which is being driven by the increased focus on occupational safety and health. Public attention is a useful metric for assessing the strengths and weaknesses of internal links between objects and group behaviors, and it has significant implications for public opinion, culture, and legislation (Ratkiewicz, Menczer, Fortunato, Flammini, & Vespignani, 2010). Public involvement, according to Spijkers and Honniball (2015), helps to the administration of public services when public attention is the beginning point of public engagement.

5. Conclusion and Implications

The following conclusions were derived: First, the level of workplace health and safety is very high. Likewise, the level of employee engagement at UM Tagum College is very high. Moreover, there is a significant relationship between workplace health and safety and employee engagement. Lastly, there is a significant difference in workplace health and safety and employee engagement when categorized according to the Type of Rater.

In relation, results imply that in UM Tagum College, employees have a clear understanding of their rights and responsibilities concerning workplace health and safety. They are also aware of the employers' rights and responsibilities to workplace health and safety. Employees also know how to perform their job safely and are also aware of the health or safety hazards at the workplace, and when something happens, they know who (at their workplace) they would report it to. Also, employees can assist in responding to any health and safety concerns and know the necessary precautions that they should take while doing their jobs.

However, based on the result, only a small percentage of the variation of employee engagement is explained by the workplace health and safety, the researchers recommend to conduct a Focus Group Discussion to determine more about other factors that might affect the employee engagement in the institution. Thus, this may become an opportunity for future study in seeking other factors that might affect the increase and decrease of employee engagement.

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An analysis of revenue management course offerings at the US hospitality management undergraduate programs

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Abstract
Today revenue management (RM) is the cornerstone of running a successful, profitable hotel. Technology has automated a growing number of RM functions and will continue offering more options. The skillset for future RM professionals will need to change accordingly. This study evaluates the RM offerings at 19 undergraduate hospitality programs. The research findings showed that teaching resources in RM are still scarce, and there is no uniformity of RM learning outcomes in hospitality management undergraduate programs. Suggestions for future RM curriculum development are provided.

Keywords: Revenue management, Curriculum, Education, Hospitality industry

Impact study on the training series on guest relation skills: A banner program of bs tourism of the University of Mindanao College of hospitality education

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Abstract
This paper measures the effectiveness of "The Training Series on Guest Relations Skills" program of the College of Hospitality Education Tourism Management Program of the University of Mindanao using a pretest-posttest approach. Further, the study determined the satisfaction of the beneficiaries on the implementation of the activities relative to the program. The study utilized a descriptive – comparative research design with 30 employees of D'Leonor Inland Resort and Adventure Park, who are beneficiaries of the program, participating in the study using complete enumeration. Results revealed that the Training Series on Guest Relations Skills program of Tourism Management is effective, suggesting that the program implementer has achieved the program's desired outcomes. Essentially, the program implementation is satisfactory and has reached the objectives for which it was designed.

Keywords: Guest relations, Effectiveness, Services, Sustainability, Community extension program

Perceptions of tourism impacts during the COVID-19 pandemic: The case of Batanes Island, Philippines

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Abstract
The paper presents initial findings from a longitudinal study on Batanes Island established as a protected area and home of the Indigenous Peoples - the Ivatans. Using mixed methods research design, residents' views on the impacts of the pandemic on tourism and their life, in general, were analyzed. Motivated by the insatiable desire to include the Batanes in the international network of tourism observatories, results underscore a need for a systematic monitoring system cognizance of evidence-based tourism planning and management. The paper concludes that the identification of 'what, how, and why' in fostering sustainable tourism practices is imperative.

Keywords: Batanes, UNWTO-INSTO, tourism impacts, COVID-19

Obligatory or voluntary: Early effects of government restriction and risk perception on tourist attraction demand during the COVID-19 pandemic

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Abstract
Current studies have examined the impact of epidemics on the number of tourists at the country/region/city level, largely overlooking the impact at a more nuanced scale, like at the attraction level.By collecting the daily visit data of each 5A level scenic spot in China, this paper adopted a two-way fixed-effects model to estimate daily a tourism attraction demand model from January 1 to March 31, 2020, to calibrate the impacts of government controls and risk perception during the pandemic. Heterogeneity exists across attractions on this impact, and several moderators are also examined.

Keywords: Two-way fixed-effects COVID-19 tourist attractions government policy risk perception

Staycation in the Pandemic: A Multi-level Casual Modeling of Psychological Well-being

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Abstract
This study uses cognitive appraisal theory and self-determination theory to establish a multi-stage model with staycationers' tourism dwelling-mobility process to exam the staycation tourists' psychological well-being during COVID-19. The conceptual model was tested using the data of four staycationer samples, one collected during higher and the other during lower risk of epidemic, which both include natural and cultural tourist destinations. The SEM results showed that alienation, perceived authenticity, autonomy, and relatedness have a positive impact on psychological well-being.

Keywords: Staycation, COVID-19, dwelling-mobility, psychological well-being

The roles of job risk and job embeddedness in explaining hospitality employee retention during the time of pandemic

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Abstract
This study aims to examine the correlation between three dimensions of COVID-19-induced job risk and three dimensions of organizational job embeddedness. Based on the data collected from 583 hospitality employees in Taiwan, the analytical results show that all dimensions of job risk are negative and significantly related to links. Moreover, social risk has relatively the strongest correlation with links and a negative correlation with fit. The theoretical and practical implications are also discussed.

Keywords: Perceived job risk, Organizational job embeddedness, Hospitality employees, COVID-19 pandemic

Public transportation issues and challenges during the pandemic

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Abstract
The focus of this thesis is to integrate public transportation prevention and control techniques with public transportation travel management and regulation in Bulacan, Philippines, which is one of the most essential issues in Bulacan's economic and cultural recovery, as well as globally. Since the government dictates the protocols that we must follow for our own protection during a pandemic, such as the Covid-19, public transportation is among the most effected. There was a reduction in public transportation due to the closure of all businesses and institutions, as well as lockdowns and other health measures.

This study used both qualitative and quantitative methodologies to assess the issues and challenges of public transportation during the pandemic. Data was collected using random sample techniques in order to answer and clarify the study topics under inquiry. Respondents in the survey included tricycle drivers, Jeepney drivers, and passengers from the municipality of Hagonoy Bulacan, Philippines.

Keywords: Public transportation, Drivers, Pandemic, Issues and challenges, COVID-19

Would You Want to Visit Your Homeland? A Case Study of the Myanmar Immigrants in Taiwan

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Abstract
This research examines the impact of immigrants' past memories on revisit intention to homeland visiting. Based on this viewpoint of Myanmar immigrants', this study intends to explore whether product involvement has moderating effect on the relationship between past memories and nostalgia as well as novelty. Moreover, this study tries to test whether nostalgia and novelty have the significant effect on the relationship between past memories and revisit intention. Questionnaires survey was conducted with the participation of Myanmar immigrants living in the New Taipei city located in Northern Taiwan over more than one year.

Keywords: Past memories, Nostalgia, Novelty, Revisit intention, Homeland visiting

Intersections between tourism and migration in Thailand: Cross-border marriages, retirement, and travel

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Abstract
In this paper, we examine the intersecting terrain between tourism and migration in the Thai context. An analysis of marriage migration and retirement migration show that these two forms of mobility often originate from a tourist experience or a “host-guest” relationship which can then lead to a longer-term stay. Our analysis draws on semi-structured interviews, surveys, and participant observation to better understand so-called Western retirement migrants in Thailand and Thai marriage migrants in Europe. Findings contribute to recent discussions on mobilities, aimed at overcoming the binary perspectives towards tourism and migration.

Keywords: Mobilities Cross-border migration Retirement migration Long-stay tourism, Thailand

1. Introduction

This paper examines the intersections of tourism and migration in the context of retirement and marriage migration in Thailand. In recent decades, the volume of spatial mobility processes has continuously increased. Not only has the complexity of spatial patterns advanced dramatically, but also the types of population groups involved. Thailand – though interrupted by COVID-19 – has become one of the most popular tourist destinations worldwide and is a prominent hotspot of international retirement migration. This increase in senior migration attests to desires to spend “sunset years” abroad, where one can enjoy a better, more affordable lifestyle in a more pleasant environment, often with a local partner (Husa et al., 2014). In the Thai context, retirement migration patterns predominantly consist of male senior citizens from Europe, North America, Australia, and some East Asian countries settling in Thailand. Male retirement migration to Thailand also has a counter-mobility, with converse selectivity. Many younger Thai women, and to a much lesser extent gay men, enter relationships with foreign men, followed by a cross-border migration to the partner’s country of residence. Thai women who migrated through marriage or other intimate relationship with foreigners have become a significant component of the Thai diaspora (Butratana and Trupp, 2021). This diaspora is distinctive in many European countries and, in turn, generates dynamics for Visiting Friends and Relatives (VFR) tourism.

Our analysis draws on semi-structured interviews, surveys, and participant observation to better understand so-called Western retirement migrants in Thailand and Thai marriage migrants in Europe. We argue that the development of short-term mobilities entailing various types of leisure and business tourism influences and co-creates long-term stays and vice versa.

2. Literature Review

2.1. Intersections of tourism and migration

Tourism can lead to migration, and entails dynamics of both consumption (e.g. long-term tourism, second homes, retirement migration) and production (e.g. entrepreneurial, labor, and return migration) (Williams and Hall, 2002). Tourism-induced migration often arises following mass tourism (Gustafson, 2002). A tourist's deepening relationship with a destination following repeat visits can sometimes trigger new forms of mobility, with tourism potentially leading from temporary visits to a more permanent migration. Moreover, migration must be understood as a prerequisite for VFR tourism (Williams and Hall, 2002). Here, migration leads to a form of tourism where friends and relatives visit each other. According to The World Tourism Organization (UNWTO, 2019, p. 7), VFR tourism[i] accounts for 27 percent of all international travel movements. There are manifold ways in which tourism and migration re-enforce each other and it is often "impossible to draw neat boundaries around the two because they constantly intersect, sometimes within one and the same individual" (Salazar, 2020, p.1). While the interconnections between tourism and migration are incontestable, state mobility regimes grounded in (tourist) visas, work permits, and different types of residence and immigration statuses differ significantly and reflect the problematic presumption that these two forms of mobility are mutually exclusive (Bui and Trupp, 2020).

2.2. Retirement, tourism and migration

Whilst conventional forms of mobility are often associated with labor migration and economic push and pull factors (Hall and Williams, 2002b), retirement migration constitute rather "new" forms of mobility that arise less from economic necessity and more from personal leisure and lifestyle preferences. However, retirement and amenity migration are by no means new in the true sense of the word. The "novelty" lies instead in the increased frequency and the expanded geographical range in recent decades (Rainer, 2019). Senior citizen migration is therefore a particular form of consumption-led migration as opposed to production-led types of spatial mobility.

2.3 Marriage, migration and tourism

Marriage-related migration has been conceptualized as a broad category of marriage mobilities encompassing three distinct sub-forms (Charsley et al., 2012). A few authors, such as Williams (2012), have suggested that increased mobility has enhanced the relationship between international tourism and cross-border marriage migration, creating more chances for intimate relationships to develop across international borders. Another area where marriage migration and tourism are closely intertwined is the context of VFR tourism. Each round and type of migration creates a new network and new spatial settings of friends and kin (Williams and Hall, 2002).

3. Methodology

The empirical data on marriage migration stems from an ongoing Ph.D. research project by Kosita Butratana on Thai marriage migration to Austria. Kosita designed and conducted semi-structured interviews, supported by a quantitative survey (n=85), among Thai migrants in Austria, and carried out participant observations both in Austria and Thailand. The data on retirement migration to Thailand presented in this presentation draws primarily from a broader project[ii] aimed at critically examining international retirement in Thailand. Our focus was on the nexus of long-stay tourism and the (semi-permanent) immigration of foreigners: we sought to address the extent, structure, causes, and consequences of rapidly growing senior migration to Thailand, using the Hua Hin/Cha-am region, a tourism hotspot, as an example.

4. Results

Our data shows that most Western retirement migrants residing in Thailand had already traveled extensively for leisure and recreation or business purposes before they decided to settle in the country. Many thus transformed their favorite holiday destination into a second or even first home, often after retiring. Features enjoyed during their travels and holidays, such as the warmer, more appealing climate and lower costs of living, are also the main reasons for these more permanent moves. In contrast to other studies of international retirement migration to Thailand (Koch-Schulte, 2008), where the target destination choice was strongly influenced by wives and girlfriends from that region, such factors played a relatively minor role in our research. However, interview data shed light on some Western men's stereotypical images of Thai women and how their perceptions of local women (as available and subservient) played an important role in the migration decisions. The low costs of living, wide range of services, and, in most cases, a positive image of the destination area formed during previous stays as tourists are still the most important drivers for this increasingly heterogeneous group of senior, mostly single migrants, but also single women and couples, to select Thailand for the rest of their "golden years" (Horn et al., 2016; Vogler, 2015).

In the context of marriage migration, tourism and migration mainly intersect through two dynamics. First, Thailand's tourism hotspots are social spaces where international tourists meet Thai women (and men) who are frequently internal migrants themselves working in the hospitality and service sector. This is where intimate relationships often originate, leading to domestic holidays within Thailand, mutual cross-border visits, and eventually marriage and the Thai partner's migration to a new country. Only a minority of the marriage migrants in Austria had prior travel experience in Austria or other European countries. While studies show that Thai and Southeast Asian outbound tourism to Europe has increased in recent years (Bui and Trupp, 2020), these travel experiences do not seem to lead to desires to make the holiday destination a second home[iii]. Second, the Thai marriage migrants abroad not only helped establish transnational networks and flows for remittances, ideas, values, and lifestyles, motivating still more women to marry and move abroad (Statham et al., 2021) but also produced an increase in VFR tourism. Thai migrants in Austria regularly visit their home countries for both leisure and family purposes. Home visits and financial support for relatives also reflect Thai women's socio-culturally specific gendered expectations surrounding obligations to parents and family members.

5. Conclusion

Our paper examined the intersecting terrain between tourism and migration in the Thai context. We have shown how tourism intertwines and overlaps with retirement migration and marriage migration and how these varied forms of contemporary spatial mobility influence each other. The chapter thus contributes to recent discussions aimed at overcoming the "binary between tourism and migration that has plagued classic Western models of travel" (Adams, 2020, p. 6; Bloch, 2020).

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To Explore the Influence of Religious Ritual on Well-Being

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Abstract
Religious tourism and well-being have always been hot topics. People engaged in religious activities have a relatively high sense of well-being. Tourism is regarded as ritualization. Therefore, this study takes religious tourism as the carrier of rituals to explore whether tourists can perceive well-being. We found that except for ceremony(H3), others are accepted. Ritualization has the most significant effect on well-being.

Keywords: Religious, Temple, Ritual, Well-Being

1. Introduction

Religious tourism is one of the oldest forms of tourism, and pilgrimage is a popular item for tourists worldwide (Nyaupane et al., 2015). Religious tourism and well-being have always been hot topics. Previous studies have found that people engaged in religious activities have a relatively high sense of well-being (Diener et al., 2011; Hackney & Sanders, 2003; Oishi & Diener, 2014). In particular, specific religious practices mediate the relationship between religious beliefs and personal well-being (Newman & Graham, 2018). Smart mentioned that the religious framework consists of seven dimensions, including ritual and experience (Smart, 1999). Well-being refers to meaning and purpose in life. By striving for virtue rather than hedonism (Ryan & Deci, 2001). Tourism is regarded as ritualization (Sterchele, 2020), which promises to signal support and promote personal self-regulation (Wood, 2017). Therefore, this study takes religious tourism as the carrier of rituals to explore whether tourists can perceive the signs of these carrier symbols and feel well-being.

2. Literature Review

2.1. Riture

Mccracken (1986) defined ritual as the manipulation of objects in ritual activities in daily life to obtain appropriate cultural significance. Then, Grimes (1995) wrote in his book that the modes of tourism celebration ceremony are divided into six categories: ritualization, decorum, ceremony, magic, liturgy, and celebration.

2.2. The relationship between Ritual and Well-Being (WB)

There is a sense of peace or tranquillity when praying, and the process of worship is seen as a ritualization (RIT); that is, a particular religious belief may moderate feelings at different stages, from pious to well-being (Shi et al., 2022). Decorum (DEC) is a formal act or the execution of a series of actions stipulated by a ceremony, agreement, or convention (Grimes, 1995);

Decorum can be regarded as interpersonal and social relations in tourism scenes, such as making new friends during travel (Shi et al., 2022). Interpersonal interaction during the trip also directly impacts well-being (Macabe & Johnson, 2013). Ceremony (CER) in the ritual refers to gathering activities, such as parties, festivals, or holidays (Shi et al., 2022). Being in a community together can lead to a sense of satisfaction and belonging, which increases well-being (Newman & Graham, 2018). Liturgy (LIT) is the praise and gratitude to the mysterious and powerful power. It is expressed as the response to and participation in the divine (Tinker, 2006; Smart, 1999), and this participation is part of a ritual. Thus, we propose the following hypotheses:

H1: Ceremony has a significant positive impact on well-being.
H2: Ritualization has a significant positive impact on well-being.
H3: Decorum has a significant positive impact on well-being.
H4: Liturgy has a significant positive impact on well-being.

3. Methodology

3.1. Measurement

This study uses a survey method to achieve the objectives of the study. The survey questionnaire has five parts: ritualization, decorum, ceremony, liturgy, and demographic variables. Besides demographic variables, a five-point Likert scale, ranging from 1 to 5, is used to measure these variables.

3.2. Data collection

The subjects were tourists who had been to Taiwan's temple. The questionnaire was made through the *surveycake* platform and distributed with Line and Facebook groups. 377 questionnaires were distributed from 20 August to 5 September 2021.

4. Results

4.1 Reliability and validity

The results of reliability and validity (Table 1), discriminant validity (Table 2).

Table 1: Reliability and validity analysis

Latent Variable	Items	M	FL	Cronbach's α	CR	AVE
RIT		3.42		.794	.866	.619
	RIT1	3.72	.798			
	RIT2	3.79	.738			
	RIT3	3.09	.801			
	RIT4	3.10	.807			
DEC		3.60		.780	.873	.696
	DEC1	3.57	.872			
	DEC2	3.84	.803			
	DEC3	3.41	.827			
CER		3.63		.684	.812	.526
	CER1	3.80	.784			
	CER2	3.50	.876			
	CER3	3.11	.736			
	CER4	4.09	.543			
MAG		3.67		.865	.909	.715
	MAG1	3.91	.850			

	MAG2	3.67	.868			
	MAG3	3.65	.827			
	MAG4	3.47	.837			
LWB		3.81		.832	.889	.667
	LWB1	3.64	.864			
	LWB2	3.66	.894			
	LWB3	3.78	.762			
	LWB4	4.15	.737			

Table 2: Discriminant validity analysis

	RIT	DEC	CER	LIT	LWB
RIT	.786				
DEC	.692	.834			
CER	.710	.648	.725		
LIT	.665	.734	.687	.846	
LWB	.705	.687	.617	.636	0.817

Self-variable is RIT, DEC, and CER, the dependent variable is LIT, F value=116.670, P=.000, up to a significant level; adjusted R^2=0.581; DW = 1.968, in line with the independence test. VIF is from 2.226 to 2.625, and no collinear. The path diagram of the influence relationship between the above variables is shown in Figure 1.

Table 3. Regression analysis

Dependent variable	Independent variable	Unstandardized coefficient		Standardized	t Value	Significance	Collinearity statistics	
		B estimation value	Standard error	b value			Tolerance	VIF
LWB		.795	.153		5.201	.000		
	RIT	.344	.054	.358	6.334	.000	.393	2.541
	DEC	.284	.056	.292	5.083	.000	.380	2.633
	CER	.101	.062	.090	1.623	.106	.407	2.460
	MAG	.120	.057	.121	2.096	.037	.375	2.670

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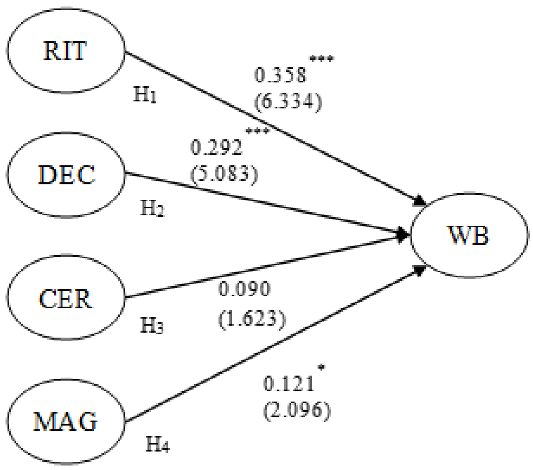
Figure.1 Path coefficients of the structural model

Note：****p <.001*、 ***p <.01*、 **p<.05*



5. Discussion and Conclusion

5.1. Discussion and implications

Except for H3, others are accepted (p<.05). RIT has the most significant effect on well-being, and RIT2, 'religious ritual makes me relax', is the highest (*m*=3.79). People can feel peace of mind in experiencing religious rituals. DEC has the second greatest effect on well-being, and DEC2 'I would like to share my experience of religious participation with friends ', is the highest (*m*=3.84). Tourists are willing to share a series of etiquette rules with friends. Thus, we put the following suggestions:

1. People are paying more attention to their inner well-being. It is recommended to add a sense of ritual to heal the body and mind to bring a calm environment to the tourist.
2. Standardize the process of ritualization and increase its characteristics. Use word-of-mouth publicity to expand religious culture and attract more tourists to pursue inner well-being.
3. When holding celebrations and festivals, prepare physical souvenirs for tourists.

5.2. Conclusion

This study verified the new theoretical framework and understood which ritualized factors significantly impact well-being. Provide valuable suggestions for academic research and industrial development.

5.3. Limitations of this study and suggestions for future studies

This study only discussed well-being, it is suggested that future researchers can explore ritualization and explore other aspects, such as motivation and intention. Also, researchers can explore other tourism forms of ritual in the future.

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Tour Guides' misinterpretation on heritage site: A Case study of Macao

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Abstract
This study aims to make an inquiry to possible twisted stories told by tour guides on the historic site of Ruins of St. Paul's, one of the most important destination attractions in Macao. A mixed method approach was used. The on-site observation method was adopted in 2018 to take note of what have been exactly narrated by the local tour guides when addressing to their respective tour groups. The responses from the tour group participants were also noted. In 2020, academics and tour guides were invited for semi-structured interviews to gain insights about the root cause of the misinterpretations as well as the needs of the tourists to Macao. Findings revealed that tour guides often used their own way in introducing this heritage site to their audiences. Their interpretations fell roughly into three major categories: minimalistic, adapted, and authoritative versions. Most tour group participants showed little interest in the history but were very fond of taking photos there. Implications and recommendations were discussed.

Keywords: Cultural Heritage, Destination Image, Quality Assurance, Religion, Tour Guide

1. Introduction

1.1. Background of the Study

Macao is a place where the East meets the West. Under the Portuguese rule for over four centuries, the Chinese and the southern European lifestyles and cultures are deeply rooted in the city. The Ruins of St. Paul's is arguably the most distinguishable landmark in Macao. Ruins of St. Paul's was listed as part of the Historic Centre of Macao. In 2005, the 30-site Historic Centre of Macao was inscribed in the UNESCO World Heritage List (Macao Government Tourism Office [MGTO], 2022). It is also the attraction mostly mentioned from web contents related to the topics of Macao's travel (Choi, Lehto, & Morrison, 2007). It is also listed as one of the 12 architectural marvels in Macao (Brownfield, 2022). The predecessor of this heritage site is the Church of Mater Dei, built in 1602–1640 by the Jesuits (Cultural Affairs Bureau [CAB], n.d.). The symbolic meaning represented on the façade of this church is highly related to the Book of Revelation of the Christian Bible. Therefore, its meaning cannot be immediately understood, especially when most residents and visitors simply treat the site as a memorial archway, depleting most of the religious elements from it.

Tour guides represent the bridges between two different cultures: the culture of a host (destination) and the culture of the audience (tourists). Tour guides tell the cultural and symbolic meanings of heritage, and they link the communication between the local community and its visitors (Mak et al., 2011). Tour guides are also important resources for visitors to obtain a good understanding of the profound meanings of heritage sites (Io & Hallo, 2011). According to a history teacher, Mr. Chan, however, some licensed tour guide told visitors, during their professional tour guiding, that Nezha, a famous deity of the Chinese folk religion, set a fire and thus burned down most parts of the Church of Mater Dei, leaving what we see now as the façade (A. Chan, personal communication, July 14, 2018). As a consequence, a study has been initiated to investigate how tour guides narrate stories about this heritage and historic site. Poor or misleading heritage interpretations can lead to poor understanding of a heritage site and a biased view towards a destination.

1.2. Ruins of St. Paul's Cultural and Historical Values

Ruins of St. Paul's is often cited as one of the must-see attractions and its architecture style is unique, with the blending of western and Chinese elements in it (Chen, 2019). Clearly, many stories are implicit and profound surrounding a heritage site. Sometimes, the Ruins of St. Paul's is dubbed, in simplest terms, as "a sermon in stone" (Lee, 2005, para. 6) or a three-dimensional Holy Bible. The Baroque style architecture has the height of 25.5 metres and the width of 23 metres and can be divided into 5 tiers, with tier 1 as the pediment on the top level (CAB, n.d.). Each tier contains sculptures. Chinese scripts can be found on tier 3 and Latin words are inscribed on tier 5, the bottom level.

Table 1. Heritage Representation on Ruins of St. Paul's

Tier	Sculptures	Inscribed Texts
1	Cross, dove	
2	Jesus Christ, instruments of torture, angels, lions	
3	Holy Mary, angels, peony, chrysanthemum, tree of life, water of life, beast, vessel, Holy Mary on dragon, skeleton, lions, dove on Eucharist	鬼是誘人為惡 [i], 聖母踏龍頭 [ii], 念死者無為罪 [iii]
4	Four saint persons: Francisco Borgia, Ignatius of Loyola, Francis Xavier, and Aloysius Gonzaga	
5	Ten columns; main gate	MATER DEI, IHS

i) Literally "Devil seduces people to do evil things", called C-text1 thereafter
ii) Literally "Holy Mary steps on the dragon's head", called C-text2 thereafter
iii) Literally "Commemorate the deceased; do not sin", called C-text3 thereafter

Revelation is the last book of the Holy Bible. The book is sometimes known as the Revelation to John or the Apocalypse (University of Navarre [UN], 2005). Due to its metaphoric writing approach, the Revelation is very difficult to comprehend even though a person has biblical studies background. Although there are many different authoritative interpretations of the book, according to UN (2005) one of the safest interpretations is that the book portrays the "cosmic struggle between good and evil" (p. 18). According to Ms. Leong, a local tour guide, C-text3 is difficult to interpret by just reading the Chinese scripts literally. Her religious-originated and authoritative interpretation is that "if man knows that his destiny is to die at the end, he should always remind himself of this ultimate destiny, and therefore he should refrain from committing a sin" (A. Leong, personal communication, June 7, 2018). With such a heritage site full of cultural, historical, and religious contexts, it is almost impossible for tour guides to narrate the full story to visitors, regardless of their purpose of visit. Tour guides are expected to choose which parts to narrate, within their scope of responsibility.

1.3. Research Questions

This empirical research intends to perform a quality assurance investigation on the tour guiding practice on the narrations of heritage interpretations on the Ruins of St. Paul's. The study aims to explore the answers to the following research questions:

1. For a heritage site with rich historical and cultural background, how tour guides choose stories to share to their audiences?
2. Are cultural and religious interpretations well explained? To what extent?
3. What are the reasons behind the possible misinterpretations and twisted stories?

Figure 1. Ruins of St. Paul's (Image Source: Authors, 2018)

2. Literature Review

Heritage interpretation has many functions and purposes, one of which is "to enhance the visitor's sense of place and place identity" (Uzzell, 1996, p. 219). Tour guides could be seen as a strategic factor in representing a destination and in affecting the quality of tourist experience, the length of stay, and economic benefits created for local communities (Dahles, 2002). The quality of interpretation has a high impact on audience's interests and recall on an attraction. In package tours, tourists regard interpretation as one of the core factors of evaluating their traveling experience, in which tour guides play a key role. Interpretation allows narrators to translate unfamiliar, foreign cultures into familiar cultural language for tourists (Cohen, 1985). Many researchers believed that it is an effective way of culture exchange and interaction by guiding tourists. A good interpretation can help the host place to enhance the cultural promotion, and if doing well, it is a great way to promote the knowledge transfer and preserve the values of heritage attractions.

The predominant source market of Macao's tourism is tourists from mainland China. McKercher and Du Cros (2003) mentioned that, in general, the greater the cultural distance between a visitor and the place he or she visited, the more interested the visitor has in the heritage and culture of the host place. Heritage interpretations are found to be greatly adjusted, depending on target audience's origins and cultural backgrounds (Wong, 2013). One important role of tour guides is storytelling (Bryon, 2012; Overend, 2012; Williams, 2013). Stories can link everything today back to the occurred days, and they allow tourists "go back in time" or "bring the history back". One of the reasons tourists choose to travel with a packaged group is that it is an easier way to access the information tour guides can provide (Overend, 2012). Tour guides perform as the information bank and offer an opportunity to enhance the experience of a new place for tourist through knowledge sharing. Ryan and Dewar (1995) found that poor skills of tour guides' interpretation resulted in poor information received by tourists. That is why the information guides presented should be professional and skilful. Although non-verbal interpretation plays a significant role in educating visitors about the heritage sites they visit, verbal interpretation seems more direct and crucial in, not only providing visitors with information, but also promoting their experience and meeting management objectives in terms of tourist behaviour and tourists' respect towards the site (Munro et al., 2008; Zeppel & Muloin, 2008). Hence, information guides' interpretations are not only simple knowledge, but also can contribute to the destination image and has the potential to enhance the overall travel experience of visitors. Moscardo (1996) suggested that a good interpretation at heritage sites can help tourists value the heritage and raise their awareness of the negative consequences of inappropriate behaviours to heritage attractions. Thus, tour guides are responsible for teaching tourists how to behave properly at the heritage sites through their professional interpretation, no matter verbal or non-verbal one. In short, information guides should pay attention to authenticity and follow the code of ethics in their narratives.

Some previous studies (e.g., Poria et al., 2009; Poria et al., 2006a; Poria et al., 2006b) argued that it is important to make the interpretation of heritage customized to suit different tourism market segments. This does not mean that tour guides need to sacrifice the true meaning of the heritage and its history for entertaining visitors with specific taste and requirements to the largest extent. Acquiring new knowledge and exploring new cultures are also one of the motivations for travelling. Entertainment or fun aspects can even be added to heritage interpretations to promote higher interactions and better learning experiences to site visitors (Malcolm-Davies, 2004). Thus, tour guides should be able to identify the interests of different type of tourists and provide personalized explanations based on their different interests and requirements, without forgoing their professionalism and code of ethics.

3. Methodology

3.1. On-site Observation

Observation is a valid research method in looking at the targeted persons and subjects in an unobtrusive and less interfering manner (Veal, 2011). In response to the need for addressing potential ethical issues in research, the first author conducted the observations in a public space, i.e., the public square in front of the Ruins of St. Paul's. No videotaping or audiotaping was attempted toward the targeted persons (tour guides and tour group participants). The first author did not reveal the identity as a researcher, but rather acted as a bystander to listen to the stories being told by tour guides. Notes were simultaneously taken on a paper notebook, and thus they served as the raw data for the first phase of this study.

3.2. Pilot Study

On 20 July 2018, a pilot study was conducted. Its purpose was twofold: 1) To verify that all the architectural symbols and icons, as well as the inscribed texts, mentioned in the sources, were still there and visible by the naked eye; 2) To experiment with the on-site observation technique so as to make it more practical and effective. The entire architecture is then divided into five horizontal tiers, each of which contains special symbolic meanings. Notes were quickly taken on-site, along with the sample form prepared in advance, in accordance with tour guides' narrations and interpretations. Tour group participants' reactions were also noted whenever possible.

Case ID: Pilot Study		
Date: 2018-07-20	**Weather:** Cloudy	
Start Time: 11:30	**Language:** English	
End Time: 11:45	**Group Size:** 6	
Tier	**Tour Guide Explained**	**Participants Reacted**
1	n/a	n/a
2	n/a	n/a
3	Holy Mary stepping on the dragon's head; C-text2 Skeleton; C-text3 Portuguese boat	Ah, yes! n/a n/a
4	Four saint persons St. Francis Xavier	n/a
5	Mater Dei	Oh, yeah.
Remarks The tour guide admitted to the group that he did not know the exact meaning of C-text3, nor did he know which, out of the four saints, represented St. Francis Xavier. The group consists mainly of western visitors.		

3.3. Semi-structured Interviews

Semi-structured interviews are suitable for finding out "why" rather than "how many" or "how much" in quantity. Four interviews were conducted during February to March of 2020, with the aims of understanding tour guides' professional work, general needs of tourists to Macao, as well as the possible reasons about twisted stories being told.

Table 2. Interviewees' Profile

Interviewee	Gender	Profession	Years of Experience	Interview Communication Method
A	F	Academic	(Information not availab	Videoconferencing
B	F	Tour Guide	Under 10 years	Videoconferencing
C	F	Tour Guide	Over 10 years; retired	Videoconferencing
D	F	Academic	Over 10 years	Email

4. Findings

On-site observations were taken place from 21 July to 4 August 2018. Seven distinct cases were fully noted, while numerous tour groups arrived but did not make a stop for heritage interpretations. The details of the seven cases are summarized as below:

Case ID: 01		
Date: 2018-07-21	**Weather:** Sunny	
Start Time: 16:15	**Language:** English	
End Time: 16:20	**Group Size:** >10	
Tier	**Tour Guide Explained**	**Participants Reacted**
1	n/a	n/a
2	n/a	n/a
3	Holy Mary stepping on the dragon's head; C-text2 Six angels surrounding the Holy Mary Skeleton; C-text3; buried under the ground; reincarnation Portuguese navy	Oh! Hmmm!
4	Patron saints; Saint Paul	n/a
5	n/a	n/a
Remarks		

St. Paul was mistakenly explained as the patron saint of Macao.
The group consisted prominently of South Asian visitors.

Case ID: 02
Date: 2018-07-21 **Weather:** Sunny
Start Time: 16:25 **Language:** Mandarin
End Time: 16:28 **Group Size:** >10

Tier	Tour Guide Explained	Participants Reacted
1	n/a	n/a
2	n/a	n/a
3	n/a	n/a
4	n/a	n/a
5	n/a	n/a

Remarks
The tour guide did not adopt a tier-to-tier approach to explain this monument. She mentioned that it was a European-style church, a Catholic church, with five tiers across its entire architecture. Then she suggested that the visitors should worship Na Tcha Temple, behind the Ruins of St. Paul's, because she added that the worship there would be beneficial to children's health and schoolwork.

Case ID: 03
Date: 2018-07-24 **Weather:** Cloudy, partly sunny, typhoon T1
Start Time: 11:05 **Language:** Mandarin
End Time: 11:15 **Group Size:** 3

Tier	Tour Guide Explained	Participants Reacted
1	n/a	n/a
2	Jesus Christ	n/a
3	Holy Mary; tree of life Holy Mary stepping on the dragon's head; C-text3	Question… Yes.
4	Four saints; Jesuits	n/a
5	IHS	n/a

Questions
One participant raised a question: Of what material is the icon of the Holy Mary made? The tour guide replied that it was made of bronze. Before that, it was full of gold but unfortunately the golden coating was stolen.

Remarks
The tour guide mentioned that in the past, at the center of tier 3, there were two angels above the Holy Mary, beneath which laid the flowers. Besides the Holy Mary, a secret side door exists, which could lead a person to the top of the building. He mentioned that Jesuits choose a humble and simple life, and one of the saints died at the age of 23. He then briefly talked about the historical conflicts between the Jesuits and the Portuguese monarchs.
In addition, he jocularly said that luckily there is no earthquake in Macao; otherwise, the remains would also collapse.
He had his own interpretation to C-text3.

Case ID: 04
Date: 2018-07-24 **Weather:** Cloudy, partly sunny, typhoon T1
Start Time: 12:09 **Language:** Mandarin

End Time: 12:11 **Group Size:** >10

Tier	Tour Guide Explained	Participants Reacted
1	Dove represents peace	n/a
2	Jesus Christ	n/a
3	Holy Mary, the mother of Jesus	n/a
4	Four disciples of Jesus	n/a
5	n/a	n/a

Remarks

The tour guide mentioned that it was originally a western-style college.

Case ID: 05
Date: 2018-08-04 **Weather:** Mostly cloudy
Start Time: 09:10 **Language:** Mandarin
End Time: 09:10 **Group Size:** 6

Tier	Tour Guide Explained	Participants Reacted
1	n/a	n/a
2	n/a	n/a
3	n/a	n/a
4	n/a	n/a
5	n/a	n/a

Remarks

The tour leader said that if one can say that he has truly been to Macao only after he has visited Ruins of St. Paul’s.
Let’s go all the way down the stone steps to get a better picture of this landmark.

Case ID: 06
Date: 2018-08-04 **Weather:** Mostly cloudy
Start Time: 09:32 **Language:** Mandarin
End Time: 09:34 **Group Size:** >25

Tier	Tour Guide Explained	Participants Reacted
1	Dove represents peace	Yes
2	Jesus Christ	n/a
3	Holy Mary, the mother of Jesus – Christmas C-text3 (her own interpretations) Vessel linking the East and the West	Aha! Yeah! Oh, yes! Yes!
4	Four Jesuits	n/a
5	n/a	n/a

Remarks

Why we celebrate Christmas?
Living is the most important.
Zheng He (Chinese mariner)
Cultural exchange between the East and the West.

Case ID: 07
Date: 2018-08-04 **Weather:** Mostly cloudy
Start Time: 09:38 **Language:** Mandarin

End Time: 09:46		**Group Size:** >25
Tier	**Tour Guide Explains**	**Participants Reacted**
1	Dove represents Holy Spirit	n/a
2	Jesus Christ	n/a
3	Holy Mary, the mother of Jesus C-text3 (religious interpretation) Chinese lions Peony and chrysanthemum	n/a
4	Four Jesuits	n/a
5	MATER DEI, IHS	n/a
Remarks St. Francis Xavier, died in an outlying island of China, his relics kept in *Xiao Sanba* (St. Joseph Seminary). Key differences between Christianity and Catholicism. Chinese scripts and Chinese lions symbolize the harmonious mix of cultures		

Due to the popularity of Ruins of St. Paul's back in 2018, an overwhelming number of package tour groups arrived at the attraction during any given hour during the daytime. This phenomenon resulted in shrinking time, down to 10 to 20 minutes, given to the heritage interpretation for each packaged tour group. According to Respondent C, the actual time spent on the introduction of history was less than 5 minutes and in-depth explanation was not made. In addition, mainland Chinese tourists were greatly enthusiastic about shopping and visiting casinos, which outplayed their interest in sightseeing activities (Respondents A and B). This leads to a minimalistic approach of some tour guides in heritage interpretation, i.e., spending minimal time on it and moving forward to the next activities on the agenda. The general travel pattern for mainland Chinese tourists was one-day visit (without an overnight stay) and hence this requires tour guides to better tighten the time spent on each touristic spot (Respondent D). A typical narrative session at the heritage site may contain as little as information:

Oh well, here is the landmark of Macao—the Ruins of St. Paul's. It used to be a church but later was damaged by fire incidents. Alright, we gather back here after 45 minutes [of free time to walk around]. But if some tourists are curious about the history, tour guides normally spend time to explain to them individually (Respondent A)

Respondent B noted that "8 out of 10 tourists were not interested [in Macao's history]. After the interpretation, they always asked their tour guide to lead the way to shopping or gambling". Cultural oriented tourists, however, greatly enjoyed the cultural and heritage interpretations. Therefore, tour guides spent considerable amount of time with them for detailed explanation:

That type of tour (day tour) was an inclusive package tour, and [tour] guides of such tour did not stay long at Ruins of St. Paul's. On the contrary, if the type of tour is culturally centred, [tour] guides' interpretations will tend to be longer. (Respondent D)

Some tour guides give more detailed interpretations, especially when the target audience is tourists from English-speaking countries. When facing mass tourists coming from the mainland [of China], some tour guides simply tell some fairy tales to satisfy their needs. I am a Macanese, and I am also a Catholic. This practice sounds bad to me…. When I give my narration on this heritage site, I usually focus on the meaning of all the sculptures, and it usually takes me 30 minutes to finish. (Respondent C)

The direct on-site observation has also confirmed this point. Non-Chinese tourists, though not many and frequent, were also seen in tour groups, of which Japanese, Korean, and Spanish-speaking tourists were found. Tour guides often spent more time, and each explanation session went beyond 10 minutes. Although the first author does not speak any of these languages, the sound syllabi *"ma-ri-a"* were heard multiple times during tour guides' explanation, indicating the connection between Holy Mary and the ruins (its predecessor is the Church of Mater Dei).

Figure 2. Front Gate Showing "Mater Dei" (literally Mother of God) (Image Source: Authors)

Knowing that most one-day tourists may not be interested in serious matters such as history, especially the colonial past of Macao, some tour guides created unreal and easy-to-remember stories to satisfy or please their audiences (Respondent C). Another possible reason for twisted stories is probably that some history knowledge has been forgotten by industry practitioners (Respondent C). Respondent D, however, mentioned that Macao is a place where freedom of speech is protected by law, and thus there is no censorship to control what exact guiding narratives a tour guide must talk to his or her target audience.

5. Discussion and Conclusion

The site of the Ruins of St. Paul's is considered a must-see attraction for first-time visitors to Macao. Some tour guides, however, downplayed the religious contexts of the site while keeping the visit as secular as possible. They did not consider their visit a pilgrimage. Many tour groups simply passed by, skipping the interpretation part. They made a short stopover, taking some photos, and walked around the place on their own. As pointed out by Wong and McKercher (2012), regular Macao-bound day-tour packages consisted of short-visit duration of 20 minutes at the Ruins of St. Paul's. Wong (2013) concluded that some tour guides admitted that they deliberately avoided referencing to Macao's colonial history in their narratives to Chinese-speaking audiences. In addition to that, this study also finds out that some tour guides avoided referencing to religious context of the heritage site in the narration to Chinese tourist groups. This religious context applies to Christianity only whereas Chinese folk deity is nevertheless mentioned.

The tour guides' heritage interpretations can be put into three categories:

1. Minimalistic: Narrators did not pay much attention to the history of this site.
2. Adapted: Some used the concept of "reincarnation" to South Asian audience whereas some others used Zheng He (Chinese mariner in the 15th century) to exemplify cultural exchanges and the greatness of the sea exploration of China. In this way, the interpreters got most responses and reactions from the respective groups.
3. Authoritative: Narrators used religious interpretations according to the Christian Bible.

This exploratory study has certain limitations. The authors could only reach few interviewees, who are either from the academics or the tour guide profession. No interview was attempted at individual tourists. In fact, tourists are also stakeholders of heritage interpretations, and therefore their opinions should not be neglected. Cultural and heritage interpretation is a significant and integral part for enhancing tourists' understanding of a destination. Tour guides have a crucial role in this part. The functions of tour guides include communication with tourists, knowledge transfer as well as representation of destination images. Thus, tour guides should be well trained and equipped with professional knowledge and skills. Tourist-friendly facilities and services at heritage sites are of great importance to enhance the overall heritage tourism experiences (Vong & Ung, 2012). Thus, it will be beneficial to visitors of all kinds if heritage interpretations are available through self-service media. Many residents and tourists visit the Ruins of St. Paul's because it is an iconic landmark in Macao. The site is viewed as a must-see attraction by many people. Not all people, however, are interested in the cultural and religious contexts of this heritage site. Therefore, it is recommended that multiple official versions (i.e., full-length, shortened, children's) of heritage interpretations be made available for the convenience for visitors of various interest groups. It is also suggested that training entities play a role in helping tour guides to recall the essential knowledge required in this profession when it comes to the tour guide licence renewal.

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Analysis of the realities and factors of student obesity during the COVID-19 pandemic

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Abstract
The purpose of this study is to analyze the factors of student obesity that have become more severe since the COVID-19 outbreak. In this study, 7 field experts in charge of student obesity education were interviewed in depth on October 28 as a focus group.
The FGI study included questions about perceptions of the state of student obesity during the COVID-19 period, the problems of post-COVID-19 student obesity prevention behavior, and perceptions of cognitive, behavioral and environmental factors. Data analysis organized interviews into definitions and content according to recording, transcription, and content analysis.
The study subjects chose changes in student diet that have changed due to COVID-19 as a major problem with obesity
The important physical environment was the content of online eating classes, online nutrition counseling, and the media, and the important social environment was parents, friends, teachers, and catering companies.
In the case of educational topics, nutrition, diet, cooking, exercise, psychological counseling for the prevention of obesity and strategies to increase student interest are needed.
The study provides the basis for proposing a student obesity prevention education program during the COVID-19 period.

Keywords: Covid-19, Students' obesity, School food service, Delivery food service
HMR (Home Meal Replacement)

1. Introduction

As the COVID-19 pandemic continues beyond 2020, schools around the world have been shut down and the transition to online classes has been challenging to the COVID-19 outbreak, the high interest and demand for healthy food in society was a trend in the culture of eating out, and students ate lunch on school meals and the rest of the meals were much higher in the rate of eating out than at home

After the COVID-19 outbreak, the suspension of school and the routinization of online classes have increased the amount of time spent at home, which has led to students having increased access to food delivered and convenience stores. (Korea Rural Economic Institute, 2021.12.21) These changes in adolescents' eating habits have become a serious social problem, limiting them to outdoor and physical activities, which is a direct cause of obesity.

From a social cognitive theory point of view, it appears that environmental changes caused by the COVID-19 outbreak are influencing diet and obesity prevention behaviors.

In order to solve the eating problems of these students, some of the hospitality companies that manufacture HMR have actively cooperated with voucher projects to replace school meal disruptions due to COVID-19 and have fulfilled their social responsibility (CRS).

For example, the Seoul Metropolitan Office of Education and the Korea Association of Convenience Store Industry have partnered to develop low-salt, low-calorie, and premium lunch boxes, as well as to sell a variety of fresh fruits and salads at affordable prices in convenience stores. (Seoul Metropolitan Office of Education, Yonhap News, 2021.5.10)

However, since the proportion of overweight and overweight obese people among Seoul students has increased rapidly since the COVID-19 outbreak, from 26.7% in 2019 to 32.3% in 2021, the Seoul Metropolitan Office of Education is pursuing the Seoul Student Health Promotion Project as a strategy to solve the problem of student lifestyle and dietary diseases. (Seoul Metropolitan Office of Education, 2021 Education Agency Press, 2021.1.15.)

such, countries and industries are working to address the problem of adolescent obesity that has become so serious since the COVID-19 outbreak. However, research on changes in students' diets affecting obesity during the COVID-19 period has been insufficient.

Through this study, changes in the use of school meals and delivery food during the COVID-19 period will be analyzed to analyze the impact on obesity in students, so that it can be used as a basis for school meal and delivery food strategies in countries and the catering industry during the pandemic.

1.1 Purpose & Objectives

Purpose of this study is to analyze the impact of changes in students' diet on student obesity after the COVID-19 outbreak.
First, identify the impact of changes in the social environment since the COVID-19 outbreak on students' diet.
Second, it analyzes the impact of changes in school meals during the COVID-19 pandemic on student obesity.
Third, it analyzes whether the increase in students' use of delivered food during the COVID-19 period affects student obesity.

2. Literature Review

2.1

A large-scale study in China showed that at this time of covid-19 pandemic, young people's behavior patterns and lifestyles are affecting obesity during the school blockade, so a strategy for managing obesity prevention for young adults worldwide is needed. (Jai, 2020)

2.2

Study of the relationship between obesity rates and vitamin D status among students during the COVID-19 virus epidemic after 2019:Within the past six months, we observed that vitamin D deficiency leads to an increase in pediatric obesity. (Kang, 2021)

2.3

In 2020, food consumption surveys showed an increase in the proportion of young people who cannot use school meals due to online classes, and increased the use of restaurants and convenience stores as a place of eating out. (Park, 2020)

2.4

Social epistemology is the main concept that the constant interaction of an individual's cognitive, environmental, and behavioral factors influences an individual's behavior (Boyle & Morris 1999; Glanz et al.) In addition, the most explanatory social cognitive theory of behavior for the treatment and prevention of diseases is the theory of health behavior based on health beliefs. HBM is one of the public health structures to understand why an individual or community does not act or do so when a threat to health arises (Hamsonctal, 1992), which shows that health beliefs based on psychological and social theories (perceived sensitivity, perceived severity, perceived benefits, perceived disorders) can predict disease prevention behaviors and explanations. (Janz &Becker,1984)

2.5

Recognized that the intent of preventing infection of individuals was important to prevent the spread of COVID-19 and applied it through a health belief model. Hong, 2021)

3. Methodology

3.1 Sample

October 28, 2021 for seven teachers in charge of student obesity management at Seoul City Education Office School

This study was approved by Yonsei University's Bioethics Committee (IRB-7001988-202110-HR-1389-02)

It was implemented with the cooperation of Seoul Education School Health Promotion Center

3.2 Research Instrument

First, an in-depth literature on student obesity was examined.

Second, focus group interview (FGI) studies were conducted.

It was conducted after explaining to the study subjects the purpose of the study and how to participate and receiving prior consent.(Yoo & Yoo 2009)

study participants selected a school field teacher as an expert to study the eating problems related to student obesity, which was conducted using an in-depth interview survey method to turn the group of interests into a focus group and obtain information about the group's experience with a particular problem, opinions on the service, and the problem-related environment. (Yoo & Yoo 2009)

The topic of the FGI interview was how the COVID-19 outbreak environment affected students' obesity-related eating habits.

To this end, the FGI question has been asked in prior research (Kim, 2016; Lee, 2015) and organized the final question into an open form.

3.3 Data Collection

Before the Focus Group Interviews, seven FGI participants were interviewed by asking questions about the generalities of the participants, their positions at the school, the number of students, their school location, and their educational experience.

The FGI took about 1 hour and 30 minutes, and the obesity situation of students and students after the COVID-19 outbreak

The study participants were free to respond to changes in their diet, and the interview was conducted by the research group.

Recorded with the permission of the woman.

Currently, government agencies are in charge of school lunch management and obesity education policy, such as school lunch services and vegetation. A researcher with more than 30 years of experience in the field of active education asked questions, and 28 years in the field of student feeding Liver specialists compiled the results of the study with a progress aid.

3.4 Data Analysis

Prior Research (Kim,2016; Lee, 2015) was recorded using a recording file after the interview, according to the methods presented in. It was to draw conclusions by applying a content analysis method to identify the implicated meaning of the recorded data.

Focus Group Interview (FGI) examined the reality of student obesity during the COVID-19 epidemic and analyzed factors that influenced the degree of behavior to prevent student obesity

In a focus group interview (FGI), we examined changes in diet that affected student obesity during the COVID-19 pandemic, particularly in the area of non-home eating out, school meals and the increase in the use of delivered food.

Table 1. Composition of the questionnaire

<table>
<tr><th>Category</th><th>Questions</th><th>N</th><th>RF</th></tr>
<tr><td rowspan="2">Facts & issues</td><td>What are the main factors affecting the reality and impact of student obesity after COVID-19?</td><td rowspan="2">6</td><td rowspan="8">-Jung(2016)
- Lee(2015),
- Kim(2016),
- Hong(2021)
- KNHANES[1]
- KYRBS[2]
- CBSF[3]</td></tr>
<tr><td>- The situation and problems of student obesity
- diet, physical activity, lifestyle, and social variables related to COVID-19</td></tr>
<tr><td rowspan="2">Environment</td><td>What have changes in environmental factors since COVID-19?</td><td rowspan="2">3</td></tr>
<tr><td>- physical environment, social environment, and obstacles due to COVID-19</td></tr>
<tr><td rowspan="2">Behavior</td><td>What have been the changes in student diet related to obesity since COVID-19?</td><td rowspan="2">3</td></tr>
<tr><td>- changes in diet lifestyle, changes in school food services, and increased use of delivered food</td></tr>
<tr><td rowspan="2">Knowledge</td><td>What are the topics, content, and methods of food education for the prevention of obesity during the COVID-19 period?</td><td rowspan="2">3</td></tr>
<tr><td>nutrition, diet, cooking, food selection, psychological counseling to prevent obesity</td></tr>
<tr><td>General</td><td>gender, age, position, school level, total experience, educational experience, number of students</td><td>7</td><td></td></tr>
<tr><td colspan="2">Total</td><td>22</td><td></td></tr>
</table>

[1] KNHANES(Korea National Health and Nutrition Examination Survey

[2] KYRBS: Korea Youth Risk Behavior Survey

[3] CBSF: Consumer Behavior Survey for Food

4. Results

The obesity teachers who participated in the FGI interview were nutrition teachers, senior teachers, health teachers, and counsellors.

Most of the participating teachers were nutrition teachers (55%) who worked in elementary schools (55%).

He said the biggest influencing factor in student obesity since the COVID-19 outbreak has been changes in diet, and that COVID-19-induced anti-epidemic measures are contributing to changes in student diet.

The change in students' eating habits was perceived as an important problem in the status of students' meals, and as a factor affecting them, we examined the status of school meals, convenience stores, and delivery meals among students by referring to the Food Consumption Survey of Adolescents. (Korea Institute of Rural Economics' Food Small Flight Survey)

As a factor in the change in school meals, it was about the decentralized deployment implemented as a government directive to prevent the spread of COVID-19. As a sub-factor, it was recognized that it was a diet that affected student obesity by providing simple and alternative meals to shorten the feeding time and reduce cooking time, and the fact that the demand for fast food and convenience food in school meals was increasing due to changes in students' eating habits was also a negative factor.

It was recognized that as students spend more time at home, the use of non-school meals and convenience store food is also affecting student obesity.

Changes in schools that have been altered by the COVID-19 pandemic, such as school stoppages, online classes, the provision of convenience and alternative meals to reduce school meal times and cooking times, the increase in the use of delivered and convenience foods, and the reduction of dietary education have been identified as factors that are intensifying student obesity.

Table 2. Definition and content of variables

Division		Contents	Variables (n)
The reality of obesity		factors in the rise of student obesity, picky eating and absence, physical and mental health problems, reduced nutrition and physical education, online classes, and the intensification of obesity during COVID-19	6
School education		Definition: suspension of school and the increase in online classes	
		- The absence of parents at home leads to a decrease in academic ability, - Decreased self-efficacy - Changes in students' lifestyles - Psychological problems caused by the blocking of contact between peers	4
Obesity related dietary factors	School food service	Definition: suspension of school meals and poor satisfaction with meals	
		- Increased number of days of non-provision of school meals due to the suspension of school - Lack of meal times for distributed meals, a COVID-19 pandemic measure - Provision of simple meals to reduce cooking time for nutritional problems and complaints of dissatisfaction	4

		- Changes in dietary lifestyle and changing preferences of school lunch menus (Fast food, convenience food needs also increase)	
	Dietary Lifestyle	Definition: changes in the status and method of eating outside of school	4
		Increased use of food delivered at home - Increased use of convenience stores as an alternative to school lunch interruptions - Increased HMR intake and exposure when eating at home due to school interruption - Irregular meals, such as breakfast breakouts	
	Dietary Education	Definition: dietary education and meal guidance to prevent obesity	4
		- Meal guidance to ensure daily consumption of fruits and vegetables during school food-services - Online nutrition consultation for obesity prevention - Providing online dietary education materials for parents - Lack of time for eating habits education in accordance with social distancing	
		Total	22

5. Discussion & Conclusion

The COVID-19 outbreak was affecting changes in the school education environment, student personal characteristics, and dietary practices to prevent obesity, which means that from a social cognitive theory perspective, changes in diet related to student obesity were mutually affecting individuals, behaviors, and environmental factors.

The problem of increasing student obesity during the COVID-19 period is a variety of factors that are difficult for individuals and education authorities to solve. In particular, changes in diet, the most important factor in obesity, have revealed a social reality that is difficult to cope with school lunch officials and government policies during the COVID-19 period.

Hospitality Catering Company, which is responsible for one of the pillars of youth meals, aims to address student obesity. It is necessary to have a sense of social responsibility and to make continuous efforts with the state. 2021 Delivery Food and Convenience
In the medical store industry, we have signed an agreement with the Seoul Municipal Education Administration to develop and disseminate premium lunch boxes for students. As in one case, the hospitality industry is encouraged to join the study of healthy food development to prevent obesity in adolescents. Hopefully.

Therefore, even in the industry that is responsible for one of the pillars of the youth diet, the social solution to the problem of student obesity is to be solved. It is necessary to have a sense of responsibility and to make continuous efforts with the state. Delivery food and convenience store business in 2021 In order to participate in the school lunch voucher business by signing an agreement with the Seoul Municipal Education Bureau, we have signed a premium lunch box, etc. As has been developed and disseminated, it is necessary to reduce sodium and lower it in order to prevent obesity in adolescents and to provide a healthy diet. If we continue to research on the development of healthy foods of calories, we believe that it will contribute to the health of the people.

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Customers' perceived values of online food delivery on their satisfaction, purchase intention and switching intention post COVID-19 pandemic

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Abstract
Our study is to examine the relationships among app specific and product/service specific values of FDAs, customer satisfaction, purchase intention, and switching intention. A quantitively survey done with 444 respondents. The results of the study supported that price, affordance, quality concerns and persona; data protection have a positive impact on customer satisfaction. However, only price value negatively influence on customers' switching intention. Interesting, prestige value and quality value and positively influence on customers' switching intention.

Keywords: Food-delivery Application (FDAs), Consumption value, Purchase intentions, Switching Intention

Factor influencing consumer continuation use of online food delivery application post COVID-19

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Abstract
Patronising food culture with the evolution of digitalization and consumer demand have had understanding consumer behaviour more important in Malaysia's F&B business. COVID-19 pandemic highlighted the significance of restaurants transitioning from traditional counter service to online purchases bringing forth the Online Food Delivery Applications elevation of offline-to-online service delivery platform to survive throughout the pandemic's standard operating procedure. If millions of consumers migrated online purchasing in 2020, 2021 demonstrated digital's tenacity of this purchasing. Therefore measuring customer experience with this digitalization since the online service quality is now transformed as the customer's touchpoints "journey" with the firm during this purchasing cycle.

Keywords: Online Food Delivery Application (OFDA), Application Performance Index, Delivery/Logistic Performance

Impact of knowledge and risk perceptions about COVID-19 on intention to use hygiene grade certificate system of restaurants in Korea

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Abstract
After COVID-19, interests on hygiene and safety have been increasing in all fields, but especially emphasized in foodservice industry. The hygiene grade certificate system of restaurants is expected to be an alternative that can satisfy consumers' high interest in hygiene and safety after COVID-19. The purpose of the study is to identify the impact of knowledge and risk perceptions about COVID-19 on intention to use the hygiene grade certificate system. A self-administered survey will be distributed for data collection to 500 adults who have dined out within last three months. Knowledge and risk perception on COVID-19 and intention to use hygiene grade certificate system will be examined. This study is expected to give an implication to government that detailed education and promotion strategy of the hygiene grade certificate system are needed.

Keywords: Hygiene grade certificate system of restaurants, Knowledge, Risk perception, Intention, COVID-19

1. Introduction

After COVID-19, interests on hygiene and safety have been increasing in all fields. According to Euromonitor International, "Safety Obsessed" was selected as one of the "Top 10 Global Consumer Trends 2021" which was presented after the outbreak of COVID-19 (Westbrook, G., & Angus, A, 2021). Also, 68% of global consumers answered that food safety is the main concern of society (Tetra Pak, 2020).

A similar trend is seen in the food service industry. Or, hygiene and safety in food service industry are much more emphasized than other industries. The restaurant industry is one of the industries which has been most negatively affected by the pandemic (Dube, Nhamo, & Chikodzi, 2021) due to social distancing and the risk of droplet transmission which is difficult in wearing masks for meals. In addition to direct sales decline, the food service industry has been suffering complex losses such as business closures and unemployment. According to the Korean Restaurant Business Index (KRBI) announced by the Korea Agro-Fisheries & Food Trade Corporation (2022), in the first quarter of 2020, when COVID-19 occurred, KRBI was fell to 59.76 from 71.44 in last quarter of 2019. It has been gradually increased and reached 70.34 in the fourth quarter of 2021, but the outlook for the food service industry is still in dark. To overcome this difficult situation, one of the key task given to the restaurant industry is to provide safer and more hygienic food to consumers. This can be confirmed from the result that consumers consider 'cleanliness and hygiene' as important as 'food taste and quality' when choosing a restaurant after COVID-19 (Ministry of Agriculture, Food and Rural Affairs & Korea Agro-Fisheries & Food Trade Corporation, 2022). However, in a survey on the level of concern about safety according to the place of eating, only 39.9% of the respondents answered that they were not concerned about the eating food at restaurants (Lee, Kim, Heo, Shin, & Park, 2021). Compared to 84.0% of those were not worried about food cooked at home, it was significantly low.

Meanwhile, the Ministry of Food and Drug Safety has been implementing a ‘hygiene grade certificate system’ since 2017 that gives three grades of excellence (good, very good and excellent) to those who receive good scores by voluntarily applied to evaluate the hygiene status of restaurants. If it is selected as a restaurant with excellent hygiene through this system, it will receive several benefits. A signboard is provided to promote excellent hygiene management for customers who visit restaurants, and benefits such as financial assistance for repair of facilities or exemption from hygiene inspections by state authorities can be received. However, only 2.6% of all restaurants in Korea have received excellent hygiene grades. In addition, only 30.5% of consumers answered that they were aware of this system (Heo, & Bae, 2020) so promotion and spread of the system are insufficient.

There are several studies on hygiene grade certificate system. Before the implementation of the system, there was a study of the pilot stage of the system (Chung, 2014). After the implementation of the system, a survey on consumers’ perceptions of the system (Heo, & Bae, 2020), the effect of hygiene grade on consumers’ purchase intentions (Park, & Bae, 2020), and the effect of the system on the occurrence of food poisoning (Lee, & Baek, 2019) were studied, but it is still insufficient. Especially, the hygiene grade certificate system is expected to be an alternative that can satisfy consumers’ high interest in hygiene and safety after COVID-19, more consumer research on the system is needed.

The aim of the present study is to identify the impact of knowledge and risk perceptions about COVID-19 on intention to use the hygiene grade certificate system. Specifically, there are three research objectives; 1) to examine the overall consumer’s awareness and intention to use system; 2) to identify the effect of knowledge and risk perceptions about COVID-19 on the use of the system; and 3) to propose plan for promotion and spread of the system in the future.

2. Methodology

2.1 Sample and data collection

The study will be conducted on 500 adults who have dined out within last three months of the survey. In order to secure the objectivity in the perception of the system, restaurant owners or workers and related administrators such as public official will be excluded. To verify the validity of the questionnaire, pilot test will be conducted on 30 people. Data will be collected through an online self-administered questionnaire, and to increase the ease of participating, survey form will be implemented through mobile devices as well.

2.2 Measurement

The survey consists of 4 parts. Part 1 of the survey will measure knowledge about COVID-19, which will be adapted questions used in the study of Kim, Yoon, & Sohn (2021). Each question will respond with correct, incorrect, or unknown, and if the correct answer is selected, 1 point is counted and the level of knowledge is measured as the average of the five questions. Part 2 of the survey will ask the risk perception of COVID-19. Survey questions will be referred from studies of Baloran (2020), Gerhold (2020), and Kim, Yoon, & Sohn (2021), which are assessed on a 5-point Likert scale. Part 3 will examine about dining experience and hygiene grade certificate system of restaurants, and 5-point Likert scale will be used depends on the questions. Lastly, in part 4, general socio-demographic characteristics of participants will be examined.

Table 1. Measurements of the study

Part 1 Knowledge level on COVID-19	High-risk groups (elderly, chronically ill, and obesity) of COVID-19, contagiousness of COVID-19, infection and prevention methods of COVID-19
Part 2 Risk perception level on COVID-19	Awareness of the seriousness of COVID-19, impact of COVID-19 infection on own life, concern about infection with COVID-19, awareness of risks when dining out after COVID-19, awareness of risk to social life after COVID-19
Part 3 Dining out and hygiene grade certificate system of restaurants	Frequency of dining out, restaurant selection attributes, perception on the system, experience and intention of using the system
Part 4 Socio-demographic characteristics of the study subjects	Gender, age, education level, occupation, monthly household income, number of household members, marital status, area

2.3 Data Analysis

The collected data will be analyzed using SPSS version 26.0 for Windows. Descriptive statistics will be calculated for all variables, and differential analysis will be used to analyze the knowledge level and risk perception level on COVID-19 and perception of the hygiene grade certificate system of restaurants. Finally, through regression analysis, the impact of knowledge and rick perceptions about COVID-19 on intention to use the system.

3. Expected Outcome

Consumer awareness and interests of safety have risen since COVID-19. Also, there is a trend that emphasizes hygiene and safety in dining out after COVID-19. High interest and awareness in safety can affect consumption behavior, and it is expected to have an impact, especially in relation to restaurants where food is consumed. In this situation, hygiene grade certificate system of restaurants, which has been in effect for about five years but has still not been well-known to the public, could provide good information and a standard for restaurant selection to consumers. In particular, it is expected to suggest the need for education on COVID-19 and hygiene and safety in restaurants by identifying the intention to use the system according to the knowledge and risk awareness of COVID-19. Also, by identifying differences in the perception of each group on the system, it is anticipated to suggest the necessity of preparing detailed promotion strategy to spread the system for improvement of hygiene and safety in restaurants.

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Influence of mobile food delivery experience on customer reuse intention during COVID-19 pandemic

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Abstract
Food delivery services and applications have become widely utilized since the onset of the COVID-19 pandemic in response to the strict guidelines and restrictions to dining out as imposed by the government. Respondents of the study thus focused on residents of Metro Manila who have availed the services of mobile food delivery applications (MFDAs) during this time. Using a quantitative descriptive-correlational research approach, the study determined whether customer experiences in using MFDAs can influence reuse intention of the said application. Results indicated that two out of the eight dimensions of MFDAs that were identified - namely, usefulness and ordering satisfaction - were found to be significant in influencing the respondents' reuse intention.

Keywords: Customer experience, Customer satisfaction, Mobile food delivery application, Reuse intention, Technology acceptance

1. Introduction
Digitalization and digital transformation in the foodservice industry have existed for over 30 years because of technological innovations, greatly contributing to food production optimization and cost reduction with the development of automation, robotics, big data analysis and mobile applications. As people become "busier" each day, this adaptation of the modern

lifestyle continue to grow, especially among those living in the city. Convenience, as a result of this adaptation, became an essential requirement of the market, while technology became an effective tool that catered to the provision of this change in customer preference (Adamo Digital, 2020).

One of the most popular of these modern technological adaptations is the food delivery application - a tool that could cater to customers' needs and wants while offering utmost convenience. According to Zhao and Bacao (2020), mobile food delivery applications (MFDAs) have recently gained popularity because of the two-way benefit it offers to food businesses and customers: efficient and convenient ordering and delivery systems. Globally, the popularity of the food delivery industry has reached to a total market value of USD 84.6 billion in 2018 (www.imarcgroup.com) which further increased to USD 107.44 billion by the end of 2019 (Lock, 2021). Locally, the popularity of food delivery services is driven by the increase in value-conscious consumers who are willing to try a variety of new restaurants and cuisines offering menu options from local to international, as well as cater to the continued demands of their busy lifestyles (www.mordorintelligence.com). Based on data provided by Statista (www.statista.com), the country's market for online food delivery has been valued at Php11 billion (Go, 2018), likely brought about by the rising internet connectivity and use of smartphones which supported opportunities for quick and convenient food delivery. Apart from these, unforeseeable circumstances brought by the COVID-19 pandemic further fuelled the demand for food delivery services as people stuck at home due to lockdowns and quarantine required the convenience of such services.

Food delivery services have become an essential element for business survival. Based on a study conducted by Raydiant (as cited in Adamo Digital, 2020), about 40% of restaurant operators would not have survived the pandemic without food delivery applications. Seeing the potential importance of MFDAs to today's society, the proponents of this study aimed to understand how customer experience can influence one's intention to reuse the said applications. Specifically, the study determined the demographic profile of the customers according to age, gender, monthly income/allowance, number of household members, and city of residence, as well as their perceived experience towards the identified attributes of MFDAs in terms of control, convenience, enjoyment, technology anxiety, perceived ease of use, usefulness, security and payment, and ordering satisfaction.

Results of this research will be beneficial to MFDA providers, current and future application users – buyers and sellers alike, the local economy, future entrepreneurs, and the academe and future researchers. It will provide the application developers information that may allow them to improve their services, meet customer expectations and assist in business expansion which can result to more employment opportunities and economic recovery. Current and future users of the applications may benefit from the information collected regarding market preference towards specific delivery applications which may best suit their needs. Additionally, the study identifies specific difficulties and concerns of consumers pertaining to MFDAs that may help future entrepreneurs innovative ideas for future food delivery services. Lastly, researchers and academicians may acquire a better grasp on how innovation and innovative enterprises were able to survive in the midst of the pandemic – specifically, in the Philippine setting.

2. Literature Review

2.1 Food Service Industry (Macro and Micro Perspectives)

The food service industry has changed drastically over the years due to the use of robotics and other technologies, including Artificial Intelligence (AI). As a result, leading companies in the hospitality industry are providing AI-based technologies to enhance or modernize their service delivery systems (Rosete et al., 2020). Technology in the food service business has also advanced from production procedures to online food delivery services (Bagla & Khan, 2017), allowing customers to navigate through their desired restaurants and provide a delivery address to place orders (Pigatto et al., 2017). However, before the COVID-19 pandemic, these services were used by very few people, mostly only by those whose lifestyle could afford to warrant the use of these services.

At the onset of the pandemic, the food service business was seen to have grown greater than the food retailing industry in 2019, delivering about $1.79 trillion in food (Del Castillo, 2021). Because of the mobility constraints of food-away-from-home enterprises and the growing decline in sales, businesses were forced to improve and adopt to online platforms to sustain business operations, despite the challenges these posed for traditional businesses (Amin, et.al., 2020). Driven by these transitions by businesses to adapt to the changes in the environment, the online food delivery market grew (Dospinescu, et.al., 2020), showcasing a compounded yearly growth rate of 10.3% - projections that are primarily driven by companies resuming operations and those adapting to the new normal while recovering from the pandemic's effects and operational challenges. Companies introducing higher-quality products and using e-commerce and delivery services have improved, and according to industry forecasts, meal sales from all food service and retail channels is expected to increase by up to 5% (USD 6.6 billion) in 2021, while ready meal sales will increase 12% (USD 81 million) (www.foodexport.org). Similarly, food delivery in South East Asia reached $11.9 billion in 2020, far exceeding the $4.2 billion estimate in 2019 (Legaspi, 2021).

In the Philippines, the food service industry showcased a CAGR (Compounded Annual Growth Rate) of 3.7% from 2015-2020, on account of the national lockdown that was implemented in March 2020 (www.statista.com). In response to COVID-19, food service establishments, restaurants, and cafes were forced to temporarily shut down, negatively impacting sales revenues in 2020. Even with the lightened restrictions, most consumers are still unwilling to step out and dine in restaurants, adversely impacting food service operations. The food delivery businesses, however, have grown and reached a total of 1.2 billion in gross merchandise value by the end of 2020 (Legaspi, 2021) – where GrabFood and FoodPanda were the identified "powerhouse food delivery applications" in the Philippines, having 56% and 44% of the total market share respectively (www.statista.com).

2.2 Customer Experience, Satisfaction, and Reuse Intention on Food Delivery Applications

Customer experience is known to play a huge role in determining the success of a company's offering and is an important part in determining customer preferences – particularly those which influence purchase decisions (Gentile et.al., 2007). Through easy ordering processes and fast delivery of quality food to your doorstep, food delivery applications have provided alternative means to providing better customer experience (McCarthy, 2020). As long as customers' experiences are fun and entertaining while using online food delivery applications, it remains to be useful and applicable in their daily lives, likely to create more positive attitudes and willingness towards the continued use of the application (Yeo, Goh, and Rezaei, 2017). With the ongoing pandemic, however, customers became more dependent on food delivery applications as an alternative media to maintain safe distance in purchasing food rather than going to the physical store. Further development in interactive technologies utilized by the modern applications has engaged customers to become active in a variety of activities, including data gathering, purchasing, and providing reviews (Carlson et al., 2019). The use of food delivery applications allow customers access to easy and effective ordering of food from a large variety of restaurants at the users' convenience, as well as provide customers menu options and more comprehensive, current and accurate information (Alalwan, 2019).

Hussien and Mansour (2020), identified variables that affected customer satisfaction based on specific technology attributes, including: perceived control, convenience, enjoyment, technology anxiety, usefulness, ease of use, security and payment, and ordering satisfaction. Perceived control focus on the concept that consumer perception of their behavior would influence their decisions and interests when using food delivery applications (Chen et al., 2020; Carlson et al., 2019). On the other hand, convenience is described by the amount of time and effort spent by a customer to obtain online food services (Chotigo & Kadono, 2021), while enjoyment refers to the fun experience consumers go through when they use the technology – indicating that as long as customers are having fun while using the application, it is regarded as useful and helpful in making their life easier, leading to a more likely positive attitude toward reusing the application (Yeo et.al., 2017). Although mobile applications are developing consistently with the addition of entertaining features that leads to providing customers gratification (Hong and Tam, 2006), technology anxiety, the uneasy feeling, tension, nervousness, or panic when using technology (Ravishankar & Somaiah, 2018), can still occur. This anxiety, although referred to as technophobia, does not count as a mental illness but is described as the "abnormal fear or anxiety about the effects of advanced technology" currently affecting one third of the population and causing health problems and the inability to work efficiently (Di Giacomo et al., 2019). Then there's perceived ease of use, defined by Davis (1989) as the condition when a person believes that making use of a particular technology would free them from effort which is also related to the level of ease a person experiences in relation to the use of technology (Okumus et al., 2018; He, Chen and Kitkuakul, 2018), and perceived usefulness, also defined by Davis (1993, as cited in the study of Hussien and Mansour, 2020) as the condition when a user believes that the use of technology will improve his/her lifestyle, and which focuses on the feature of an application that enables users in providing them their needs as depicted in the study of Cho et al. (2018). Lastly, perceived security, defined as the appropriate actions to be taken by the apps provider in order to safeguard shared information from any kind of security breaches during and after using the application (Balapour et al., 2020), highlights the importance of effective security and privacy policies (Balapour et al., 2020; Muangmee et al., 2021; Hussien & Mansour, 2020).

All these specific technology attributes affect customer satisfaction and their reuse intentions and must be considered in the development of mobile food delivery applications and other related technology (Hussien & Mansour, 2020). Reuse intention refers to customer preference while using services which directly leads to recommending it to friends and relatives (Choi & Sun, 2016), while having specific requirements in mind even before utilizing them. For Ladkoom and Thanasopon (2020), it is the intention to purchase products and services continually, once they are satisfied and develop a positive attitude after buying or using such products for the first time. This concept applies to all products and services sold in the market and for mobile technologies and applications, it plays a critical role on actual use, adaptation, and repeat use as confirmed in the study of Kang (2014), who found that there were several key factors that could influence continuance intention of mobile application use (as cited in Alshurideh et. al, 2019). Similarly, the number of times that customers remain satisfied with the applications, affect the number of times customers tend to use them which may positively influence their attitudes in using the application when these match their specific expectations (Mundy, 2018). Customer satisfaction and dissatisfaction are two important characteristics that impact consumer willingness to reuse, in such that when customers evaluate the utility of items upon purchase, customers who are satisfied will have less complaints and are more likely to repurchase and suggest the same product to others (Song et al., 2017).

2.3 Disconfirmation Theory and the Technology Acceptance Model (TAM)

The main theories applied in the context of this study focuses on the Disconfirmation Theory (Oliver, 1980) and the Technology Acceptance Model (Davis, 1989). The Disconfirmation Theory infers that the comparison of new service experiences of customers will affect the standard they have developed since their belief will be determined by expectations. In which case, customers make purchases based on their attitudes, expectations, and intentions and that satisfaction can only be achieved through a product or service feature, or the service when a certain level of consumption-related fulfilment is obtained (Oliver, 1980). On the other hand, Davis et.al.'s (1989) Technology Acceptance Model (TAM) summarizes consumers' intentions to utilize, attitudes, and acceptance of new technology. The model was rooted on Fishbein and Ajzen's (1977) Theory of Reasoned Action (TRA) which argues that individuals are driven by subjective norms resonating from their attitudes toward a specific action, and that the degree of their intention to act affects the action. Collectively, TAM explains and assess all attributes that directly impact on an individual's intention to utilize technology which lead to its actual usage.

In this study, the Disconfirmation Theory is applies in assessing the level of satisfaction of the respondents towards the application attributes of food delivery applications, represented by the TAM attributes. The items that are developed under each dimension of the TAM and can be classified as the desired experiences which can either cause satisfaction or dissatisfaction toward one's usage of mobile food delivery applications (MFDAs). In which case, the study applies the premise that reuse intention towards MFDAs are based on whether the application will provide a good "experience" as perceived by the customer, leading to the intention to reuse the application.

3. Methodology

This study applied a descriptive-correlational approach, assessing the respondents' demographic profiles using frequency and percentage, and mean and standard deviation in measuring the level of agreement of the respondents towards MFDA attributes and their reuse intention towards the same. Causal relationships were analyzed to interpret how each independent attribute influenced customer experience on the use of the MFDA, while validating the stated hypotheses using a scientific inferences (Shreejesh et al., 2013). Further analysis using T-test and One-way ANOVA were used to determine if there was a significant difference between the respondents' responses when these were grouped according to their demographic characteristics, while the Partial Least Square-Structural Equation Modeling (PLS-SEM) was applied to assess whether customer experience can significantly influence their reuse intention towards MFDAs. As PLS-SEM is a commonly used tool to estimate intricate path models with latent variables and their relationships as well as assess case values for the latent attributes as part of the approach (Sarstedt et.al., 2017), and was found to be the most appropriate statistical tool for the study.

Respondents comprised of residents of Metro Manila, aged between 18 years old and above, who use either of the MFDAs: GrabFood and FoodPanda. Applying a quantitative approach, the proponents used the Cochran's Formula to calculate the appropriate sample size for the study, using a 95% level of confidence and a 5% margin of error. Because Metro Manila is one of the Philippines' most populated regions with over 12 million Filipinos, the computed ideal number of respondents was three hundred eighty-six (386) subjects.

Data was collected using an adapted survey questionnaire from the studies of Hussien and Mansour (2020) and Song, Jeon, and Jeon (2017) to assess customer experience on MFDA attributes and to assess customer satisfaction and reuse intentions towards MFDAs respectively. When collecting data via Google forms, a privacy statement as part of the introductory letter of the survey was issued to secure all the necessary approvals from the respondents as well as explain the coverage of the study for them to understand what they will participate in. Purposive and convenience sampling methods were applied since the required number of respondents needed to fulfill specific qualifications pertaining to the use of either GrabFood and/or FoodPanda. Questionnaires were distributed through email, social media, and other online means.

4. Results and discussion

4.1 Profile of the respondents

Respondents of the study (Table 1) mostly comprised of females (67.9%) aged between 18 to 28 years old (82.4%) who have monthly income/allowance of less than P5,000 (45.9%) and belong to households with around 3 to 5 members (59.6%). They are either residents of Quezon City (29%), Manila (23.8%), or Pasig (10.9%), who also indicated that they preferred to use or are using GrabFood (68.7%).

4.2 Customer experience on the attributes of food delivery applications & reuse intention

Results shown in Table 2 reveal that in terms of control, the respondents agreed that they felt in control when using MFDAs (Mean = 4.99), allowing them to be in charge (Mean = 4.99). They also strongly agreed that they find using MFDAs convenient, valuing their ability to initiate transactions from the comfort of their home (Mean = 5.49), and allowing them to be in charge (Mean = 5.42). They also agreed that they enjoyed using MFDAs (Mean = 5.08) and that the actual process (of using) was pleasant (Mean = 5.00). However, they slightly disagreed with the statements indicating their anxiety towards using technology in that they "hesitate to use MFDAs for fear of making a mistake they cannot correct" (Mean = 2.99) and that they are "apprehensive about using mobile food applications" (Mean = 2.73).

On the perceived ease of use, the respondents agreed that they find MFDAs easy to use (Mean = 5.13), and that "their interaction with MFDAs are clear and understandable" (Mean = 5.11). Revealing as well that respondents strongly agreed on the MFDAs' usefulness, they indicate that using MFDAs were very convenient (Mean = 5.49), agreeing that the MFDA can fit their needs (Mean = 4.81). Respondents' perception on MFDA security and payment showed agreement that it allowed quicker payments (Mean = 5.14) and that it reduced risks of carrying cash (Mean = 4.76). However, respondents only agreed with their ordering satisfaction through MFDAs, indicating that they were pleased with the experience of using the application (Mean = 5.11) as well as satisfied with the performance of the mobile food application (Mean = 5.00).

When asked about their intentions to reuse MFDAs (Table 3), the respondents agreed that they intend to order food again through the application (Mean = 5.34), further indicating that they will recommend the use of the application to others (Mean = 5.22) and that based on the perceived experiences of the customers, they are likely to make use of the application again to order food, implying as well that the customers were satisfied with their experiences while using the application.

Table 1. Characteristic profile of the respondents

Characteristics	Group	Frequency	Percentage
Sex	***Female***	***262***	***67.9***
	Male	120	31.1
	Prefer not to say	4	1.0
Age	***18-28***	***318***	***82.4***
	29-38	31	8.0
	39-48	13	3.4
	49-58	21	5.4
	59 and above	3	.8
Income/Allowance	***₱5,000 and below***	***177***	***45.9***
	₱5,001 - ₱10,000	50	13.0
	₱10,001 - ₱20,000	21	5.4
	₱20,001 - ₱30,000	38	9.8
	₱30,000 and above	100	25.9
No. of Household Members	1-2	53	13.7
	3-5	***230***	***59.6***
	6-8	90	23.3
	9 and above	13	3.4
	Caloocan	14	3.6
City of Residence	Las Pinas	8	2.1
	Makati	16	4.1
	Malabon	6	1.6
	Mandaluyong	9	2.3
	Manila	***92***	***23.8***
	Marikina	21	5.4
	Muntinlupa	5	1.3
	Navotas	5	1.3
	Paranaque	15	3.9
	Pasay	11	2.8
	Pasig	***42***	***10.9***
	Quezon City	***112***	***29.0***
	San Juan	7	1.8
	Taguig	17	4.4
	Valenzuela	6	1.6
Preferred Food Delivery Application	FoodPanda	121	31.3
	GrabFood	***265***	***68.7***

Table 2. Customer experience on the attributes of food delivery applications

Attributes of Food Delivery Application	Mean	SD	Verbal Interpretation
Control	**4.82**	**1.167**	**Agree**
I feel in control using a mobile food application.	4.99	1.302	Agree
Mobile food applications allow me to be in charge.	4.99	1.320	Agree
While using a mobile food application, I feel decisive.	4.50	1.504	Agree
Mobile food application gives me more control over the food that I order for delivery or takeout.	4.79	1.423	Agree
Convenience	**5.46**	**1.017**	**Strongly Agree**
Mobile food application allows me to initiate a transaction whenever I choose.	5.35	1.164	Strongly Agree
Mobile food application allows me to initiate a transaction at a convenient time.	5.42	1.052	Strongly Agree
I value the ability to initiate the transaction from the comfort of home.	5.49	1.055	Strongly Agree
I like the ability to order food at any place.	5.41	1.109	Strongly Agree
Enjoyment	**4.97**	**1.189**	**Agree**
I enjoy using mobile food applications.	5.08	1.228	Agree
The actual process of using a mobile food application is pleasant.	5.00	1.251	Agree
I have fun using mobile food applications.	4.82	1.346	Agree
Technology Anxiety	**2.55**	**1.210**	**Slightly Disagree**
I hesitate to use mobile food applications for fear of making a mistake I cannot correct.	2.99	1.515	Slightly Disagree
I feel apprehensive about using mobile food applications.	2.73	1.396	Slightly Disagree
I have avoided mobile food applications because it is unfamiliar to me.	2.20	1.387	Slightly Disagree
Technical terms sound like confusing jargon to me.	2.36	1.411	Slightly Disagree
Perceived Ease of Use	**4.95**	**1.168**	**Agree**
Interacting with mobile food applications does not require a much mental effort.	4.49	1.444	Agree
I find mobile food applications to be easy to use.	5.13	1.173	Agree
My interaction with mobile food applications is clear and understandable.	5.11	1.175	Agree
I find it easy to get the mobile food application to do what I want it to do.	5.07	1.247	Agree

Usefulness	**4.45**	**1.197**	**Agree**
Using a mobile food application is very convenient.	5.49	1.040	Strongly Agree
Mobile food application is significant money savings.	3.74	1.719	Slightly Agree
Using the mobile food application can fit my needs.	4.81	1.339	Agree
By using mobile food applications no misunderstandings and no frustrations can occur.	3.69	1.754	Slightly Agree
Security and Payment	**4.82**	**1.217**	**Agree**
Using a mobile food application makes a quicker payment.	5.14	1.224	Agree
Mobile food applications make it a safer spending option when I am travelling.	4.60	1.411	Agree
Mobile food applications make spending an easier option when I am travelling.	4.66	1.393	Agree
Mobile food application reduces risk than carrying cash.	4.76	1.435	Agree
Ordering Satisfaction	**5.01**	**1.128**	**Agree**
My decision to use the mobile food application was a wise one.	4.96	1.266	Agree
I am pleased with the experience of using the mobile food application.	5.11	1.165	Agree
I am satisfied with the performance of the mobile food application.	5.00	1.235	Agree

Table 3. Customer experience on reuse intention

Reuse Intention	**Mean**	**SD**	**Verbal Interpretation**
I intend to order food again through the delivery app.	5.34	1.152	Strongly Agree
I will recommend the use of a delivery app to others.	5.22	1.232	Strongly Agree
I will use the delivery app more frequently.	4.78	1.415	Agree
I will preferentially consider the use of the delivery app I am using over other delivery apps.	4.95	1.312	Agree
Overall	**5.10**	**1.193**	**Agree**

4.3 Customer experience influence on reuse intention

Using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to analyze whether customer experience on the attributes of MFDAs can influence their intention to reuse the application, Confirmatory Factor Analysis was also used to evaluate the Measurement Model of the study (Hair, et.al.,2010). The reliability, internal consistency, and convergent validity of the sets of indicators of the constructs employed in the study were evaluated using the coefficients shown in Table 4, which reveal that the range of Cronbach's alpha reliability coefficients is between .767 to .933, and composite reliability coefficient's ranges between.852

to .952 - greater than 0.70 and 0.80 respectively - which signify that the set of constructs are of good reliability and good internal consistency (Fornell and Karker, 1981). In addition, the loadings of the indicators ranged from .615 to .944 and the average variance extracted of the construct ranged from .594 to .843 indicating that the latent variables have acceptable convergent validity (acceptable validity > 0.50 and 0.50, constructive reliability and convergent validity). (Hair, et.al.,2010)

Table 4. Latent variable coefficients analysis of measurement model

Attributes of Food Delivery Application	Items	Factor Loading	Chronbach's Alpha	Composite Reliability	Ave. Variances Extracted
Control			0.865	0.909	0.715
	Control1	0.890			
	Control2	0.901			
	Control3	0.754			
	Control4	0.828			
Convenience			0.933	0.952	0.832
	Convenience1	0.892			
	Convenience2	0.915			
	Convenience3	0.944			
	Convenience4	0.897			
Enjoyment			0.907	0.941	0.843
	Enjoyment1	0.919			
	Enjoyment2	0.916			
	Enjoyment3	0.919			
Technology Anxiety			0.873	0.913	0.725
	TechAnxiety1	0.813			
	TechAnxiety2	0.862			
	TechAnxiety3	0.872			
	TechAnxiety4	0.857			
Perceived Ease of Use			0.901	0.932	0.776
	PerEaseUse1	0.75			
	PerEaseUse2	0.929			
	PerEase Use3	0.924			
	PerEase Use4	0.908			
Usefulness			0.767	0.852	0.594
	Usefulness1	0.615			
	Usefulness2	0.821			
	Usefulness3	0.836			
	Usefulness4	0.791			
Security and Payment			0.873	0.914	0.726
	SecuPay1	0.793			
	SecuPay2	0.889			
	SecuPay3	0.887			
	SecuPay4	0.836			

Ordering Satisfaction			0.889	0.932	0.819
	OrderSat1	0.86			
	OrderSat2	0.937			
	OrderSat3	0.917			
Reuse Intention			0.914	0.939	0.794
	ReuseInt1	0.896			
	ReuseInt2	0.892			
	ReuseInt3	0.881			
	ReuseInt4	0.897			

Contrasting correlations and latent variables inside measurement indicators presented in Table 5 reveal that the measurement model has discriminant validity based on the values on the main diagonal, and as established by Fornell and Karker (1981), that is, when values at the main diagonal are higher than the off-diagonal elements, the latent variables have acceptable discriminant validity.

The overall model fit measures of the proposed model utilized different global fit indices to check and establish the acceptability of the emerging structural model, where the primary evaluation criteria are based on the level of significance of the Average Path Coefficients (p-value of APC) and the level of significance of the Average R-squared (p-value of ARS). Notably, the Average Path Coefficient (APC = .118, p =.005) and Average R-squared (ARS = .664, $p < .001$) are better within the acceptable range ($p < .05$), indicating that the emerging model (Figure 1) has a good fit.

The resulting path coefficients and the p-values of the emerging model were further analyzed and presented in Table 6, indicating that among the eight dimensions of MFDAs, six (6) – namely, control ($\beta = .014$, p = 0.388), convenience ($\beta = .055$, p = 0.137), enjoyment ($\beta = 0.057$, p = 0.139), technology anxiety ($\beta = -.046$, p = 0.182), perceived ease of use ($\beta = 0.052$, p = 0.154), and security and payment ($\beta = 0.015$, p = 0.383) – did not significantly influence respondents' reuse intentions, and are thus not supported. On the other hand, however, results also revealed that the respondents' reuse intention towards MFDAs were significantly influenced by usefulness ($\beta = 0.104$, p = 0.019) and ordering satisfaction ($\beta = .599$, $p < 0.001$), as supported by the emerging model.

5. Discussion and Conclusion

5.1 Discussion and implications

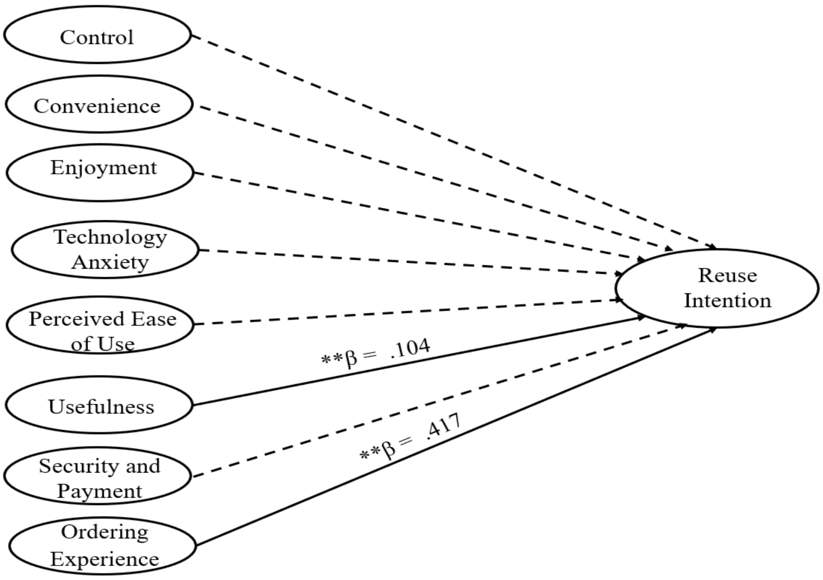
Data analysis revealed that in terms of perceived control and convenience towards MFDAs, respondents needed to feel in control while using the application and would see it as a convenient means of buying their food, similar to the study of Carlson et al. (2019), who found that perceived control and convenience were important factors in customers' adoption of food delivery applications. On the respondents' perceived enjoyment towards using MFDAs, majority agreed that the application is pleasant to use, similar to the findings of Yeo et al. (2017), highlighting the importance of making an attractive and easy to use platform that was key to attracting and sustaining consumers' electronic purchase experiences which can further lead to higher buying potential and trust (i.e., enjoyment). Further, respondents did not feel any anxiety towards using the technology, which is consistent with the findings of Hussien and Mansour (2020), highlighting that knowing a customer's qualities (being technologically-savvy) and preferences allow them to utilize MFDAs, while findings on the perceived ease of use coincide with the study of Okumus et al. (2018) which indicated that the more complex an application is to use, the less likely it is to be used, resulting in customer dissatisfaction.

Table 5. Correlation coefficient of the latent variables

Latent Variables	1	2	3	4	5	6	7	8	9
1. Control	**0.845**								
2. Convenience	0.630	**0.912**							
3. Enjoyment	0.590	0.596	**0.918**						
4. Technology Anxiety	0.058	0.012	-0.072	**0.851**					
5. Perceived Ease of Use	0.583	0.582	0.61	-0.108	**0.881**				
6. Usefulness	0.490	0.368	0.505	0.113	0.545	**0.771**			
7.Security and Payment	0.530	0.467	0.538	0.024	0.553	0.606	**0.852**		
8. Ordering Satisfaction	0.604	0.55	0.644	-0.033	0.600	0.593	0.628	**0.905**	
9. Reuse Intention	0.566	0.557	0.596	-0.015	0.579	0.569	0.568	0.790	**0.891**

Diagonal values are the square roots of AVE and off-diagonals are inter-construct squared correlations

Figure 1. The emerging model.



Findings regrading usefulness were in congruence with those of Alalwan's (2019) study, which indicated that the use of images instead of blank textual descriptions to influence customer purchase decisions were able to better cater to their needs, while security and payment concerns of the respondents showed contrasting results with the study of Chimote and Dhole (2017), who found no correlation between application enjoyment and security/privacy. Majority of the respondents also showed ordering satisfaction, which according to Amoroso and Lim (2017), can influence loyalty towards MFDAs because of their happy experience. The respondents' reuse intention towards MFDAs also indicated that based on their perceived experiences, they are likely to make use of the application again to order food, implying satisfaction with their experiences in using the application. These show similar results to the study of Song et.al (2017) where reuse intention for delivery applications were influenced by good appraisals of the usage aspect.

Table 6. Result of the Hypotheses Test

Path		Path Coefficients (β)	P-values	Effect Sizes (f)	Effect Size Interpretation (Cohen, 1988)	Description	Decision
H1: Control	Reuse Intention	0.014	0.388	0.009	Small	Not Significant	Reject H1
H2: Convenience	Reuse Intention	0.055	0.137	0.031	Small	Not Significant	Reject H2
H3: Enjoyment	Reuse Intention	0.057	0.139	0.033	Small	Not Significant	Reject H3
H4: Technology Anxiety	Reuse Intention	-0.046	0.182	0.007	Small	Not Significant	Reject H4
H5: Perceived Ease of Use	Reuse Intention	0.052	0.154	0.030	Small	Significant	Reject H5
H6: Usefulness	Reuse Intention	0.104	0.019	0.065	Small	Significant	Accept H6
H7: Security and Payment	Reuse Intention	0.015	0.383	0.009	Small	Not Significant	Reject H7
H8: Ordering Satisfaction	Reuse Intention	0.599	<0.001	0.479	Large	Significant	Accept H8

In assessing the significant difference of the customers' level of experience towards MFDAs when grouped according to the respondent profiles, findings revealed that the customer's age, monthly income/allowance, number of household members, and preferred MFDA did not have any significant relationship towards the use of the said application. Some of these findings contradict results of Hussien and Mansour's (2020) study, where the respondents' age was seen to significantly influence the feeling of control when using the application, as well as AlBattat's (2019) study, where most of the respondents' income significantly influenced the use of MFDAs. There's also the results of study of Cho et al. (2018) where the number of household members were seen to have a significant relationship towards using MFDAs. Lastly, the preference towards a specific MFDA was not observed to be significant in using the said applications in this study, also contradicts the study of Saxena and Gupta (2020), which showed how Zomato became the preferred food ordering application in Uttar Pradesh. On the other hand, results show that gender showed significant impact on a customer's level of experience towards convenience, enjoyment, and order satisfaction, similar to the study of Dang, et.al. (2018) which showed the case of Vietnam – where females were seen more likely to use MFDAs because they were responsible for the majority of home activities, turning to the Internet in search of food products that can help them save time. City of residence also had an impact on customer's experience towards control, convenience, enjoyment, ease of use, and ordering satisfaction, which coincidentally supports the study of Lan, et.al. (2016) showing the experience of customers who want to have their food delivered in a timely manner and to their exact desired location.

Applying the results of convergent validity, construct reliability and discriminant validity of the given data (Hair, et.al., 2010; Fornell & Karker, 1981), the model fit measures of the proposed model which used different global fit indices determined and established the acceptability of the emerging model with an estimated Average Path Coefficient (APC = .118, p =.005) and Average R-squared (ARS = .664, p < .001) measure. Based on these, six of the eight attributes presented in the emergent model did not significantly influence reuse intention towards MFDAs, and that only usefulness and ordering satisfaction were found to be the significant influencers of the respondents' reuse intentions. These findings coincide with the study of Alshurideh, et.al. (2019) which showed that consumers' continuance intention is significantly influenced by perceived usefulness and satisfaction, as well as the findings presented in the study of Hussien and Mansour (2020) where customers' experiences regarding attributes related to ordering satisfaction were seen to significantly influence customer reuse intention towards MFDAs.

5.2 Conclusions and recommendations

Results of the analyses in this study accepted all the hypotheses initially presented by the proponents, indicating that there was no significant difference in the customers' level of experience and reuse intention towards MFDAs when grouped according to their demographic profile, and that customer experience generally did not significantly affect reuse intention. These mean that depending on the causes and situations associated with the customers' traits, with the exception of one's residence, use of the application or their general experience did not really affect the people. However, the resulting emergent model from the PLS-SEM analysis showed that 2 out of the 8 experience attributes (usefulness and overall ordering satisfaction) significantly affected customer experience and influenced reuse intention toward MFDAs. These results implied that MFDA developers should focus on improving their application's usefulness and have a means of monitoring the overall ordering satisfaction experience of their customers since these were seen to greatly affect customer experience and reuse intention of MFDAs.

It is thus recommended that MFDA developers should focus on making customers see the usefulness of their applications as well as provide them a convenient tool that will help them save money, fit their needs, and reduce their frustrations while offering secure transactions. In addition, they should also ensure that as customers use their application, they will always have a pleasurable experience.

The proponents also recommend that future researchers interested in exploring similar studies focusing on MFDAs to improve the hypothesized model to include an analysis of the interrelationship between all attributes as a baseline model. They are encouraged to enumerate all applicable hypotheses and test the differences between MFDAs attributes or even possibly consider ordering satisfaction as a mediating variable versus customer reuse intentions, as well as use the profiles of the respondents as moderating variables while applying the PLS-SEM in the statistical analyses and treatment. Future researchers could also conduct a study that would examine the consumption of MFDAs before, during and even after the pandemic, to observe possible significant changes in the overall usage of the applications, considering as well that the current study was limited only to GrabFood and FoodPanda. Lastly, future researchers could examine whether significant predictors affecting customer reuse intentions differ based on the MFDA they used, or see if there are other possible areas to explore relating to attitudinal and behavioral intention categories that could comprehensively measure both customer experience and expectation to fully understand the dynamics of customer satisfaction leading to reuse intention, good word-of-mouth, and willingness to pay for premium pricing. It may also be good to expand the respondent base for the data accuracy, and/or extend the scope of the study to places outside Metro Manila for a more comprehensive view of customer experiences with MFDAs in the Philippines.

Moreover, the proponents see this study as a means to create awareness for current and future users of MFDAs on the attributes that affect their experience and possible reuse intention or preference on the said applications. In considering this, customers can make better decisions when selecting which MFDA will best suit their needs.

Lastly, future entrepreneurs who wish to enter the industry of food delivery services provision may make use of the information and knowledge provided in this study on customer experience and reuse intention to become aware and consider all the identified issues and concerns of consumers relating to MFDA use. Additional reviews of existing researches and studies, or by doing their own related research may also be able to assist up and coming entrepreneurs.

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When service worker helps colleague attending foreign customer: The role of goal orientation of the worker

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Abstract
Drawing on self-determination and goal orientation theories, this study investigates factors influencing service workers' helping behavior toward their coworkers attending foreign customers. A policy-capturing study involving 273 individuals with 2,184 observations revealed that task difficulty discourages a service worker to help a coworker directly attending a foreign customer. The service worker becomes more hesitant in assisting the coworker if the customer's local language proficiency is high and when the worker's learning goal orientation is high. The service worker becomes more inclined to assisting the coworker if the task is difficult and when the worker's learning goal orientation is high.

Keywords: Service, Worker, Helping behavior, Cross-cultural interaction, Language proficiency, Goal orientation

Working from home interference, burnout, passion for service, and turnover intention in hotel industry in Thailand, Bangkok: A conceptual moderated mediation model

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Abstract
This paper aims to propose a conceptual moderated mediation model to examine the moderating role of passion for service and mediating role of burnout between working from home and turnover intention. A conceptual moderated mediation model contains six propositions that build on the job demands – resources or JD-R theory, dualistic model of passion or DMP, and model of burnout to explain turnover intention among the hotel employees in Thailand. The result of this study will extend the theoretical contribution of the model of burnout and managerial contribution towards the hotel industry, especially in the context of Thailand.

Keywords: Working from Home, Burnout, Passion, Turnover Intention, Hotel Industry

1. Introduction

During Corona Virus Disease (COVID-19) pandemic had emerged several consequences, especially for human mentality who worked in service industry such as burnout (Galanis, Vraka, Fragkou, Bilali, & Kaitelidou, 2021; Pressley, 2021; Pressley, 2021; Shah, Haider, Jindong, Mumtaz, & Rafiq, 2021) as a main source of turnover intention (Califf & Brooks, 2020; Kim, 2019; Wang, et al., 2020). Thus, the majority of previous studies indicates that the service sectors such as hospital, school, and public and private sectors in several countries confronted a high degree of burnout which led to a high turnover intention and a high turnover rate respectively. In the context of United State also indicates the great resignation issue which occurred in hotel industry found that 1.2 of 3.5 million employees were leaving from their job during Corona Virus Disease (COVID-19) pandemic or this industry implies a highest rate when compared to other industry because among the employees in this industry needs to adjust themselves to a new normal circumstance rather than participate to customer and colleges directly (Moreo, Rahman, Cain, & Mistry, 2022). Hence, the hotel industry confronted a high turnover rate of employees and led to face the circumstance of lacking manpower to drive the organization and serve a customer according to a policy of social distancing and working from home policy has emerged respectively.

Thailand earned the world's best awards 2021 names Bangkok and Chiang Mai won the most popular tourist destination in 2021, and there are approximately 24,300 hotels in Thailand, and indicates approximately 1,217 hotels in Bangkok (National Statistical Office, 2020; Tourism Authority of Thailand, 2022). Thailand, Bangkok also faced a negative impact Corona Virus Disease (COVID-19) pandemic towards hotel in terms of revenue from international customer and burnout and turnover rate in hotel industry, while the Tourism Authority of Thailand (TAT) encouraged the hotel to promote and offer the staycations to the customer and working from home to operate during Corona Virus Disease (COVID-19) and social distancing policy (TATNews, 2021). Although, the hotel in Bangkok faced a difficult circumstance in terms of revenue to operate the whole organization as well as lack of employees to serve the customer Corona Virus Disease (COVID-19) and social distancing policy as a part of working from home to promote and operate the hotel as well as employee simultaneously.

Working from home (WFH) emerged during the pandemic of COVID-19 around the world since 2019 to present, the remote working had adopted to the individual, department, and organization level automatically, includes hotel industry as well (Chi, Saldamli, & Gursoy, 2021; Dai, Altinay, Zhuang, & Chen, 2021). Furthermore, the human resource management field in service industry acknowledged the challenge of working from home (WFH) can develop the negative symptom such as burnout (Daraba, Wirawan, Salam, & Faisal, 2021; Joshi & Sharma, 2020) as a main source of turnover intention in service industry (Scanlan & Still, 2019; Van der Heijden, Brown Mahoney, & Xu, 2019). According to this circumstance, the previous researchers attempted to consider the factor to reduce the degree of burnout and turnover intention as a form of passion (Chen, Chang, & Wang, 2019; Jan, Zainal, & Lee, 2021).

Consequently, this investigation desired to purpose the conceptual framework to reduce the degree of burnout and turnover intention in Thailand because this country also confronted in this circumstance and several researchers aims to reduce the degree of burnout which produced the turnover rate in service industry in Thailand (Muneerat, Suwannapong, Tipayamongkholgul, & Manmee, 2019; Srisakun, 2022; Srisakun & Oentoro, 2022). However, a few researchers considered the working from home interference, burnout, passion for service, and turnover intention in hotel industry in Thailand simultaneously. Hence, this paper aims to propose the propositions based on working from home interference, burnout, passion for service, and turnover intention among the employees in hotel industry in Bangkok, Thailand.

2. Literature Review

The literatures to ground a conceptual moderated mediation model includes the job demands – resources or JD-R theory (Demerouti, Bakker, Nachreiner, & Schaufeli, 2001), dualistic model of passion or DMP (Vallerand, et al., 2013), and model of burnout (Maslach & Leiter, 1999)to explain turnover intention among the hotel employees in Thailand

2.1 Job demands – Resources (JD-R) Theory

This paper utilized the concept of Demerouti et al. (2001) that contains the set of job demands contains the factors which stimulated the stress of employees or called stressor which interrupted the employees when they work because of the factors within job demands its links to the performance and feeling of employees or physiological and psychological aspect which led to the emotional exhaustion. The previous researchers also employed this concept also implied to explain the work-home inference or work-family conflict (Bakker, Lieke, Prins, & Van der Heijden, 2011; De Carlo, Girardi, Falco, Dal Corso, & Di Sipio, 2019). Then, this investigation utilized the concept of Demerouti et al. (2001) to ground and explain the feature and characteristics of working from home interference.

2.2 Model of Burnout

According to Maslach and Leiter (1999) presented the model of burnout employed multidimensional theory of burnout to explain the three elements of burnout. Besides, the model of burnout considered the job demands (requirement of task from the firms which links to the emotional exhaustion of employee) and lack of job resources (lacking physical and psychological of personal and growth in the workplace), discussed in the next session, as the main antecedents of burnout (Maslach & Leiter, 1999). The explanation of three burnout elements namely, emotional exhaustion, depersonalization, and reduce personal accomplishment to represent the construct of burnout in a conceptual moderated mediation model.

2.3 Dualistic Model of Passion (DMP)

Dualistic Model of Passion (DMP). Dualistic Model of Passion (DMP) is the concept that explain the passion of people towards important activities such as work and education, reading, active arts, individual sport, and interpersonal relationships that they like and willing to spend the time to do it. Vallerand et al. (2003) proposed the model to classify passion into two types; one is harmonious passion, and another is obsessive passion. Besides, Cardon et al. (2017) found that the source of passion to serve was the harmonious passion which contribute to the positive outcome such as discussion to others to find the best solution to enhance the business performance. Besides, the passion to serve of frontline employees as the one of competency factor within models' hospitality and service excellence that increase customer loyalty and satisfaction when frontline employees display a passion to serve and provide quality service to them (Shum, Gatling, & Shoemaker, 2018). Therefore, this investigation considered only harmonious passion to represent the construct of passion for service.

2.4 Related Literature

Scanlan and Still (2019) researchers implied the factor of work-home interference had a positive impact towards emotional exhaustion and turnover intention among 227 mental health personnel participated in Australian. Similarly, Back, Hyun, Jeung and Chang (2020) indicates the burnout mediated between emotional labor and turnover intention among 606 nurses in Korean hospitals. Furthermore, the previous researchers indicates the moderating role of passion to explain the turnover intention, for instance, Srisakun and Oentoro (2022) indicates the moderating role of passion between emotional exhaustion and depersonalization towards intention to leave or turnover intention among 554 frontline employees in context of Bangkok, Thailand, similarly, Crespo-Hervás, Calabuig-Moreno, Prado-Gascó, Añó-Sanz, and Núñez-Pomar (2019) also indicates the moderating role of harmonious passion between service quality in terms of coaching on future intention to perform the professional sport among 302 athletes in the context of Spain. Consequently, the empirical from previous researchers had supported to propose the propositions of a conceptual moderated mediation model.

3. Methodology

The purpose of this papers to purpose a conceptual moderated mediation model contains a proposition to examine whether the burnout mediated the relationship between working from home interference and turnover intention and investigate whether the mediating effect of burnout on turnover intention that moderated by passion for service. Therefore, this study is using quantitative approach in which by answering a research question through an explanation tendency of participants, describing how one variable has impact to another variable based on statistical analysis.

3.1 Measurement

Work from home interference measured by adjusting the measurement of Wagena and Geurts (2000) cited by Bakker and Geurts (2004) which contains positive and negative of work-home interference based on five items. Burnout measured by adapting the measurement of concept of Maslach and Jackson (1981) which contains three observes variables includes emotional exhaustion, depersonalization, and reduce personal accomplishment. Passion for service measured by applying the measurement of Vallerand et al. (2003) that provided the seven items for harmonious passion. Turnover intention measured by adjusting the measurement of Egan, Yang, and Bartlett (2004) includes three items. The screening questions for working from home utilized to consider the participants who had a chance to work-from-home during 6 months.

3.2 Scope of Research

Population: 1,217 hotels in Bangkok, and sample of this investigation focused the hotel in Bangkok which contains many employees and number of rooms which required the employee to manage and service than small size. Then, this investigation selected 184 hotels (51 – 200 employees) and 72 hotel (more than 200 employees) contains 62.2 percent to represent 1,217 hotels in Bangkok (National Statistical Office Thailand, 2020).

Sample: The sample of this investigation following:

1. Back-office department includes Human Resource, Financial and Accounts, Engineering and Maintenance, Information Technology, and Sales and Marketing department.
2. Front-office department includes the employees who performed a management position.

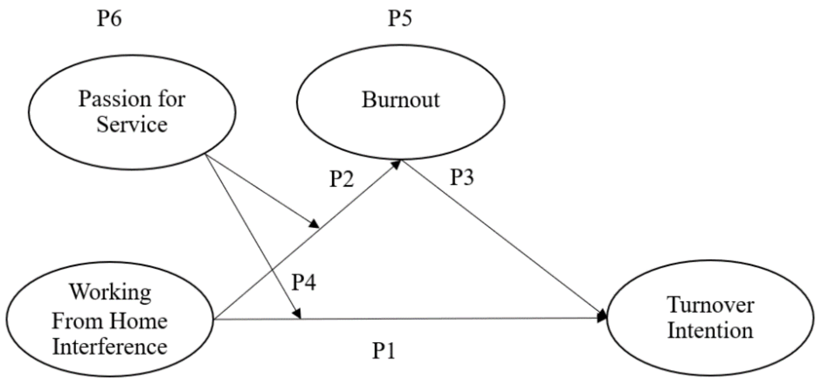
Sample size: According to Preacher, Rucker and Hayes (2007) mentions the sample size of moderated mediation model needs to large enough, and suggested a set of sample size includes 50, 100, 200, 500, and 1,000 participants. The conceptual of this investigation indicates 14 parameters and 2 error terms, the rule of thumb of Hair, Black, Babin and Anderson (2018) preferred the ratio of observations to variables equal to 30:1, hence, the sample size for this study required 15 observation x 16 variables = 480 employees. The sample size of this investigation according to number of parameters, error terms and rule of thumb considers 480 – 500 as a number to large enough to explain this circumstance.

3.3 Statistical Treatment of Data

Statistical analysis software package considered to operate and analyse the inferential statistics of this investigation to explain the moderated mediation model.

4. Conceptual Framework and Proposition

Figure 1. Conceptual Framework and Proposition



4.1 Proposition

P1: Working from home interference has a positive influence towards turnover intention among the hotel employees.

P2: Working from home interference has a positive influence towards burnout among the hotel employees.

P3: Burnout has a positive influence towards turnover intention among the hotel employees.
P4: Passion for service moderated between working from home interference and towards turnover intention among the hotel employees.
P5: Burnout mediated between working from home interference and towards turnover intention among the hotel employees.
P6: Mediated effect of burnout on turnover intention that moderated by passion for service among the hotel employees.

5. Conclusion and contribution

5.1 Conclusion

This paper aims to propose a conceptual moderated mediation model to examine the moderating role of passion for service and mediating role of burnout between working from home and turnover intention. To examine whether the burnout mediated the relationship between working from home and turnover intention, and to investigate whether the mediating effect of burnout on turnover intention that moderated by passion for service among hotel employees in Thailand, Bangkok.

5.2 Contribution

Theoretical contribution: This investigation response to call for further research based on the literature review, especially, in the dualistic model of passion and expand the scope of research to explain the model of burnout in the context of Thailand, Bangkok during work from home period.

Managerial implication: Human resource department acknowledge the important of passion for service to reduce the symptom of burnout and turnover rate during work from home situation.

5.3 Suggestions for future studies

This paper introduced only a conceptual moderated mediation model by considered the working from home interference, burnout, passion for service, and turnover intention in hotel industry in Thailand, Bangkok and focused only the back-office department includes Human Resource, Financial and Accounts, Engineering and Maintenance, Information Technology, and Sales and Marketing department and front-office department includes the employees who performed a management position. Further research needs to test and indicates the empirical result to generalize the contribution to other sectors such as hospital, airline, banking, retail shop, and restaurants.

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Inclusive management practices and diversity of gender at five-star hotels businesses

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Abstract
This paper is a research proposal including three sections: introduction, literature review, and methodology. The study examines gender inclusion and diversity management, explores insights of general managers and propose gender inclusive practice for the general manager position of the five-star hotels and resorts in Thailand. To cooperate with inclusion and diversity, cultural dimension with Thai culture, perceived Images of hotels and general managers with core competencies are introduced in a conceptual framework. The study applies a mixed quantitative and qualitative method to propose inclusive management practices at five-star hotel businesses.

Keywords: Inclusive management, Gender diversity, Hotel management, Mixed method

1. Introduction

In global trend, inclusion is a coming topic that has been practiced in many organizations, as it relates to equality among gender, race, orientation and etc. However, in practical way, people perceive that service aspects are feminism referring to responsible sensation and emotional concern, so it transcends to women' tasks (Koyuncu, Burke & Wolpin, 2012). For example, a woman takes care of home and family, go out for shopping and cook at home. It can be inferred to cultural relativism linking to the role of males and females that might relate to gender bias. The roles of each gender are different in various cultures (An & Kim, 2007). Females are represented in soft skills such as relationship orientation, negotiation skills and communication (Evans, 2010), that shows female's stereotype. In Asian context, female is expected to be faithful (Van Der Boon, 2003). Hence, gender role is differentiated in any societies where male is the symbol of leader, assertiveness, success and toughness while female tends to be life oriented and soft (An & Kim, 2007). Due to this gender perspective, it impacts career opportunities that males might dominate management positions and are represented as the leaders more than females.

For the current situation in Thailand, the image of hotel is one of the most priorities because it shows the entire institutional image via internal and external operations based on hotel's tactics and strategies. According to the open-access data of the five-star hotels in Thailand from Booking, the researcher founded from 171 properties that 152 general managers are men while 19 are women which can be counted as 89% and 11%. In general, women might be management position in organizations. However, they have rarely opportunities to be in the top position or general manager.

Thus, national and organizational cultures are the main factors impacting on practices and values grooming employees to react in a similar direction. Organizations influences the personal environment, social, political and cultural beliefs and determine teamwork, policy, norm, understanding and philosophy (Belak, 2016). This concept embedded inclusive management passes the cultures from one generation to another generation maintaining organizational values. In addition, cultures manifest general understanding with shared beliefs and values to help corporate staff to understand functions and norms for their behaviour and reactions (Ireland, Hitt & Sirmon, 2003). Therefore, the new comers will learn about shared beliefs for their practical behaviour through perceptions with diversity. As the globalization is a coming trend impacting the hotel industry, employees from diverse backgrounds need to handle collaboration effectively to assist their hotels. Thus, diversity and inclusion are in priorities to be adapted in policies. It generates the innovative perspectives and ideas to implement activities with several advantages (Malilk, Madappa & Chitranshi, 2017). The main dimension of diversity is gender, age and sexual orientation, that people could differentiate a person from another when they come across (Malilk, Madappa & Chitranshi, 2017). Hence, this reflects identity of each person what others perceived based on gender and personal stereotypes.

This study has three objectives: 1) to study the current practices on the implementation of gender inclusion and diversity of five-star hotels' general managers in Thailand; 2) to examine the perceptions of general managers on current practices of gender inclusion and diversity' practices for the public manager spot of the five-star hotels in Thailand, and 3) to propose gender inclusive management implementation for the five-star hotels' general managers in Thailand.

2. Literature Review

2.1 Inclusion and Diversity

Globalization plays an important role in this modern era, so inclusion and diversity are highlighted in a work environment. However, in general, most people may have strong perception differentiated gender toward characteristic, competency and value. Thus, gender perception is concerned by physical element that general premise of leadership must be dominated by males due to biology while the stereotype of females is less competent than males (Appelbaum, Audet & Miller, 2003). It relates to leadership effectiveness and characteristics. Moreover, it links with gender roles based on gender perceptions (Chalermchaikit & Kozak, 2021), so women have experienced with disadvantages of social inequality more than men 27% (Ingram, 2021). Hence, females might be regarded as more incompetent than men via their physical appearance. In addition, females are concerned by higher worrisome and emotion without self-confidence (Appelbaum, Audet & Miller, 2003). Then, they tend to be more sensitive and focus on feelings and reactions. Moreover, In the Harvard business review, it shows that women tend to have limited opportunities and are underrepresented (Ammerman & Groysberg, 2021). It can be inferred there are gender barriers because of unconscious bias via gender stereotypes.

To bring inclusiveness in workplace, gender barrier and unconscious bias should be minimized in order to generate equality and boost competency among employees. Inclusion integrates various background and preference of each individual such as gender and race. Therefore, members can sense the equality via reaction and behavior (Voola, Ray & Voola, 2021) while diversity refers to the environment that the workforces create for every staff such as status, gender, skill, race, ethnicity and background (Bell, 2020). Both of them help to build positive community with innovation and creativity where all employees are well accepted for cultural differences and backgrounds. Hence, organizations can embed the concept in their vision and mission to melt cross-cultural communication as a part of daily lives such as awareness policies, hiring employees from diverse backgrounds and training. Consequently, they can learn different cultures and share their own cultures to their colleagues as well. Base on an effective implementation in organizations, Human Resource department needs to launch the steps of execution via inclusion and diversity. Therefore, Human Resource Management (HRM) is the important discipline or the key success of organization relying on Human Resource Development or HRD as the cooperated function. Both of them enhance policies via current organizational objectives. To generate inclusive management practice and diversity without resistance, national cultures should be comprehended in order to capture inside perceptions and values of how people in Thailand have been practicing.

2.2 Cultural Dimension

To generate effective inclusion and diversity management in an organization, national culture is a necessary concept that should be the background how people in particular nation behave. Cultural relativism is in the relative position that cultural and moral values are accepted in particular cultures (Weckert & Al-Saggaf, 2003). It concerns the fundamental belief as the norms how people have done in specific cultures. Hence, it can be interpreted as the right way which people tend to follow from generation to generation (McDonald, 2009) and also it relates to the judgement such as what is good or bad and right or wrong (Wood, 1995). In the famous theory, Hofstede's approach is a strong tool to look at national cultures with reliable information (Blodgett, Bakir & Rose, 2008). This study applies four cultural theories as a part of Hofstede's dimensions, GLOBE dimension, Inglehart's Framework and the characteristics of Thai people by Komin. Based on the review of related theories, four theories share five commonalities of Thai cultures.

First, Thailand has a high-power distance score, so Thai people accept authority and show respect to people who have high status (Hofstede, 2001; GLOBE, 2020). For Inglehart's framework, it states that Thailand focuses on traditional value effecting on status acceptance (Inglehart & Welzel, 2005). Moreover, Komin's theory also confirms that Thais appraise high power distance with various status acceptance (Komin, 1991).

Second, Thailand has low score of individualism, so it is dominated by collectivism. People focus on self-image in a group to ensure their security (Hofstede, 2001). GLOBE dimension also states that Thai people behave in-group collectivism (GLOBE, 2020), so they can feel safe and not be distinguished. Inglehart's theory confirms that traditional value is appraised (Inglehart & Welzel, 2005). Therefore, as Thais have passed collective attitudes from generation to generation, people still practice with their unconscious attitude. In addition, Komin claims that Thais focus on societal orientation (Komin, 1989), so they tend to look at what majority behaves and follow.

Third, Thailand presents low masculinity level, so it concerns femininity because Thailand contributes the strong relationship and modesty (Hofstede, 2011). GLOBE dimension states similarity that Thai society rely on human orientation and low assertiveness (GLOBE, 2020) and Inglehart's framework states traditional value (Inglehart & Welzel, 2005). Thus, Thai people tend to keep harmony and tranquillity in society. Furthermore, Komin presents Thailand as femininity with traditional and non-violent orientations (Komin, 1991). These confirm that Thais tend to respect each other and try not to show the criticism affecting others' feelings.

Fourth, Thailand is a high uncertainty avoidance country. Thai society has several regulations and policies, as people do not want to take the risk or deal with ambiguous situation and change (Hofstede, 2011; GLOBE, 2020). Inglehart's theory shows that Thai society focuses on traditional with limited expression (Inglehart & Welzel, 2005), so Thais tend to secure themselves with several regulations and policies to avoid uncertain situation. Also, Komin confirms that Thai society presents high uncertainty avoidance with less assertiveness (Komin, 1991).

Fifth, Thailand expresses as short-term orientation. It reflects that Thais prefer being strict to their norms and traditions, while societal change is regarded as suspicion (Hofstede, 2011). GLOBE dimension states that Thailand presents low future orientation and institutional collectivism (GLOBE, 2020), so people tend to focus traditional value with limited expression (Inglehart & Welzel, 2005). Moreover, Thai society tends to look at present focus rather than how the future will be in long-term (Komin, 1991).

Hence, based on all five dimensions of Thai cultures, both HRM and HRD can embed inclusion in four main activities. First, recruitment is the process of getting candidates and encourage diverse candidates to join organization (Chidi, 2013). HRM department has to attract talents while encouraging diversity and avoid some biased gender terms referring to extremely male characteristics or unclear job descriptions. These can interrupt female candidates' interests to apply for the top position (Ammerman & Groysberg, 2021), so HRM should focus on the job announcement with the proper words with gender inclusion and diversity. Second, selection process focuses on choosing the right candidates based on their qualifications and competencies (Chuang, Jackson & Jiang, 2016). HRM team has to consider diverse background of candidates in screening and interviewing formally to minimize discrimination from stereotypes and focus on job criteria.

Third, learning and development or L&D are processes to generate knowledge, skills and attitudes or KSA to individual staff to perform better. Learning states KSA (Stainbank, 2005), while development specifies deep knowledge via developmental goals (Kira, Ejinatten & Balkin, 2010). All staff from diverse backgrounds have to be encouraged to blended in environment and perceive the importance of inclusion and diversity, so they learn how to respect others while gaining respect at the same time. Fourth, performance management is performance evaluation, review and appraisal. It is a great tool to improve individual performance and let staff know the room for improvements (Chan, 2006). 360 degrees performance can be applied to minimize bias while getting feedbacks from other staff who are in different points such as guests, supervisors, colleagues, self, subordinates and managers. Hence, comments and guidelines are from others from diverse backgrounds. HRM can cooperate with inclusive management and reduce bias. Organizations can de-bias performance evaluation through training awareness with measurable qualities (Ammerman & Groysberg, 2021) to minimize favouritism and promote awareness of diversity. Also, HRM department should cooperate stable managing promotion and compensation to secure job opportunities. Organizations can initiate median salary and support staff to get promotion. Based on inclusive and diversity activities, they boost positive productivities as all staff can adapt to the organizational environment impacting on their working engagement and commitment.

2.3 Perceived Images of Hotels and General Managers with Core Competencies

Hospitality is a unique service industry with special working characteristics. The whole functions of hotels are counted as high-labor intensive (Blayney, 2009). It is the nature of hotel serving 24 hours operational jobs with people. Hoteliers have encountered intensive workload to handle and solve problems for their guests which they sometimes need to sacrifice their private times. Hotel work time table cannot be fixed as office hours, so they have to be flexible to their shift and tremendous workload in the high season. Also, they need to enhance their guest experiences based on guests' diversity upon arrival until departure (Walsh & Koenigsfeld, 2015). Hence, hotel job cooperates with inclusion and diversity via hotel activities. For the image of a hotel business, general manager or hotel leader is responsible for all activities and functions and have to supervise all staff simultaneously based on effective interpersonal communication (Bharwani & Talib, 2017), so general manager needs to deal with people from different backgrounds professionally. As a result, it might be harder for woman to cooperate with irregular schedule because they might have responsibility at home.

Moreover, hotel characteristics might be dominated by gender stereotypes as the nature of leadership. The leader's role requires talents to handle various situation based on decision-making and analytical and strategic skills for advanced career path. This scope concerns the mainstreams of the ways how people judge and think once they have to approach different gender (Chalermchaikit & Kozak, 2021). Even though, there are the trends to promote woman leadership via media and social movement to increase awareness, traditional gender stereotypes are still presented in many cultures. There are still strong images represented that males are strong at decision-making which boost them to the leader position, while females concern too high sensitivity (Chalermchaikit & Kozak, 2021), so gender characteristics might shape leadership styles based on credibility of each gender that people tend to look at first. Consequently, the values and beliefs have tremendous impacts via gender which they are perceived differently by their images and reactions.

Apart from gender characteristics, the performance of hotel businesses is based on effective execution of leader skills. In the related theories, there are four general manager's competencies that should be practiced. First, cognitive competencies, they are knowledgeable skills (Delamare Le Deist & Winterton, 2005) which are substantial knowledge and particular skills to perform the job such as analytical skill, risk-taking and strategic thinking (Bharwani & Talib, 2017). Second, functional competencies are operational skills relying on job-specification (Delamare Le Deist & Winterton, 2005) including leveraging non-technical and technical competencies such as commitment to quality, business operations cost control and people management (Bharwani & Talib, 2017). Third, social competencies are operational skills concerning to behaviors and attitudes (Delamare Le Deist & Winterton, 2005) enhancing interpersonal communications along with relationship such as teamwork and networking (Bharwani & Talib, 2017). Fourth, meta-competencies are conceptual skill relating to traits and motives via ability to handle situation and self-development (Delamare Le Deist & Winterton, 2005) and they go along with cognitive competencies to boost the individual's performance such as self-confidence, adaptability, flexibility, self-awareness and time management (Bharwani & Talib, 2017).

3. Methodology

This study applies a mixed method comprising three phases, as it can carry a deep understanding through problem and get in-depth information. It is the thematic approach capturing soft-core experiences and strength the triangulation that allows investigation to be combined with paradigms (Jogolu & Pansiri, 2011). First phase is quantitative research. It will answer the first research objective which is to study the current practices on the implementation of gender inclusion and diversity of five-star hotels' general managers in Thailand. For the population, this study targets subordinates of general managers or executive managements level such as department managers, assistant managers and supervisors from 20 five-star hotels in big cities such as Bangkok, Hua Hin, Phuket and Chiang Mai. Each five-star property has approximately 20 management level staff, so the population is 450 (N=450) and the minimum sample size needed is 400. Four hundred respondents can keep data screening in further coherent analysis (Kachkar & Djafri, 2021).

The sampling technique is sample random sampling. It is the sample that researcher selects members of population (Andrea, Tampakis, Tsantopoulos & Manolas, 2014). Although general manager's sample size is limited, it is reliable via the insight role of specific career (Ladkin & Juwaheer, 2000). This study employs a structured questionnaire. To confirm the validity of it, hotel experts and professors were invited to review Index Items Objective Congruence (IOC). IOC can evaluate the validity in the instruments (Nantee & Sureeyatanapas, 2021). The IOC experts are included seven professors in hospitality and tourism major and two general managers from two five-star hotels. They reviewed 25 needs assessment giving two side Likert Scales with 'Current' and 'Expectation' base on five dimensions of management practices which are cultural dimension, HRM, perceived image, core competencies and gender perception. All experts could give their opinions what happens now and what they expect to see in the future. Also, the score must be more than 0.67 to ensure the validity.

Moreover, Cronbach's Alpha Co-Efficient is applied in quantitative method. It is used to confirm validity, consistency and reliability with tool through scale to reach the research objectives (Agyekum, Ghansah, Tetteh & Amudjie, 2020). Its values have to be more than 0.7. It affirms that all variables are reliable and valid via analysis (Mao, Shen, Pan & Ye, 2015).This study applies values more than 0.7 to get attribution's significance with 30 respondents who are staff in the executive level of five-star hotels. Data collection will be completed via online survey and distributed to general managers of the five star-hotel businesses. For data analysis, descriptive statistics such as mean, standard deviation and frequency will be used with Priority Need Index (PNI).

In the second phase, qualitative research will be conducted. This qualitative phase allows the authors to focus more in-depth outcome and understanding (Barnham, 2015). Hence, it will answer the second research objective which is to examine the perceptions of general managers on current practices of gender inclusion and diversity' practices for the public manager spot of the five-star hotels in Thailand. In general, there is only one general manager in each hotel who is the target population. As the study targets 20 five-star properties, the total population is 20 and the minimum sample size is 20 as well .The sampling is the known population as purposive sampling. This type of sampling is subjective in which researcher chooses members from the population (Apostolopoulos, N. & Liargovas, P, 2016). For instrument, an in-depth interview method will be conducted to explore inclusive management practices in current and future from relevant perspectives of general manager. The interview can generate understanding based on story telling via environmental image and experiences (Jansan, 2015). Data collection will be carried out via Google Met or Zoom interviews and a face-to-face interview which researcher will contact to each hotel before the interview session. For data analysis, all 20 interviews will be transcribed and put in inter-coding process as a content analysis and triangulation of the themes to get the similarities based on general managers' experiences, comments and ideas.

In the third phase, the study will propose a model and guidelines for the developments. This will answer the third research objective which is to propose gender inclusive management implementation for the five-star hotels' general managers in Thailand. After getting the data from both quantitative and qualitative researches, the researcher will compare both data to obtain the commonalities to develop guidelines and model for five-star hotels. This phase shows the suggestions and points of view of experts via the model and guidelines. The authors already invited nine experts to comment and give opinions on the conceptual model and guidelines. There are seven professors from hospitality and tourism management division and two general managers from five-star hotels in Thailand. Instrument for the experts is the rubric form. Nine experts will get the rubric form after the model of inclusive management practice is created based on survey and interview data. The rubric is an important instrument known as the checklist form to evaluate the values in the topic (Papadakis, 2020). Hence, it is reliable to assess the model's effectiveness which can be used to apply in five-star hotels with five proposed dimensions, so they can notice inclusive management practices from different dimensions. In addition, this study will apply the Delphi technique. It is the particular technique used with alternative methods to qualify the practical result (Fazliani & Charoenngam, 2015). Therefore, all of nine experts will be requested to review the proposed model twice for accurate evaluations. For data collection, all expert's reviews and comments will be collected face-to-face via Google Meet or Zoom and e-mail, so they can express their opinions freely and give the guidelines. The content analysis will be conducted to see the comparisons and commonalities from rubric scores and comments from all experts.

4. Results

The survey and interview will be conducted after the proposal defence. The respondents are general managers' subordinates from 20 five-star hotels in Thailand and the interviewees are general managers.

5. Conclusion

With the new trend and growing rate of hospitality industry, the results from this research can benefit the following stakeholders. First, for hospitality and tourism industry, as the mentioned information presents that gender has become an important issue as the new movement in organizational practices with leadership roles. Thus, this study lets the hospitality and tourism staff and experts to notice the cause and opportunities to develop gender inclusion and diversity in the leadership position or general manager. Second, the results from this study could allow five-star properties in Thailand to have an in-depth understandings of general characteristics of gender equality and it could lead to the long-term strategies for personal development and succession planning with inclusive and diversity activities. Third, as Thailand is in the Asia having traditional practices, cultures and uniqueness, Confucius has influenced that male dominates the leadership role in family and also it has defined the importance of inclusion and diversity based on cultural dimension for strategic development for five-star hotels. The results will be able to raise awareness in public and represent opportunities for the development via transition to the new era of hospitality and tourism industry.

Furthermore, operational staff, general manager, ministry of sport and tourism, hotel owner and partnership, candidate, students majoring in hotel and people who are interested in working at five-star hotels can get awareness and cooperate strategic development via inclusion and diversity in workplace. Moreover, they can get some ideas how to boost themselves to general manager positions apart from knowledge, skill and ability that many candidates might be concerned when they apply their CV at five-star properties. Hence, this study informs the key attribution that influences on how general managers are selected, comprising how five-star hotels plan to collaborate with the trend of inclusion and diversity for human resource management. Also, the proposed inclusion and diversity model can enhance hotel competencies and grab more new talents in the hospitality industry in the future.

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Enhancing the effectiveness of personalized mobile travel recommendation

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Abstract
Despite personalization has become common practice, empirical research on the effects of personalization strategies has been limited. Based on the literature in content marketing, privacy theories, and human-computer interaction, this study explores travelers' reaction to various designs of personalized mobile travel recommendation messages through a 2x2x2 factorial between-subject experiment. Three variables – content type (promotional vs. general), control level (high and low), and sender type (human vs. bot) – were manipulated to test travellers' perception of and attitude toward personalized mobile travel recommendations. Data were collected through online questionnaires and were analyzed using independent sample t-test, two-way ANOVA, and multiple regression. Managerial implications are suggested to enhance the effectiveness of personalized marketing strategies.

Keywords: Personalization, Technology-Mediated Personalization, Mobile Travel Recommendation, Travel, Experiment

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1. Introduction
Different from industries that mainly sell tangible goods, tourism and hospitality emphasize the offering of services and experiences. To differentiate and stand out from competitors, the delivered customer experience should be special, novel, and memorable. While service providers may control the service design, the value of what they offer is determined by the customers subjectively (Vargo & Lusch, 2004). Whether a product or service is valuable to a customer is thus dependent on the extent to which it satisfies customer expectation and personal desire.

The ground-breaking service-dominant (S-D) logic suggests that the service provider could only propose value propositions and facilitate customer's value creation, and it is always the customer who determines the value of a product or service in use (Vargo & Lusch, 2004). In this sense, a "cool" experience in the eyes of the service provider might become "normal" if the customer, for example, has experienced something similar before. The S-D logic thus proposed that the interaction between the service provider and the customer is the locus of value creation. Through effective communication and collaboration, the service provider is able to involve customers in the service design process through which customers' personal needs and wants could be better understood and addressed. The outcome is a more personalized customer experience which often results in enhanced customer perceived value (Prahalad & Ramaswamy, 2004; Vargo & Lusch, 2004).

As one dimension of service quality (Ariffin & Maghzi, 2012), personalization has long been associated with differentiation and competitive advantage. This is particularly true for tourism and hospitality products that are often easy to be imitated (Chathoth et al., 2013). Despite the importance of personalization, studies on this topic have been scarce, particularly those that investigate effects of personalization strategies. As personalization often means different things to different individuals under different situations, investigating the impact of personalization across different service settings is necessary to gauge the effectiveness of various business practices.

Based on the literature in content marketing, privacy theories, and human-computer interaction, this study investigates travelers' reaction to various designs of personalized mobile travel recommendation. Through a 2x2x2 factorial between-subject experiment, we focused on examining the factors (content type, sender type, level of control) that might potentially influence consumers' perceived privacy concern, perceived usefulness, trust, and intention to adopt the recommendation. Data were collected using online questionnaire and were analyzed using independent sample t-tests, two-way ANOVA, and multiple regression. Managerial implications are suggested to guide practitioners' mobile marketing communication strategies.

2. Literature Review

2.1 Personalization in tourism and hospitality

Greeting customers by name, knowing customers' personal particulars, anticipating customer needs, recording customers' special requests for future use, and customizing contents are some common examples of personalized services in tourism and hospitality (Ariffin & Maghzi, 2012; Pizam, 2015). As personalization has become common practice in our daily lives (e.g., online shopping, web browsing), travelers nowadays might have higher expectation for personalized services (Buhalis & Amaranggana, 2015). Particularly, on-the-go travelers might face unexpected needs when visiting unfamiliar destinations (Lamsfus et al., 2014). Under uncertain situations, personalized services might help them make decisions more efficiently and effectively. Travel-related personalized services such as personalized travel guide and mobile travel applications have thus become increasingly popular.

Research on smart tourism has recently started emphasizing the importance of designing personalized travel experience. Smart technologies have created new opportunities for service providers to reach consumers in cost effective ways, collect big data, analyze consumer behaviors, and offer innovative personalized service options (Buhalis & Amaranggana, 2015). Mobile technologies and social media platforms have become particularly helpful for facilitating meaningful firm-customer interactions and mass customer data collection.

Empirical research on personalization in the tourism and hospitality literature is limited. Several attempts have been initiated to study consequences of personalization. For example, studies have found personalization positively related to customer perceived service quality (Ariffin & Maghzi, 2012), customer loyalty (Kandampully et al., 2015), customer emotions, and purchase intention (Pappas et al., 2014). Research has also investigated what influences customer perception of personalized services. For example, customer involvement and privacy concern have been identified as determinants of customers' intention to use personalized services (Morosan & DeFranco, 2016). The majority of personalization research tends to be exploratory and conceptual, focusing on encouraging practitioners to seize opportunities from the benefits of personalization. Studies that look into the effects of personalization have been limited.

2.2 Technology-mediated personalization

As today's consumer is highly connected and adapted to the use of technologies, it has become relatively easy for service providers to collect customer data through mobile applications and social media platforms. Establishing customer databases and analyzing consumer behavioral patterns have become common business practices for marketing and product development purposes. From a destination marketing perspective, smart technologies have provided unprecedented opportunities for service providers to influence consumers' decision-making process. For example, some organizations have launched travel mobile apps that provide personalized contents and real-time chat services to communicate with travelers on-the-go.

Although technology-mediated personalization (TMP) has become a rising trend (Shen & Dwayne Ball, 2009), one of its major disadvantages is potential invasion of consumer privacy. Facing information overload and cybercrimes, contemporary consumers have become particularly concerned about the security of their personal information. Consumers nowadays often complain about their limited knowledge regarding how their personal data has been used and who have access to their data. Often, the service provider may initiate a conversation without seeking user agreement in advance (e.g., pop-up ads/messages). Inappropriate personalization practices may induce negative consumer reaction and jeopardize business resources and efforts. Understanding how to balance between personalization benefits and consumer privacy concern has thus become critical to the success of personalization strategies. The personalization-privacy paradox has been proposed to describe this dilemma (Awad & Krishnan, 2006; Chellappa & Sin, 2005). Privacy concern has been defined as "the ability of the individual to control the terms under which personal information is acquired and used" (Westin, 1967, p. 7). Consumers who are sensitive to privacy and information transparency tend to perceive higher risk and sense of vulnerability. They might be more resistant to sharing personal information in exchange for personalized services (Awad & Krishnan, 2006).

A review of relevant literature reveals that much more work is needed to be done to advance our knowledge regarding the impact of personalization. As stated by Sunikka and Bragge (2008), "further studies on personalization are needed; especially in the areas of consumers' views on benefits and drawbacks of personalization, as well as the true effectiveness and efficiency of personalization" (p.9). As personalization is highly subjective, personal, and context specific, investigating the impact of personalization across various tourism and hospitality settings will be necessary. More empirical evidence is needed to guide practitioners' design of personalized customer services and to help practitioners evaluate the success or effectiveness of their personalization strategies.

2.3 Hypotheses development

In the content marketing literature, research has suggested the impact of content design on attracting and retaining customers (Cvijikj & Michahelles, 2011). Recognizing the potential effects of content types on consumer reaction, research has investigated different content types through applying theoretical lenses such as Uses and Gratifications theory and the marketing 4Ps (Cvijikj & Michahelles, 2011; Thongmak, 2015). Generally, consumers are more likely to be attracted and excited by financial incentives (Cotte, 1997). In fact, one major reason for customers to go online is often to search for good deals (Thongmak, 2015). Promotional tactics, from lucky draws and giveaways to souvenirs and rebates are thus common strategies to draw attention, create excitement, and attract new customers. Previous study has found promotional content exerts the greatest positive impact on customer engagement among various content types (Lei et al., 2017). We thus speculate that travelers might be more acceptive of personalized contents that contains promotional information.

H1a: Travelers perceive lower privacy concern from promotional content than general content.

H1b: Travelers perceive higher trust from promotional content than general content.

H1c: Travelers perceive higher usefulness from promotional content than general content.

H1d: Travelers are more likely to follow travel recommendations that contain promotional content rather than general content.

In personalization research, one of the biggest debates has been related to privacy concerns. The personalization-privacy paradox indicates the dilemma – consumers want personalized offers but on the other hand might feel discomfort when being asked to provide personal information (Chellappa & Sin, 2005). When online crimes and illegal theft of customer information have become common in the digital era, scholars have emphasized the role of control in reducing privacy concern, acknowledging control as one of the key determinants of privacy state (Xu, 2007). Normally, individuals want a certain level of control over personal information (Miller, 1975). Traditional definitions of privacy have thus been associated with perceived control. For example, privacy has been defined by (Altman, 1976) as “selective control of access to the self or to one’s group” (p.8). Stone et al. (1983) defined privacy as “the ability (i.e., capacity) of the individual to control personally (vis-à-vis other individuals, groups, organizations, etc.) information about one’s self” (p.460). From this control perspective, perceived level of privacy invasion is thus determined by individuals’ level of control over their personal information (Sheehan & Hoy, 2000; Xu, 2007). In this sense, a higher level of sense of control should be related to lower perceived invasion of privacy (Culnan & Armstrong, 1999).

H2a: Travelers who are given higher sense of control perceive lower privacy concern when receiving a personalized mobile travel recommendation.

H2b: Travelers who are given higher sense of control perceive a personalized mobile travel recommendation more trustworthy.

H2c: Travelers who are given higher sense of control perceive a personalized mobile travel recommendation more useful.

H2d: Travelers who are given higher sense of control are more likely to adopt a personalized mobile travel recommendation.

One reason why people like technology is the elimination of human interaction. Research has found that online shops or websites that employ human-like features or anthropomorphized contents might induce higher perceived risk and privacy concern (Barcelos et al., 2018). This is particularly true for consumers who have lower need for human interaction and employ technology to avoid human interaction (Xie et al., 2020). The rationale behind this is that consumers who prefer technology might believe that their personal information is not seen or processed by human who might have bad intention of conducting unethical behaviors such as misusing customer information or giving authorized access to third parties (Phelps et al., 2001). When customers believe they are merely interacting with an automatic service interface mediated by technology, they might worry less about being watched and tracked (Barcelos et al., 2018). Hence, we propose that when travelers believe the personalized message was sent by a computer system/robot (rather than a real human), they might perceive lower privacy concern.

H3a: A personalized mobile travel recommendation sent by human (vs. robot) is perceived as more intrusive.

Hb3: A personalized mobile travel recommendation sent by human (vs. robot) is perceived as less trustworthy.

H3c: A personalized mobile travel recommendation sent by human (vs. robot) is perceived as less useful.

H3d: Travelers are less likely to adopt a personalized mobile travel recommendation sent by human (vs. robot).

3. Methodology

A 2x2x2 factorial between-subject online experiment was conducted. The manipulated variables were content type (promotional vs. general), sense of control (high vs. low), and sender type (human vs. bot). Participants were randomly assigned into eight pre-designed scenarios which contain different manipulated mobile travel recommendation designs. A total of 80 completed questionnaires were collected online from residents in the Guangdong-Hong Kong-Macao Greater Bay Area. We personalized the stimuli (i.e., mobile travel advices) by asking participants to input their preferred name/nickname, date of birth, and gender at the beginning of the survey. Such personal information was then shown in the experimental stimuli (e.g., salutation and greeting message). Participants were instructed to read a message similar in format to a real mobile message and to imagine that they receive the message from a destination marketing organization during their travel at a GBA city.

Three variables were manipulated in the message designs. Content type (promotional vs. general) was manipulated by embedding information related to discount and special events/activities in the promotion scenarios. An example of manipulation check question is “this message advertises promotional information/special promotional activities”. Sense of control (high and low) was manipulated by giving participants options to specific the time and frequency they would like to receive similar type of messages in the future in the high control scenarios. An example of manipulation check question is “I am in control of the way I want to interact with the sender”. Sender type (human vs. bot) was manipulated by adding a human face profile photo and name of the sender in the human scenarios. An example of manipulation check question is “I feel like I am interacting with a real human”. The dependent variables were perceived invasion of privacy, trust, and perceived usefulness. We adopted Tolchinsky et al. (1981)’s scale to measure invasion of privacy; Venkatesh et al. (2003)’s scale to measure perceived usefulness; Newell & Goldsmith (2001)’s scale to measure trust; and Gan & Li (2015)’s scale to measure adoption intention. We also included Zhang and Sundar’s (2019) perceived personalization scale to check the extent to which participants perceive our designs as personalized. All responses were recorded in a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree).

Respondents must pass all attention check questions to be included in our sample. The results of the reality check questions shows that participants in general perceive our scenarios and experimental stimuli as relatively real (M=5.27, p<0.001). The manipulation of all three variables were successful. Significant differences were spotted between promotional and general content groups (MPromotion=5.63 vs. MGeneral=4.17; df=78, $p<0.001$), between high and low control groups (MHigher control=5.92 vs. MLower control=4.98; df=78, $p<0.001$), and human and bot sender groups (MHuman=3.76 vs Mbot=3.07; df=78, $p<0.05$) on the manipulation items.

4. Results

4.1 Descriptive data analysis

Table 1 presents the profile of the 80 experiment participants. They are mostly aged between 31 and 40 (51.3%), and over a half of them lived in Guangzhou. Over 80% of them have undergraduate education. As for income, almost half of them earned CNY 5,000 to 15,000 per month. The distribution and reliability of the measurement items are summarized in Table 2. The skewness and kurtosis values are all less than 2. Cronbach's α values are all larger than 0.8 except for that of privacy invasion, implying good internal consistency for measurement scales.

Table 1. Profile of participants

	n	%		n	%
Age			***Education level***		
18-25	11	13.8	High school	5	6.3
26-30	12	15	Undergraduate	71	88.8
31-35	21	26.3	Graduate	4	5
36-40	20	25	Total	80	100
41-50	14	17.5			
>50	2	2.5	***Income (In CNY)***		
Total	80	100	5,000 or less	12	15
			5,001 – 15,000	36	45
Residence			15,001 – 25,000	19	23.8
Guangzhou	51	63.7	25,001 – 35,000	8	10
Shenzhen	20	25	35,001 – 45,000	2	2.5
Zhuhai	1	1.3	>45,000	3	3.8
Foshan	6	7.5	Total	80	100
Dongguan	1	1.3			
Zhaoqing	1	1.3	***Marriage***		
Total	80	100	Married	53	66.3
			Unmarried	27	33.8
			Total	80	100

Table 2. Distribution of measurement items

	n	Min	Max	Mean	Std.Err	Skew.	Kurtosis	Cronbach's α
Personalization1	80	1	7	4.320	1.439	-0.254	-0.405	0.899
Personalization2	80	1	7	4.960	1.335	-0.911	1.188	
Personalization3	80	2	7	4.800	1.316	-0.680	-0.058	
Usefulness1	80	1	7	4.810	1.303	-0.627	0.425	0.937
Usefulness2	80	1	7	4.830	1.421	-0.470	-0.144	
Usefulness3	80	2	7	4.850	1.233	-0.579	-0.029	
Trust1	80	2	7	4.910	1.150	0.021	-0.543	0.825
Trust2	80	2	7	4.960	1.084	-0.230	-0.225	
Trust3	80	1	7	5.000	1.067	-0.384	1.618	
PrivacyInv1	80	1	7	4.290	1.519	-0.571	-0.229	0.727
PrivacyInv2	80	1	7	4.000	1.543	-0.446	-0.494	

PrivacyInv3	80	1	7	4.100	1.472	-0.226	-0.349	
AdoptInt1	80	1	7	4.490	1.441	-0.573	-0.156	0.922
AdoptInt2	80	1	7	4.590	1.309	-0.821	0.912	

4.2 Independent sample t-tests

Independent t-tests were carried out to assess how sender type (bot vs. human), content type (general vs. promotional) and control level (low and high) independently influences tourists' perceptions of perceived personalization, usefulness, trust, and privacy invasion, as well as their intention to follow the advice. Table 3 summarizes the results of the independent t-tests.

None of the dependent variables demonstrate significant differences between the chatbot group and the human group. This implies that the senders, whether they are robot or human beings, will not cause differences in perceived personalization, usefulness, trust, privacy invasion, nor adoption intention. Types of content (general vs. promotional) has significant impact on perceived usefulness, and the text message with promotional content was perceived to be more useful. Tourists' perceptions of other variables did not show any difference when facing these two types of contents.

In contrast, level of control demonstrated significant impact on perceived personalization, usefulness, trust, and privacy invasion. Tourists who received text message with higher level of control generally reports stronger sense of perceived personalization (4.940 vs. 4.463), higher trust (5.265 vs. 4.667), and lower perceived invasion of privacy (3.624 vs. 4.106). The text message with higher control was also perceived to be more useful (5.077 vs. 4.594). However, this does not cause significant difference in adopting intention.

Table 3. Results of t-tests between different senders, content types and control levels

		N	Mean	Std.Err	t	df	Sig.
Sender							
Personalization	bot	41	4.650	1.308	-0.333	78	0.514
	human	39	4.744	1.188			
Usefulness	bot	41	4.740	1.361	-0.656	78	0.514
	human	39	4.923	1.120			
Trust	bot	41	4.951	1.061	-0.068	78	0.946
	human	39	4.966	0.826			
Privacy invasion	bot	41	4.008	1.214	-1.036	78	0.303
	human	39	3.727	1.216			
Adopting intention	bot	41	4.317	1.391	-1.538	78	0.128
	human	39	4.769	1.229			
Content Type							
Personalization	General	41	4.829	1.272	0.983	78	0.328
	Promotional	39	4.556	1.215			
Usefulness	General	41	4.496	1.352	-2.538	78	**
	Promotional	39	5.180	1.026			
Trust	General	41	4.935	1.068	-0.225	78	0.823
	Promotional	39	4.983	0.816			
Privacy invasion	General	41	3.894	1.305	0.176	78	0.861
	Promotional	39	3.846	1.131			
Adopting intention	General	41	4.451	1.440	-0.594	78	0.554
	Promotional	39	4.628	1.207			
Level of control							

Personalization	low	41	4.463	1.282	-1.735	78	*
	high	39	4.940	1.169			
Usefulness	low	41	4.594	1.283	-1.759	78	*
	high	39	5.077	1.168			
Trust	low	41	4.667	0.922	-2.957	78	***
	high	39	5.265	0.886			
Privacy invasion	low	41	4.106	1.242	1.796	78	*
	high	39	3.624	1.153			
Adopting intention	low	41	4.329	1.321	-1.450	78	0.151
	high	39	4.756	1.312			

*Note: ***, **, * imply significance level at 0.01, 0.05, and 0.1 level.*

4.3 Two-way ANOVA

Two-way ANOVA analysis was carried out to further assess the interaction effects between content type and control level, which demonstrate significant impact on tourists' perceptions independently. The results are presented in Table 4 and Figure 1.

Level of control demonstrates significant impact on perceived personalization, usefulness, trust and privacy invasion. Text message with higher perceived control results in stronger perceived personalization, trust and usefulness, while decreases the sense of privacy invasion. Content type demonstrate significant impact on usefulness, and promotional content was perceived to be more useful. These findings echo the results of independent t-tests.

The interaction term demonstrates significant impact only on perceived personalization, and thus the effect of control level on personalization was moderated by the content type. For general content, higher level of control would generate stronger sense of perceived personalization; while for promotional content, higher control tended to generate similar or even weaker sense of perceived personalization.

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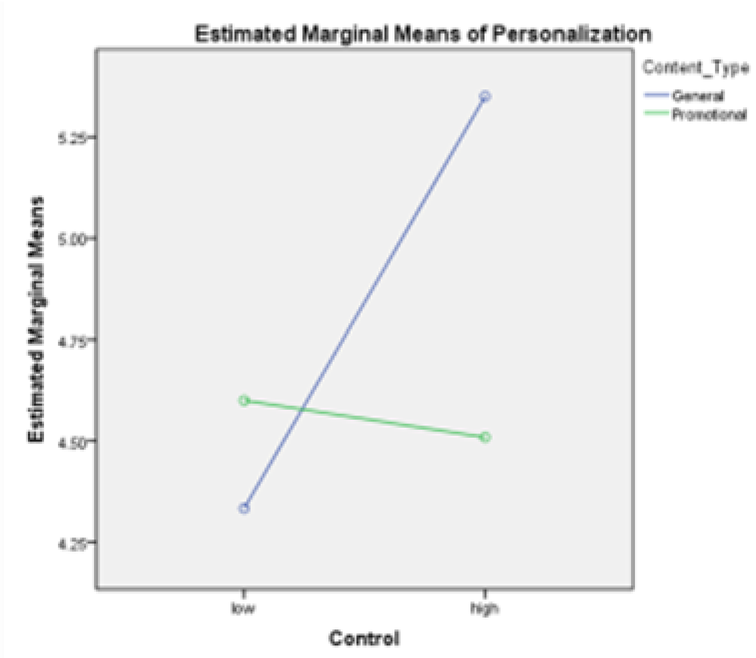
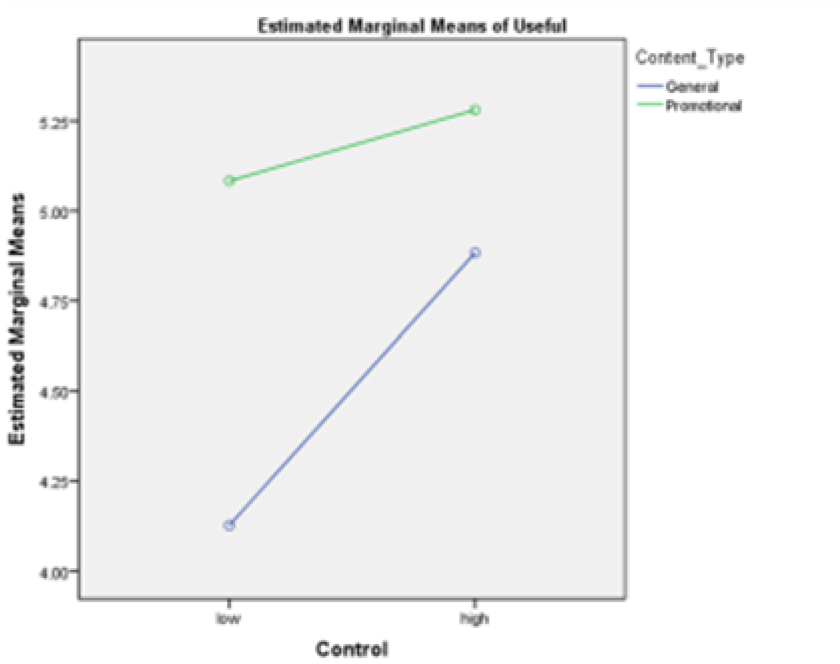
Table 4. Results of Two-way ANOVA

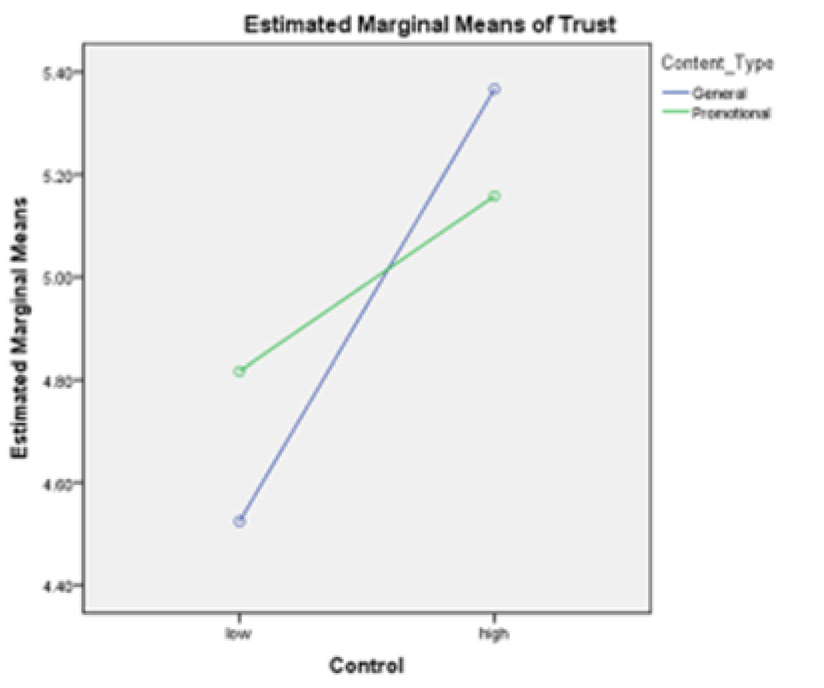
	D.V.=Personalization			D.V.=Usefulness		
Source	Mean Square	Sig.	Partial Eta Squared	Mean Square	Sig.	Partial Eta Squared
Corrected Model	4.056	**	0.100	5.193	**	0.127
Intercept	1763.506	***	0.941	1874.479	***	0.946
Content Type	1.649	0.289	0.015	9.151	**	0.079
Control level	4.277	*	0.037	4.542	*	0.041
Content Type * Control level	6.129	**	0.053	1.560	0.295	0.014
Error	1.449			1.406		
Adjusted R^2	0.064			0.093		
Levene's Test of Equal Error Variances	0.977			0.489		
	D.V.=Trust			D.V.=Privacy Invasion		
Source	Mean Square	Sig.	Partial Eta Squared	Mean Square	Sig.	Partial Eta Squared
Corrected Model	2.819	**	0.119	1.910	0.278	0.049
Intercept	1970.629	***	0.969	1193.160	***	0.915
Content Type	0.035	0.836	0.001	0.036	0.875	0.000
Control level	7.002	***	0.101	4.527	*	0.039
Content Type * Control level	1.257	0.220	0.020	1.045	0.400	0.009
Error	0.823			1.461		
Adjusted R^2	0.084			0.012		
Levene's Test of Equal Error Variances	0.793			0.260		

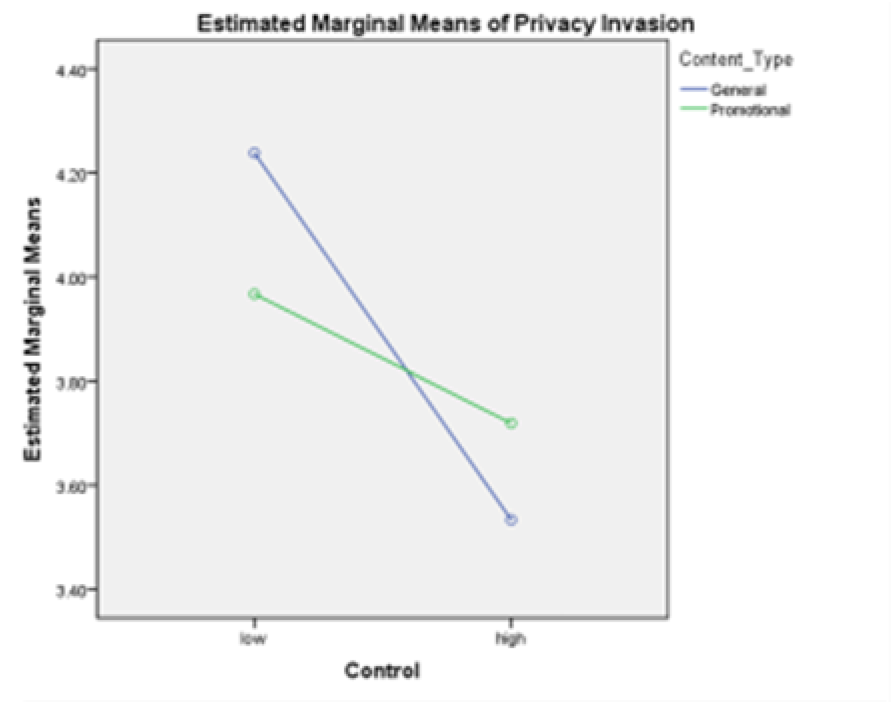
*Note: ***, **, * imply significance level at 0.01, 0.05, and 0.1 level.*

Figure 1. Interaction effects of content type and control level




Estimated Marginal Means of Useful
Content_Type
General
Promotional
Estimated Marginal Means
5.25
5.00
4.75
4.50
4.25
4.00
low
high
Control


Estimated Marginal Means of Trust
Content_Type
General
Promotional
Estimated Marginal Means
5.40
5.20
5.00
4.80
4.60
4.40
low
high
Control



4.4 Linear regression

Linear regression analysis was performed to assess the effects of tourists' perceived personalization, usefulness, trust and privacy invasion on their intention to adopt the travel advice. Table 5 presents the results of model estimation. In general, the model demonstrates very good fitness (adjusted R Square=0.783, p=0.000). Model assessment reveals that it meets the assumptions of independent observations (Durbin-Watson value=2.145), normal distribution of standardized residual. The collinearity issue will not be a problem as the average VIF value is much lower than 9.

Both usefulness and trust demonstrate significant and positive impacts on adoption intention, implying that tourists inclined to undertake the travel advice when they perceived the message to be useful and trustworthy. Privacy invasion, however, negatively influences the adopting intention, implying that tourists will be hesitant in taking the travel advice if they feel their privacy has been leaked. Personalization level, however, does not have significant impact on the adoption intention.

Table 5. Effects of tourists' perception on adoption intention

	B	Std. Error	Beta	t	Sig.
(Constant)	0.752	0.638		1.178	0.243
Personalization	0.121	0.085	0.114	1.429	0.157
Usefulness	0.572	0.087	0.537	6.602	***
Trust	0.256	0.122	0.183	2.090	**
Privacy Invasion	-0.211	0.070	-0.193	-3.006	***
R Square	0.794				
Adjusted R Square	0.783				
F-value	72.401				
Sig.	0.000				
Durbin-Watson value	2.145				
Kolmogorov-Smirnova test	0.200				

Shapiro-Wilk test	0.542
Average VIF	2.258

5. Discussion and Conclusion
5.1 Discussion and implications
While content type did demonstrate significant impact on user perception, such significant impact was only spotted on perceived usefulness. Mobile travel recommendation that contains promotional content was perceived to be more useful. This is consistent with our assumption that consumers are often searching for good deals online and the Internet has been one major platform for consumers to make transactions with low cost (Lei et al., 2017). This is interesting as previous the effects of promotional contents have rarely been combined with personalization practices. The effects of personalization seem to be enhanced when users are given options to control, for example, when and how frequent they want to receive similar type of messages in the future. Users who perceive higher level of control generally report higher perceived personalization, higher trust, higher perceived usefulness, and lower perceived privacy invasion. This echoes previous studies that emphasize the importance of self-control on technology acceptance and privacy concern (Xu, 2007). When consumers are empowered, it seems they feel more comfortable to engage in relationship building process with the service provider (Lei et al., 2020). While we assumed travelers would perceive messages sent by robot differently from those sent by human, out results did not show any significant impact. This could be attributed to the fact that most previous studies focused on interaction between human and robots e.g., (Lei, Shen, et al., 2021), and our study only focused on people's reaction to a received message (without further interaction with the sender). Effect of control level on personalization was moderated by the content type on perceived personalization, implying that greater marketing efforts might be needed to shape positive consumer attitude toward personalized contents that only contain general information. Finally, perceived usefulness, perceived privacy invasion, and trust are significantly related to intention to adopt personalized mobile travel advice. These results are consistent with previous studies that emphasize the importance of providing useful and trustworthy information for effective customer communication (Lei, Shen, et al., 2021).

This study explores effects of technology-mediated personalization in forms of mobile communication in the travel context. The findings unearth the antecedents of travelers' acceptance of personalized mobile travel recommendations and provide suggestions for practitioners to enhance the effectiveness of their current practices. Practitioners should ensure that customers are empowered a certain level of control when receiving personalized communication/marketing messages (e.g., providing options to opt-in/out, select preferred receiving time). Practitioners should also note that combining promotional information in personalized marketing communication might increase customers' acceptance level of such content. Practitioners can consider combining regular promotional campaigns with personalization strategies to maximize the positive effects of the two.

5.2 Conclusion
This study investigates effects of personalization in the context of travel using various forms of mobile communication designs as the experimental stimuli. The findings demonstrate the significant impact of control level and content type on travelers' perception of and attitude toward personalized mobile travel recommendations. Our findings provide implications to enhance personalization strategies' effectiveness through reducing users' perceived privacy concern and enhancing users' perceived usefulness, trust, and adoption intention. Empowering

customers with higher level of control is key, and the use of promotional contents are associated with positive consequences such as higher perceived usefulness of the content.

5.3 Limitations of this study and suggestions for future studies

This study collected data from a single source. The sample size is limited as this study only reported partial findings at the preliminary stage. Future studies may consider conducting similar research using larger samples in a different cultural context. As the effect of personalization practices could be affected by many other variables that have not been considered in this study, future studies may consider investigating personalization effects through other theoretical lenses/perspectives to unearth more meaningful explanatory factors.

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The destination attributes and tourist visit intentions in nature-based tourist destinations in Davao City, Philippines

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Abstract

This study had examined the link between destination attributes and tourist visit intent in Davao City's nature-based tourist destinations. Tourist choices for nature-based tourism in Davao City are assessed using indicators such as destination environment, novelty, and quality tourism experience. The likelihood of tourist visit intention was rated on a scale. The study employed a questionnaire in collecting data in a descriptive quantitative manner. Also, researchers utilized the mean, Pearson product-moment correlation, frequency, and percentage. This survey included 550 netizens.

Keywords: Destination Attributes, Tourist Visit Intention, Tourism, Davao City, SMART

The significant role of Corporate Social Responsibility (CSR) in promoting China's Integrated Rural Tourism (IRT) development

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Abstract
The purpose of this study is to explore and highlight the significant role of CSR in promoting China's IRT development through a synthesis of related literature. As an important type of stakeholders, entrepreneurs are expected to take great responsibility in addressing the issues faced by destination communities. IRT is defined as tourism mainly sustained by networks explicitly linking stakeholders to jointly promote the economic, social, cultural, natural, and human resources of the localities in which it takes place. The successful development of IRT needs the efforts of multiple stakeholders, especially enterprises. It argues that well-designed CSR initiatives will facilitate the IRT development in terms of several dimensions. Social responsibilities practiced by tourism enterprises in rural tourism development are vital and even more urgent in China. Although an increasing number of researchers have paid attention to CSR in tourism, they seldom give their focuses on IRT, where CSR would play a significant role. This study tries to address the gap by recognizing the great potential of CSR in contributing to IRT development. Further, the study suggests that further research can explore and identify the CSR initiatives that tourism entrepreneurs should take to promote the IRT development in China.

Keywords: Corporate Social Responsibility, Integrated Rural Tourism, China

1. Introduction

The concept of CSR has evolved since the 1950s as society has faced emerging challenges (Branco & Rodrigues, 2006). First, the financial crisis, such as the Great Recession, leads to CSR becomes a priority because the implementation of CSR initiatives was evidenced to offer cost savings in the short term and provide a competitive advantage to companies (Orlitzky, Schmidt & Rynes, 2003; Branco & Rodrigues, 2006; Tamajon & Aulet, 2013). Second, the trend of globalization has generated increasingly complex responsibilities for enterprises, especially in addressing global issues, such as poverty and climate change (Branco & Rodrigues, 2006; Coles, Fenclova & Dinan, 2013). Third, society has certain expectations about how an enterprise should behave, which exerts pressures for enterprises to take responsibility (Henderson, 2007; Coles, Fenclova & Dinan, 2013).

Meanwhile, CSR has become a concern of tourism enterprises (Coles, Fenclova & Dinan, 2013; Hughes & Scheyvens, 2016). As an important type of stakeholders, entrepreneurs are also expected to take great responsibility for rural tourism development. Many enterprises have implemented CSR initiatives to advance economic and social sustainability (Hughes & Scheyvens, 2016; Horng, Hsu & Tsai, 2018). According to Saxena and Ilbery (2007), Integrated Rural Tourism (IRT) also emphasizes the significance of stakeholders' responsibility. Particularly, network building for IRT development is a complicated process resulting from the interactions of a wide range of stakeholders (Saxena & Ilbery, 2007). As enterprises usually possess the capitals and hold the profit-making logic, it supposes that the successful development of networks in rural tourism greatly depends on the efforts of enterprises (Saxena & Ilbery, 2007). Although an increasing number of researchers have paid attention to CSR in tourism, they seldom give their focuses on IRT, where CSR would play a significant role (Saxena & Ilbery, 2007). Therefore, this research explored and highlighted the significant roles of CSR in China's IRT development through a synthesis of related literature.

2. Literature Review

2.1 The Definition of Integrated Rural Tourism

IRT is defined as tourism mainly sustained by networks explicitly linking stakeholders to jointly promote the economic, social, cultural, natural, and human resources of the localities in which it takes place (Saxena & Ilbery, 2007). As the development of rural tourism involves multiple stakeholders and resources, IRT is proposed as a means of grouping together both its multidimensional nature and the multiplicity of the stakeholders involved in rural tourism (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007). The previous studies identified the five dimensions determining the IRT development, namely networks, embeddedness, endogeneity, complementarity, and empowerment (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007).

Networks can be understood as the relational ties that can connect multiple stakeholders with various interests (Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Specifically, networks refer to the relationships through which stakeholders work together and attempt to achieve common tourism-related objectives (Saxena & Ibery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Such collaborative relationships have been perceived as the key to the successful development of IRT (Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

Embeddedness emphasizes the relationship between tourism activities and the local culture (Oliver & Jenkins, 2003). It means that tourism resources and activities are directly related to the place where tourism takes place. An example of this is using local names or images for tourism products and marketing strategies (Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Specifically, embeddedness suggests that tourism activities are linked with the social life of a community, or tourist attractions are designed based on the existing cultural and historical heritage of a region (Saxena & Ibery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

The concept of endogeneity is closely linked to embeddedness. It implies that tourism development should be structured for the maximum of profits in the localities through utilizing and adding values to the economic, natural, and sociocultural resources, with an emphasis on the capacities, needs, and values of local residents (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007). Particularly, endogeneity focuses on distinctive characteristics of a destination, which results in tourism products being developed based on local resources and activities (Oliver & Jenkins, 2003; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

The dimension of complementarity refers to developing tourism products linking with local resources and not simply replacing them (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007). Meanwhile, complementarity not only means preparing tourists to experience the services of a local community, but it also means preparing the host community to be experienced (Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Additionally, complementarity also emphasizes that tourists and local residents need to share the use of local resources, facilities, and products (Saxena & Ilbery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

Empowerment means the manifestation of local control over resources and activities (Oliver & Jenkins, 2003). Specifically, empowerment helps local people exercise their powers, build their capacity to manage local resources, and involve in the decision-making process (Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). The empowerment of local communities through tourism development can be reflected in three major ways: (1) local control of tourism resources; (2) participation of local stakeholders in the process of decision making relating to tourism development; (3) an increase in residents' confidence (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

Overall, IRT can be conceptualized as a web of networks of linking multiple stakeholders, in which endogenous, embedded, and complementary resources are mobilized to achieve the shared tourism-related objectives (Saxena & Ilbery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). It can be seen that tourism has the great potential of being integrated with local resources and industries, leading to income benefits directly to local people and bringing more benefits to local communities through participation and cooperation (Oliver & Jenkins, 2003; Saxena & Ilbery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017).

2.2 The Definition of Corporate Social Responsibility

There have been many efforts in developing a clear definition of CSR. Bowen (1953) originally defined CSR as "the obligations of businessmen to pursue those policies, to make those decisions or follow those lines of action which are desirable in terms of the objective and values of society". Then, Brown and Dacin (1997) claim that CSR refers to a set of initiatives benefiting society and going beyond the self-interests of firms. Additionally, a stakeholder approach to CSR definition has emerged, it defines that companies should consider their impacts on their multiple stakeholders both internally within organizations and externally within society (Falck & Heblich, 2007; Weber, 2008). Notably, any attempt to develop an unbiased definition of CSR is challenging as there is not an appropriate approach to verify whether it is impartial or not.

Meanwhile, there have been many efforts made to develop a comprehensive understanding of CSR in the tourism industry. Previous research identifies four main dimensions of CSR for tourism enterprises, namely economy, culture, society and environment (Cowper-Smith & Grosbois, 2011; Cvelbar & Dwyer, 2013; Horng, Hsu & Tsai, 2018). The economic dimension of CSR refers to employment creation and livelihood diversification (De Grosbois, 2016). The cultural dimension of CSR has been noted in previous research concerning protecting local cultures and traditions (Cvelbar & Dwyer, 2013). The third dimension of CSR is society, which refers to the local community's involvement, training, education, and product responsibility (Font, Guix & Bonilla-Priego, 2016). The environmental dimension of CSR has been mentioned in the sustainable utilization of resources, energy conservation, and pollution reduction (Cvelbar & Dwyer, 2013; De Grosbois, 2016). It can be found that CSR in the tourism industry has been recognized as a multi-faceted and socially constructed concept (Cowper-Smith & Grosbois, 2011; Cvelbar & Dwyer, 2013; De Grosbois, 2016).

Although the five dimensions help to understand the nature of CSR, it is still at a conceptual level. As Dahlsrud (2008) argues, the challenge is not about how CSR is defined but how CSR is socially understood and constructed in a specific context. The context in which enterprises operates is different and changing rapidly. New stakeholders and challenges will put new expectations on business and construct what

CSR issues should be addressed by enterprises (Van Marrewijk, 2003; Dahlsrud, 2008). Therefore, the key point is not developing an unbiased CSR definition but exploring how CSR is constructed in a specific context (Van Marrewijk, 2003; Dahlsrud, 2008).

2.3 The Application of CSR in Tourism Studies

In response to social expectations, CSR has gradually become a concern of tourism enterprises (Kamanga & Bello, 2018; Horng, Hsu & Tsai, 2018). An increasing number of enterprises have started to implement CSR initiatives to demonstrate their responsibilities and pursue a win-win situation (Horng, Hsu & Tsai, 2018). The mainstream topics of research focusing on CSR in the tourism sector include the relationship between CSR and company performance, drivers and barriers of implementing CSR initiatives, and transformative functions of CSR (Lee & Park, 2009; Coles, Fenclova & Dinan, 2013; Hughes & Scheyvens, 2016; Horng, Hsu & Tsai, 2018; Zeng & Wang, 2019; Uduji, Okolo-Obasi & Asongu, 2020).

First, the relationship between CSR and corporate performance has been explored by numerous tourism studies (Margolis & Walsh, 2003; Lee & Park, 2009). As the previous research shows, the implementation of CSR initiatives positively affects the corporate financial performance and perceived corporate reputation, which in turn affect customer loyalty and behavioral responses (Lee & Park, 2009). However, Margolis and Walsh (2003) point that there will come a point when a further increase in responsibility is detrimental to the financial performance of companies. The arguable findings pertaining to the relationship between CSR and firm performance are attributed to a lack of clarity in CSR definitions (Margolis & Walsh, 2003).

Second, given that businesses have greater responsibilities for development than ever before, the 2030 Agenda for Sustainable Development contains a ‘call on all businesses to apply their creativity and innovation to solving sustainable development challenges’ (Scheyvens, Banks & Hughes, 2016). Researchers argue that there has been overly disproportionate attention paid to CSR as a means to enhance economic gains and corporate reputation (Scheyvens, Banks & Hughes, 2016; Font & Lynes, 2018). Therefore, a few studies have started to explore CSR's transformative and inclusive functions in the tourism sector (Scheyvens, Banks & Hughes, 2016; Fort & Lynes, 2018).

Hughes and Scheyvens (2016) propose a development-first framework for CSR that has a people-centered and inclusive focus. This CSR framework includes the following aspects (Hughes & Scheyvens, 2016):

• Attention to human development and community well-being

• Promoting collaboration

• A focus on building capacities

• Empowering the poorest

• Consideration of gender norms and inequalities

• A focus on the distribution of benefits

• Valuing cultural resources

• Valuing local knowledge

• Consideration of micro and macro impacts

• Monitoring and evaluation processes

• Consideration of local communities

Rather than focusing on profit and reputation, this framework provides a starting point for considering how tourism enterprises can contribute to the holistic development of destination communities (Hughes & Scheyvens, 2016). Hughes and Scheyvens (2016) further explain that the development first framework for CSR focuses on benefit distribution, shared values, power balance, collaborative relationships, local development, cultural protection, and local empowerment (Hughes & Scheyvens, 2016).

Hughes and Scheyven's (2016) ideas are further supported by Font and Lynes (2018), assuming that the degree to which a company acknowledges responsibilities towards society determines how proactive their approach to CSR is and also determines whether their actions contribute towards shared well-being. Also, Font and Lynes (2018) emphasize that the planning, implementation, and evaluation of CSR initiatives should consider the interests of multiple stakeholders. CSR is defined as a process whereby companies recognize stakeholders' expectations on their organizations and negotiate their responsibility towards the collective wellbeing of communities (Dahlsrud, 2008; Font & Lynes, 2018). Stakeholders, like communities and local residents, are rarely addressed in CSR initiatives (Font & Lynes, 2018). Therefore, Font and Lynes (2018) suggest that the planning and implementation of CSR initiatives should be grounded in a deep understanding of stakeholders' concerns in the context in which it operates (Font & Lynes, 2018).

Third, an increasing number of studies have explored the drivers and barriers of implementing CSR initiatives in the tourism industry (Kamanga & Bello, 2018). For instance, Kamanga and Bello (2018) examine the drivers and barriers of CSR implementation in the tourism sector in Malawi. The research reveals that the major drivers of CSR adoption are community expectation, cost reduction, management values, and company size (Kamanga & Bello, 2018). While the barriers to CSR adoption include lack of awareness, lack of resources, lack of policy and government support, lack of coordination, and mismanagement of CSR resources by local communities (Kamanga & Bello, 2018).

According to Kamanga and Bello (2018), community expectation and management values are key drivers for CSR adoption. In order to develop collaborative relationships with local communities, many tourism enterprises address the issues facing destination communities through implementing CSR initiatives (Hughes & Scheyvens, 2016;

Kamanga & Bello, 2018). Also, Managers' personal values play a vital role in shaping organizational behaviors and influencing their implementation of CSR initiatives (Kamanga & Bello, 2018). Most tourism entrepreneurs in Malawi believe that being socially responsible is necessary when they are in business (Kamanga & Bello, 2018). Therefore, the adaption of CSR in the tourism industry is not only driven by financial profits but also motivated by community expectations and management values (Kamanga & Bello, 2018).

Overall, the evolution of mainstream topics of CSR in tourism studies demonstrates that the transformative and inclusive functions of CSR initiatives have been increasingly recognized (Hughes & Scheyvens, 2016; Font & Lynes, 2018; Uduji et al., 2020). Given emerging societal issues faced by destination communities, tourism entrepreneurs are expected to implement well-designed CSR initiatives (Hughes & Scheyvens, 2016; Uduji et al., 2020). Meanwhile, previous studies suggest that the planning and implementation of CSR initiatives need to engage multiple stakeholders, not merely entrepreneurs (Font & Lynes, 2018). Only inclusive CSR initiatives involving the efforts of multiple stakeholders have the potential to effectively address the issues faced by destination communities (Font & Lynes, 2018).

2.4 The application of CSR in China's Tourism Development

With the increasing concerns over social and environmental issues in China, CSR in the tourism industry has received growing attention from practitioners and scholars (Su, Wang & Wen, 2013; Zeng & Wang, 2019). The majority of studies focus on CSR initiatives implemented by large tourism enterprises, therefore, it suggests that more attention can be paid to small and medium-sized enterprises as they play significant roles in creating local employment, empowering local communities, and protecting local cultures in tourism development (Su, Wang & Wen, 2013; Zeng & Wang, 2019). As Su, Wang and Wen (2013) reveal, with the movement of a growing number of migrants into Lijiang, the tourism market is dominated by external entrepreneurs who prioritize profits and take every chance to earn tourists' revenues (Su, Wang & Wen, 2013). To protect ethnic culture, indigenous entrepreneurs embed local culture with their tourism products because they regard cultural protection as their great responsibilities (Su, Wang & Wen, 2013).

To explain this sense of responsibility, Su, Wang and Wen (2013) claim that all economic activities are operated in particular cultures in which entrepreneurs need to undertake "morally guided economic action." Indigenous entrepreneurs' deep attachments to local culture lead to their efforts to balance making a profit and taking responsibility (Su, Wang & Wen, 2013). The study reveals that making a profit is not the universal logic that dominates the behaviors of entrepreneurs (Su, Wang & Wen, 2013). Instead, CSR practices are embedded in a complicated cultural and economic exchange process imbuing with calculation, negotiation, and compromise (Su, Wang & Wen, 2013). A focus on CSR initiatives will allow enterprises to consider how their business is better embedded with local communities and what kind of social responsibility they need take in relation to the whole community (Su, Wang & Wen, 2013).

Moreover, studies exploring CSR in China's tourism industry also have recognized CSR initiatives' transformative and inclusive potentials (Su, Wang & Wen, 2013; Zeng & Wang, 2019). Zeng and Wang (2019) investigate the role of CSR in the context of Tourism-Assisting the Poor (TAP) in China. TAP in rural China has been broadly studied, however, the previous studies reveal that the traditional tourism development model fails to benefit poor people and improve their livelihood (Zeng & Wang, 2019). Therefore, Zeng and Wang (2019) suggest that tourism entrepreneurs should adopt CSR initiatives in their practices to address these problems and promote the development of TAP in China. Additionally, the research claims that CSR in rural tourism will be an important research field in the future because well- designed CSR initiatives have the great potential in developing collaborative networks among stakeholder and addressing the challenges faced by destination communities (Zeng & Wang, 2019).

3. Methodology

The research explores and highlights the significant role of CSR in promoting China's IRT development through a synthesis of related literature. A systematic literature review is a method of reviewing plenty of literature to identify, appraise, and summarize the evidence, thus providing more reliable findings from which research questions can be answered and conclusions can be drawn (Gough, Oliver & Thomas, 2012). Systematic reviews follow a structured and predefined process to performing the review process. Therefore, the results generated from systematic literature review are considered being meaningful and reliable (Xiao & Watson, 2017). According to Xiao and Watson (2017), the procedure of systematic literature review includes the following steps:

1. Formulating the research questions;

2. Defining the method of systematic review, including eligibility criteria for study selection;

3. Searching the literature;

4. Screening for inclusion;

5. Assessing quality;

6. Synthesizing data;

7. Writing the findings.

Based on the procedures of systematic literature review, this study developed the criteria for literature selection. Any literature unrelated to the research objective should be excluded. Only the studies that meet the following criteria can be selected for review:

1. The publication is an academic and peer-reviewed study;

2. The publication is an study that is related to CSR in the context of rural tourism, especially in China.

Then, the researcher searched and screened literature based on the established selection criteria. Google Scholar is a professional database that archives English journal articles, thesis, and reports. Therefore, the researcher searched relevant literature on Google Scholar through using keywords, such as CSR, integrated rural tourism, and China. After searching and screening literature for inclusion, the researchers obtained the full text of studies for quality assessment and data analysis. The researcher assessed the quality of the study through making an in-depth analysis of the logic from the data collection method to the data analysis, results, and conclusion (Xiao & Watson, 2017). Once the assessment process was completed, the researcher organized the data and prepared it for analysis. The selected studies were analyzed by finding and identifying descriptive patterns and extracting them into analytic patterns (Xiao & Watson, 2017).

4. Analysis & Conclusion

The results of analysis show that the CSR agenda in the tourism industry has gradually moved towards a holistic, and inclusive focus. The important role of CSR in China's rural tourism has been recognized (Hughes & Scheyvens, 2016; Font & Lynes, 2018; Zeng & Wang, 2019). First, the policies relating to rural tourism development in China require entrepreneurs to take social responsibilities thereby contributing to the development of rural villages (Zeng & Wang, 2019). Second, the nature of financial capital tends to drive tourism enterprises to pursue profit maximum, which excludes the participation of local communities and triggers a series of conflicts between stakeholders (Weng & Peng, 2014; Zeng & Wang, 2019). Third, considering the lower capacities of rural communities in China, more supports from entrepreneurs are needed to develop collaborative relationships with local communities (Zeng & Wang, 2019).

More importantly, CSR also plays a significant role in promoting IRT development (Saxena & Ibery, 2007). First, as an important stakeholder in rural tourism development, tourism entrepreneurs can facilitate the construction of networks through a wide range of CSR initiatives, such as sharing tourism-related information with other stakeholders, employing local people, and embedding local cultures and resources with tourism products (Oliver & Jenkins, 2003; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Second, the homogenization of tourism products in China's rural tourism strongly suggests that entrepreneurs need to take responsibility in embedding local cultures and resources into rural tourism development, which will also facilitate the establishment of embedded and endogenous networks contributing to IRT development (Oliver & Jenkins, 2003; Saxena & Ibery, 2007; Marzo-Navarro, Pedraja-Iglesias & Vinzon, 2017). Third, the disempowerment of local communities in China's rural tourism is primarily triggered by the conflicts between tourism entrepreneurs and local communities (Weng & Peng, 2014). Therefore, if entrepreneurs consider the interests and concerns of local people through CSR initiatives, it will promote the construction of empowering networks for IRT development (Oliver & Jenkins, 2003; Saxena & Ibery, 2007).

Although the importance of CSR in rural tourism development has been recognized, research seldom explores how CSR is socially constructed within the context of rural tourism in China. As Zeng and Wang (2019) argue, social responsibilities practiced by tourism enterprises in rural tourism development are vital and even more urgent in China. Having experienced fast economic growth for more than 30 years, governments and entrepreneurs in China have the capacity to take more responsibilities (Su, Wang & Wen, 2013; Zeng & Wang, 2019). Particularly, entrepreneurs can feedback more benefits, not only economic but also social, cultural, and environmental benefits to communities (Su, Wang & Wen, 2013; Zeng & Wang, 2019). Therefore, it strongly suggests that further research can explore and identify the CSR initiatives that tourism entrepreneurs should take to promote the IRT development in China.

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To Explore the Factors Affecting the Well-Being of the Seniors' Wellness Tourism

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Abstract
Aging has become a global issue, which has also led to increasing demand for healthy leisure and the rapid development of the wellness industry. Tourism wellness is a tourism model to improve physical and mental health and quality of life through tourism experience. This study explores the impact on Seniors' life quality and well-being through the motivation, involvement, and satisfaction of seniors visiting forest recreation areas. Based on the analysis, all the hypotheses are accepted. It means involvement, environmental satisfaction, and life satisfaction are intermediary variables affecting well-being.

Keywords: Seniors, Motivation, Involvement, Satisfaction, Well-Being

1. Introduction

Aging has become a global issue, which has led to increasing demand for the rapid development of the wellness industry (Global Wellness Institute, 2018). Wellness is a state of physical, psychological, and social well-being, and the environment is an essential factor affecting health (Dunn, 1959). Tourism wellness is a model to improve physical and mental health and quality of life through tourism experience (Lusby, 2015). Tourists can improve their quality of life through the environment of the tourism destination (Bosnjak et al., 2011). The natural environment can bring a higher psychological healing ability to life (Hartig et al., 1991), making people eliminate psychological fatigue and producing a healing experience (Kaplan, 1995). In Taiwan, the forest recreation area has a rich natural environment and healthy trails and is favoured by senior tourists. Therefore, this study explores the impact on Seniors' quality of life and well-being through the motivation, involvement, and satisfaction of seniors visiting forest recreation areas.

2. Literature Review

2.1 The relationship between motivation, involvement, and satisfaction

Tourism motivation is an important factor of satisfaction and loyalty, satisfaction affects loyalty (Hana & Hyunb, 2018; Lacap, 2019). Motivation has always been an important research topic in tourism and consumer behavior (Caber & Albayrak, 2016; Lacap, 2019)), where motivation urges travelers to take action to meet their tourism needs (Hsu et al., 2017). The higher the motivation and involvement, the higher the satisfaction (Lacap, 2019). The following research hypotheses are proposed:

H1: Tourism motivation has a significant positive impact on involvement.

H2: Tourism motivation has a significant positive impact on environmental satisfaction.

H3: Involvement has a significant positive impact on environmental satisfaction.

2.2 The relationship between environmental satisfaction, life satisfaction, and well-being

Consumers can improve their quality of life by experiencing the environment of the tourism destination (Bonsjak et al., 2011). Tourism satisfaction affects life satisfaction, also, tourism satisfaction is an intermediary variable between tourists' perceived value and life satisfaction (Yu et al., 2021). Cho et al. (2021) pointed out that tourist satisfaction significantly impacts well-being. In other words, the higher the life satisfaction, the higher the happiness (Becchetti & Conzo, 2018). Thus, we introduce the hypotheses:

H4：Environmental satisfaction has a significant positive impact on life satisfaction.

H5：Environmental satisfaction has a significant positive impact on well-being.

H6：Life satisfaction has a significant positive impact on well-being.

3. Methodology

3.1 Measurement

This study uses survey method to achieve the objectives of the study. The survey questionnaire has six parts: tourism motivation, involvement, environmental satisfaction, life satisfaction, well-being, and demographic variables. A seven-point Likert scale, ranging from 1 to 7 is used to measure these variables.

3.2 Data collection

The subjects were tourists who had been to Taiwan's forest recreation area. The questionnaire was made through the surveycake platform and distributed with Line and Facebook groups. 364 questionnaires were distributed from April 1 to 20 in 2019.

4. Results

4.1 Profile of the respondents

Demographic variables were analyzed by gender, marital status, education, place of residence, age, and occupation (Table 1).

Table 1 Demographic profiles of the participants.

Items	Variables	%	Items	Variables	%
Gender	Male	43.5	Age	<= 21 yrs	3.2
	Female	56.5		22- 31 yrs	5.8
Marital status	Married	82.6		32- 41 yrs	46.1
	Single	15.1		42- 51 yrs	34.0
	Other	2.3		52- 61 yrs	9.2
Education	Elementary and middle	14.2		Above 62 yrs	1.7
	High school	21.1	Occupation	Civil servant	35.1
	College	46.8		Service	20.2
	Graduate and above	18.6		Business	4.7
Place of residence	Northern region	31.7		Freelance	7.5
	Central region	44.2		Industry and commerce	11.9
	Southern region	23.1		Housekeeping	13.8
	East area	8.0		Others	5.0

4.2 Structural model

This study has high reliability and validity (Table 2). The AVE of each construct is greater than the squared value of the correlation coefficient of each pair of constructs (Table 3).

Table 2 Reliability and validity analysis

Latent Variable	M	Cronbach's α	CR	AVE
Tourism Motivation (TM)	4.19	.755	.741	.589
Involvement (INV)	3.91	.901	.897	.687
Environmental Satisfaction (ES)	3.94	.798	.816	.691
Life Satisfaction (LF)	3.76	-	1.0	1.0
Well-Being (WB)	3.72	-	1.0	1.0

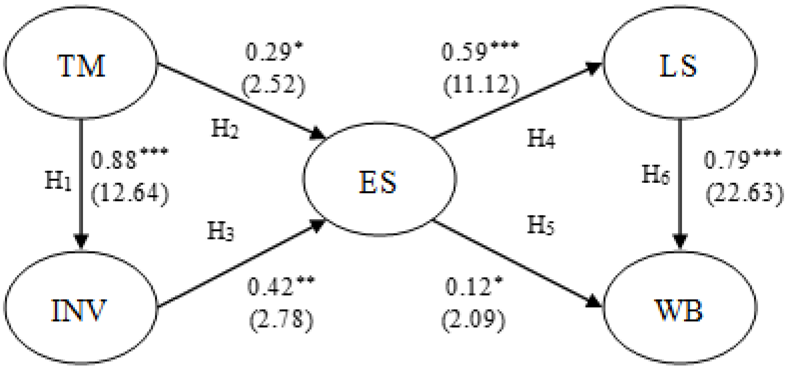
Table 3. Discriminant validity analysis

	TM	INV	ES	LS	WB
TM	.767				
INV	.719	.829			
ES	.549	.658	.831		
LS	.424	.492	.564	1.00	
WB	.417	.468	.542	.858	1.00

χ^2= 71.87 (df = 28), GFI=0.96, AGFI=0.92, RMSEA=0.068, NNFI=0.98, CFI=0.99

The LISREL is used to verify the constructed linear structure model and impact relations between the variables， (Figure 1).

Figure.1 Path coefficients of the structural model



Note：***p <.001、**p <.01、*p<.05

5. Discussion and Conclusion

5.1 Discussion and implications

All the hypotheses are accepted (p<.05). Tourism experience has 4 path coefficients for well-being, the highest of which is 0.17. Participation, environmental satisfaction, and life satisfaction are the mediating variables. We found that experience motivation is the primary motivation; tourists prefer to participate in some activities and experience localization rather than appreciating the scenery. The natural environment and service facilities have an essential impact on tourists' quality of life and well-being. Central involvement is the main factor to improve life satisfaction and well-being.

According to the results, we put the following suggestions:

1. Highlight the central value of the experiential activity (e.g., enhancing the quality and fun of the activities, creating unforgettable memories).
2. Tourist management should pay attention to environmental construction and the improvement of natural beauty.
3. Scenic spot managers should regularly maintain basic equipment and pay more attention to equipment safety.

5.2 Conclusion

This study verified the new theoretical framework and found three important mediating variables. It also explored how to improve seniors' well-being through wellness tourism and provided valuable suggestions for academic research and industrial development.

5.3 Limitations of this study and suggestions for future studies

This study used quantitative method as such, it is suggested that future researchers can use qualitative research to sort out and explore other influencing factors of seniors in tourism motivation and satisfaction. In addition, it is recommended to use this research framework to explore the effect of tourism motivation of different age groups on well-being.

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Visitor perception on the characteristics of vernacular landscape and sense of place of traditional villages: A case study of Xixi South Village, China

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Abstract
With the disintegration and decline of vernacular landscape in the process of modernization, there is an urgent need to build a sense of place for visitors. Taking Xixi South Village, Anhui, China as the study area, this paper explore visitors' perception of vernacular landscape characteristics and sense of place and the relationship between them by factor analysis and regression analysis. Results show that the five dimensions of vernacular landscape characteristics perception: natural landscape, vernacular building, farming landscape, traditional culture and local feeling have high scores. Sense of place has three dimensions: place emotion, place cognition and behavioral intention. There are obvious differences among visitors. Meanwhile, the vernacular landscape characteristics perception has a positive role in promoting the construction of visitors' sense of place. The elements of place cognition and place emotion have a mutual promotion effect, and place emotion and place cognition also have a positive effect on the behavioral intention of tourists. This research has provided important insights into the development of traditional village.

Keywords: Vernacular landscape, Sense of place, Traditional village, Visitor perception, Xixi South Village

1. Introduction

With the development of industrialization and urbanization, the flow of people from the countryside to the city has accelerated the hollowing out of the countryside and the disintegration and decline of the vernacular landscape. Vernacular culture and vernacular landscape are important carriers of cultural diversity and traditional cultural genes. Traditional farming and land use practices contain ecological wisdom to maintain biodiversity and ecosystem resilience (Lewis, 1979). The vernacular landscape is a regional complex including land, towns, settlements, dwellings, etc(Yu et al., 2005). Therefore, landscapes have physical properties that reflect the cultural and material productions created by the people living on the land within a certain area. The vernacular landscape plays an important role in establishing a sense of place and establishing a sense of place belonging.

On the other hand, the social changes brought about by modernization, high-speed operation and intensified class differentiation are its main manifestations. The tranquility and simplicity of the countryside, especially the vernacular landscape and vernacular life presented by the relatively well-preserved historical villages, have become places of consumption. In the mobile age, the villages on which the vernacular landscape is based are not only the living places of the villagers, but also the places for people to travel through the modern world to find the past and relieve their nostalgia. Tourists' perception of the characteristics of vernacular landscape not only affects the shaping of the sense of place in the countryside, but also shows that an increased sense of belonging to a place makes tourists willing to take more environmental and cultural responsibility, thus promoting the benign development of the area (Zhang et al., 2015).

This paper takes Xixi South Village, Anhui Province, China as the research area, analyzes the characteristics of the vernacular landscape of the village and the constituent elements of the sense of place, and explores the visitors' perception of the characteristics of the vernacular landscape and the sense of place and the internal relationship between the two. It aims to identify the elements of the vernacular landscape that the public pays attention to, explore the protection and display methods of vernacular cultural characteristics in the process of rural tourism development, guide visitors to understand and respect the vernacular culture through innovative rural experience and educational products, and through in-depth understanding of the vernacular landscape and the vernacular culture and vernacular wisdom behind it that is connected to the place. Further establish the sense of place and promote the behavior of visitors to protect the sense of place and the rural environment, and reduce the excessive commercialization and local surfaceization in the process of rural tourism development.

2. Literature Review

2.1 Vernacular landscape

Vernacular comes from the Latin verna, which means native, and has meanings of "local", "hometown" and "dialect". From the perspective of China's national conditions, vernacular is simply a place where farmers live together. Mr. Fei Xiaotong once summarized China in terms of vernacular (Meng, 2018). From a deeper level, the inherent expression of vernacular is the relationship between human and land, and the relationship between human existence and nature formed in China's rich farming culture.

Vernacular landscape is the external manifestation of vernacular, which refers to the accumulation and retention of people in the long-term life and development process, which is essentially a cultural landscape. The American scholar Jackson pointed out in his book "Discovering the vernacular landscape" that the vernacular landscape is "the product of constant adaptation and conflict: adapting to a novel and complex natural environment and coordinating groups of people with different views on environmental adaptation models" (Chen & Yu, 2013). The most important feature of vernacular landscape is its adaptability. People living on the land, with simple ecological experience, patiently adapt to the environment and form a landscape with regional characteristics, which is the "art of survival" of human beings (Pratt, 1996).

The emphasis on the vernacular landscape began in Europe after the Industrial Revolution in the 1940s. The UK has a tradition of valuing the conservation of rural heritage and landscape, which essentially reflects the following issues: conservation of nature, enjoyment of fresh air, open spaces and landscapes, and protection of national heritage. The Countryside Act, passed in 1968, aims to "protect and help people enjoy the natural beauty of rural England and Wales". The Countryside Act has also had a significant impact on the development of rural leisure and the planning of rural landscapes in the UK (Bunce, 1994).

From the 1960s to the end of the 1990s, with the acceleration of modernization and globalization, the main controversy over the protection of the vernacular landscape was whether to protect the purely rural features or to promote the process of rural modernization. Advocates of rural modernization criticize the ideal rural aesthetic taste of the urban middle class for ignoring the needs of rural residents to improve their housing. Defenders of nostalgia believe that rural modernization ignores tradition and local characteristics. In the 21st century, there is a certain consensus on the protection of vernacular landscape from the perspective of development. The vernacular landscape not only needs to protect traditional culture and tangible rural dwellings and historical structures, but also conforms to regional social development and social needs, and requires the cooperation and management of villagers, planners, architects and operators (Canizaro, 2007).

Zakariya et al. (2019) established a framework for evaluating the characteristics of vernacular landscapes, extending from natural landscapes and buildings dominated by material forms to intangible dimensions (such as history and culture). Some scholars believed that the characteristics of vernacular landscape include local cuisine, local activities and tourist experience, handicrafts and other elements that can attract tourists through sensory stimulation (Hasuike et al., 2013; Agapito et al., 2014). Currently, the discussion of vernacular landscape involves multiple disciplines and perspectives, such as landscape architecture, urban and rural planning, geography, and tourism. Comprehensively evaluate rural landscapes based on tourists' preferences, attitudes and satisfaction, and guide the establishment of a rural landscape ecology with coordinated progress in social, economic and environmental aspects (Choi & Sirakaya, 2005; Xie & Bian, 2011; Jones & Stenseke, 2011). Liu et al. (2021) established a tourism-oriented traditional village vernacular landscape attraction strength evaluation model, and further analyzed the mechanism of vernacular landscape tourism attraction.

2.2 Vernacular landscape and the sense of place

The sense of place is considered to be a person's emotional attachment to a specific place, a special phenomenon of human-land relationship. Tuan (1974) proposed "Topophilia" and introduced it into the discipline of geography. Smith and Relph (1976) proposed that the sense of place is based on people's understanding of the land, which can strengthen the connection between people and place. Steele (1981) further pointed out that the sense of place is the experience endowed by the place, which constructs and constitutes the human self. Through continuous development, Massey (1994) believes that the sense of place is not static, but in a constantly changing state of interaction with the outside world, which makes the sense of place research more dynamic in time and more open in space (Kong et al., 2015).

The research on the sense of place of tourists is mainly divided into three categories: dimension identification and model construction, antecedent research, and result research (Wang, et al., 2009). By analyzing the sense of place of tourists, scholars discuss the tourism development of the destination and the perception and behavior of tourists. "vernacular" incorporates critical regionalism under the theme of "authenticity" (Donovan & Gkartzios, 2014). The countryside is a typical place that reflects local traditional culture, and the rural heritage has a very obvious regional origin (Zhou & Zhong, 2015). As a representation of rural memory, rural heritage has become the basis for cohesion of place. It not only helps the construction of the sense of place for villagers, but also plays an important role in the formation of the sense of place for urban residents (Feng & Xie, 2015). Vernacular architecture cannot be understood in isolation from its environment (Donovan & Gkartzios, 2014). In rural areas, the local traditional living customs and production methods, as well as traditional decorations and village layout, have distinct regional and ethnic characteristics, which are an important part of the value of rural heritage (Zhou & Zhong, 2015). Vernacular architecture is considered to be regional, in line with the regional conditions of the environment and culture, and it is the material expression of the deep interaction between people and places (Galan et al, 2020).

Creating the sense of place in the countryside is fundamentally focused on the experience of the human being as the subject. Contemporary vernacular cannot be separated from place, and can help people connect with place by supporting more personal experiences of place. Studying the relationship between visitors' vernacular landscape characteristics and the sense of place is crucial to grasp visitors' emotions and perceptions of vernacular places, protect vernacular landscapes, and perpetuate rural localities, but few studies have explored this in depth.

3. Methodology

3.1 Study area

Xixi South Village is located in Xixi South Town, Huizhou District, Huangshan City, Anhui Province, on the south bank of Fengle River (Figure 1). It started in the Tang Dynasty and flourished in the Ming and Qing Dynasties. Most of the ancestors of Xixi South Village were salt merchants who also dealt in tea and timber. The local economy is well developed and the culture is flourishing. Xixi South Village has excellent water resources. The ancestors used the advanced water conservancy system to divert the water from Fengle River to the village, making Xixi South Village the “Jiangnan Dujiang Weir”, with beautiful scenery and rich agricultural resources.

Xixi South Village is no longer as densely built and has many famous gardens as in its heyday, the village layout is basically well preserved and has a picturesque village style.Tourism in Xixi South Village is still in the initial stage of development. Some residents operate B&Bs, restaurants, and shops according to their own conditions. Most residents still live agricultural society lifestyle.

Figure 1. Geographical location of the study area

3.2 Research design

This paper uses the field survey method and the questionnaire survey method to study the visitors' perception of the vernacular landscape characteristics and sense of place and the internal relationship between the two. The questionnaire mainly consists of three parts: visitors' perception of vernacular landscape characteristics, sense of place and demographic characteristics. The Likert scale was used to measure visitors' perception of Xixi South Village vernacular landscape characteristics and sense of place.

The questionnaire design of this research includes not only the perception of the tangible landscape, but also the traditional customs and other items that affect the picturesque features of the vernacular landscape. It determines five dimensions, including natural landscape, vernacular building, farming landscape, traditional culture and local feeling, And further subdivide the 22 indexes that can be used for the quantitative evaluation of feature perception of vernacular landscape. The specific elements are mainly set according to the research results of many scholars(Lagro, 1998; Onate et al., 2000; Berg & Vlek, 1998; Gulinck et al., 2001; Xie & Liu, 2003; Word Heritage Convention, 2022; Rapoport, 1992).

Referring to the existing research results (Williams et al., 2010; Jorgensen & Stedman, 2001; Fang & Yang, 2017), combined with the actual situation of the case, the three dimensions of place emotion, place cognition and behavioral intention are determined, and 13 indicators that can be used for quantitative evaluation of the sense of place are further subdivided.

3.3 Questionnaire collection and sample profile

The data collection period of this study was April, September, and October 2019, and the data were collected three times in the study area. Firstly, a pre-survey was first conducted in November 2018. Then, we went to Xixi South Village to collect formal questionnaires in April 2019 and September 2019, obtained 429 valid questionnaires filtered from 450.
The respondents were equally divided regarding gender, indicating males comprised 47.3% and females 52.7%, 56.9% of them were between 18 and -34. Most of the respondents were highly educated, 85.1% of visitors had a bachelor’s degree or above.

4. Results

4.1 Visitors' perception of vernacular landscape characteristic

SPSS 26 was used to analyze the reliability of 22 measurement items of vernacular landscape perception, and the Cronbachα value was 0.924 (>0.8), which met the requirement of high reliability. KMO=0.913, P=0.000<0.001, the original variables are suitable for factor analysis. Principal component factor analysis was used to abstract and classify the vernacular landscape feature perception variables and finally formed five categories, named natural landscape, vernacular building, farming landscape, traditional culture and local feeling. According to the rotated factor loading matrix, the vernacular landscape characteristic perceives a cumulative variance contribution rate of 66.142% of the five common factors, reaching 60% of the general requirements in the field of social sciences.

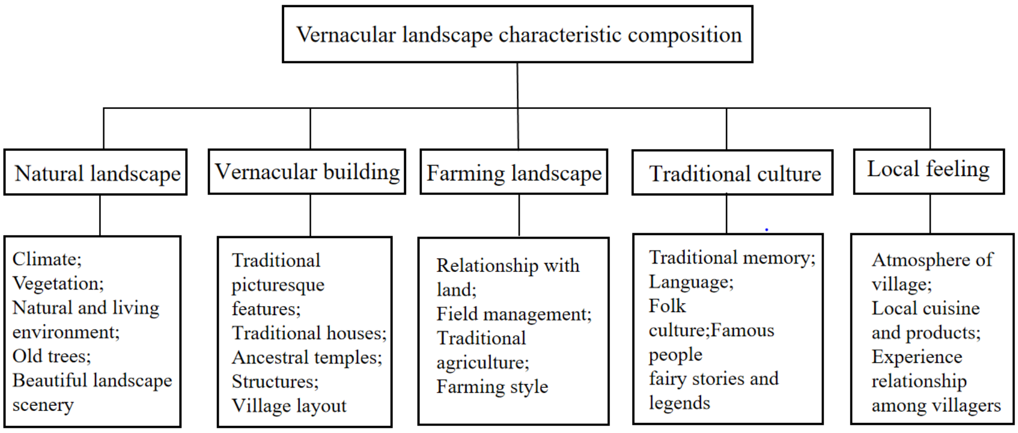
The mean value results in Table 1 show that visitors have a good evaluation of the perception of the vernacular landscape characteristic of Xixi South Village. It can be seen that natural landscape, local feeling and vernacular building are highly rated, especially the top three rankings are concentrated under the natural landscape factor, indicating that Xixi South Village is popular with visitors based on its natural landscape. The overall natural landscape of Xixi South Village is very popular with visitors, based on its natural landscape. Most of the visitors have a distinctly vernacular feeling in the area, which is able to create an emotional resonance. The villagers are generally friendly, and the interpersonal relationships in the village are relatively harmonious, the atmosphere in the village is good, and the local feeling of tourists is generally good. According to the attitude of tourists to traditional culture, Xixinan Village needs to improve the protection of traditional folk customs and historical culture, and corresponding measures should be taken to realize the survival of rural culture and the sustainable development of rural tourism.

Table 1. Perceptual analysis of vernacular landscape characteristic.

Perception of vernacular landscape characteristic		Indicator score				Factor loadings				
Dimension	Measurement index	Mean value	Overall mean	Standard deviation	Variance	Natural landscape	Vernacular building	Farming landscape	Traditional culture	Local feeling
Natural landscape	Comfortable climate	**4.403**	4.403	0.692	0.48	**0.505**	0.148	0.142	0.131	0.399
	Lush vegetation and fresh air	**4.585**		0.584	0.341	**0.771**	0.067	0.199	0.014	0.156
	Good ecological environment	4.34		0.829	0.688	**0.706**	0.146	0.027	0.207	0.175
	Very old trees	4.196		0.942	0.887	**0.708**	0.106	0.203	0.219	0.173
	Beautiful landscape scenery	**4.389**		0.791	0.626	**0.652**	0.271	0.106	0.205	0.088
Vernacular building	Traditional picturesque features	4.103	4.058	0.916	0.84	0.148	**0.773**	0.012	0.192	0.217
	Traditional houses	4.128		0.886	0.785	0.246	**0.771**	0.15	0.142	0.069
	Well-preserved ancestral temple	**3.9**		0.913	0.833	0.06	**0.768**	0.299	0.177	0.046
	Well-preserved historical structures	4.021		0.916	0.838	0.097	**0.787**	0.203	0.202	0.2
	Well-preserved village layout	4.138		0.866	0.75	0.262	**0.55**	0.349	0.146	0.157
Farming landscape	Neat and beautiful vegetable yard	4.061	3.882	0.871	0.758	0.176	0.154	**0.774**	0.124	0.139
	Well managed land	3.881		0.906	0.82	0.095	0.257	**0.822**	0.185	0.11
	Ancient irrigation system	3.83		0.955	0.913	0.125	0.269	**0.703**	0.198	0.221
	Traditional farming style	**3.758**		1.055	1.114	0.193	0.166	**0.714**	0.33	0.109
Traditional culture	Traditional handicrafts	3.981	3.922	0.935	0.873	0.117	0.337	0.191	**0.69**	0.145
	Language	3.937		0.995	0.989	0.178	0.082	0.343	**0.654**	0.147
	Folk culture	3.984		0.965	0.932	0.091	0.282	0.087	**0.746**	0.269
	Fairy stories and legends	**3.786**		1.014	1.029	0.081	0.257	0.251	**0.696**	0.159
Local feeling	Atmosphere of tranquility and peacefulness	4.138	4.256	0.933	0.871	0.268	0.033	0.421	0.125	**0.446**
	Local cuisine and products	4.175		0.92	0.846	0.176	0.298	0.138	0.303	**0.645**
	Welcoming and kind	4.35		0.791	0.625	0.092	0.125	0.209	0.219	**0.839**
	Good relationship among villagers	4.359		0.777	0.604	0.091	0.146	0.161	0.227	**0.83**

The vernacular landscape characteristic includes not only the material landscape dominated by the built environment, but also the history, folk customs and daily activities created by people during their long-term life, which constitute the main content of the vernacular landscape characteristic (Zhou et al, 2020; Fatimah, 2015). The vernacular landscape characteristics in rural research include natural landscape features dominated by material forms, traditional architecture and agricultural environment, intangible rural culture and activities, traditional food and folk customs, heritage and historical memory and other intangible elements (Zakariya et al., 2019). In this paper, the composition of the vernacular landscape characteristic of Xixi South Village mainly includes natural landscape, rural settlement, pastoral landscape, traditional culture and rural sentiment (Figure 2), which is consistent with the above scholars' research on vernacular landscape characteristic.

Figure 2. Vernacular landscape characteristic composition



4.2 The sense of place of visitors

SPSS 26 was used to analyze the reliability of 13 measurement items of the sense of place, and the Cronbachα value was 0.908 (>0.8), which met the requirement of high reliability. KMO=0.910, P=0.000<0.001, the original variables are suitable for factor analysis. Principal component factor analysis was used to abstract and classify the sense of place variables and finally formed three categories, named place emotion, place cognition and behavioral intention. According to the rotated factor loading matrix, the cumulative explained variance contribution rate of the three common factors of the sense of place is 71.46%, and the factor extraction is effective. The mean results in Table 2 show that visitors rated Xixi South Village sense of place well. Among them, place emotion has the highest score (3.929), and the three items with the highest average score are distributed in place emotion and behavioral intention. From the perspective of variance, the individual differences for sense of place are relatively large.

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Table 2. Analysis of the sense of place.

The sense of place		Indicator score				Factor loadings		
Dimension	Measurement index	Mean value	Overall mean	Standard deviation	Variance	Place emotion	Place cognition	Behavioral intention
Place emotion	Comfort and relaxation	**4.256**	3.929	0.88	0.775	**0.87**	0.206	0.14
	Exhilarating	**4.03**		0.943	0.889	**0.833**	0.325	0.112
	Like back to childhood	3.671		1.088	1.184	**0.54**	0.601	0.163
	Love and attachment	3.758		1.017	1.035	**0.611**	0.564	0.211
Place cognition	Local customs and practices are sililar to hometown	3.478	3.441	1.143	1.306	0.056	**0.822**	0.013
	A sense of belonging	3.347		1.116	1.246	0.228	**0.839**	0.12
	Good travel experience	3.664		1.011	1.023	0.327	**0.761**	0.107
	The place means a lot to me	3.275		1.162	1.349	0.279	**0.805**	0.103
Behavioral intention	Purchase local cuisine and products	2.991	3.353	1.18	1.392	0.007	0.247	**0.802**
	Willing to travel again	**3.786**		1.088	1.183	0.477	0.544	**0.23**
	Willing to live for a long time	3.322		1.154	1.331	0.335	0.662	**0.259**
	Recommend to relatives and friends	3.555		1.211	1.467	0.334	0.017	**0.752**
	Willing to contribute time and money	3.114		1.145	1.312	0.097	0.119	**0.875**

In general, the majority of visitors to Xixi South Village feel relaxed and able to forget the stresses and worries of the city for a while, and would like to return to Xixi South Village, but the sense of belonging varies considerably between individuals, with only a small number developing a sense of belonging to the place and most visitors just passing through. Kyle et al (2004) found that for outdoor recreational users, the place identity dimension of leisure participation is higher than place dependence. From the perspective of recreational place perception, it is found that recreational place dependence has a significant positive impact on place identity (Geng et al, 2021). The above research shows that tourists rely on resources to provide specific experiences, seek participation in specific activities, and thus generate emotional connections with local resources.

4.3 The relationship between visitor vernacular landscape characteristic and sense of place

According to the results of pearson correlation analysis, the vernacular landscape characteristic was significantly correlated with the sense of place factor. The correlation coefficients are all positive, indicating that the perception of vernacular landscape characteristic has a positive effect on place emotion, place cognition and behavioral intention.

In order to study whether there is correlation between variables, stepwise regression analysis is used to explore the relationship between variables, and the degree of influence of each factor is judged by the coefficients of independent variables in the model. The inspection of collinearity statistics showed that the tolerances of all factors were greater than 0.1, the VIFs were all less than 5, there was no collinearity problem between the variables, and regression analysis could be performed. Based on the local situation and the existing theories about vernacular landscape and sense of place perception, a multiple regression model of vernacular landscape characteristics and sense of place was constructed.

Through stepwise linear regression analysis, after excluding the influence of vernacular building on place emotion and the influence of vernacular building on place cognition, the optimal fitting model was obtained (see Table 3). In the stepwise regression analysis of vernacular landscape characteristic and place emotion perception, four factors entered the regression, namely "local feeling", "natural landscape", "farming landscape" and "traditional culture". Four factors entered the stepwise regression analysis of vernacular landscape characteristic and place cognition perception, namely "traditional culture", "local feeling", "natural landscape" and "farming landscape". All factors were significantly correlated at the 0.05 level. There is a significant correlation between place emotion and place cognition, and the behavioral intention factor is significantly related to place emotion and place cognition, that is, the behavioral intention of tourists is jointly dominated by place emotion and place cognition, and the effect of place emotion is greater than place emotion and place cognition.

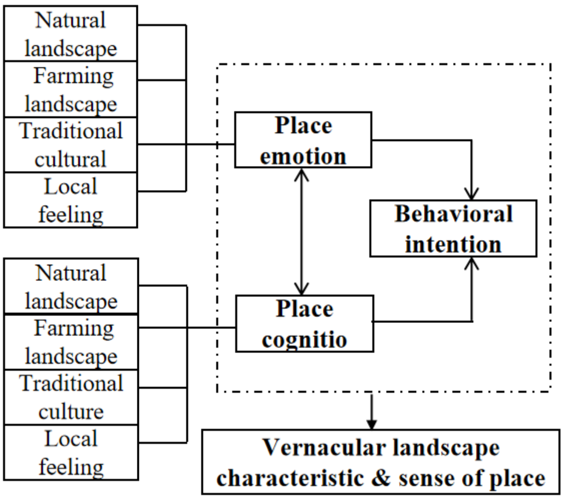
Table 3. Regression analysis of vernacular landscape characteristic and sense of place

Model	Unstandardized Coefficients		Standard coefficient	t	Sig.	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
Place emotion							
(constant)	0.28	0.293		0.954	0.34		
Local feeling	0.248	0.07	**0.194**	3.543	0	0.543	1.843
Natural landscape	0.31	0.072	**0.203**	4.3	0	0.73	1.37
Farming landscape	0.18	0.057	**0.171**	3.185	0.002	0.563	1.775
Traditional culture	0.138	0.059	**0.130**	2.317	0.021	0.521	1.919
Place cognition							
(constant)	-0.419	0.331		-1.266	0.206		
Traditional culture	0.249	0.067	**0.209**	3.72	0	0.521	1.919
Local feeling	0.242	0.079	**0.169**	3.071	0.002	0.543	1.843
Natural landscape	0.251	0.081	**0.147**	3.092	0.002	0.73	1.37
Farming landscape	0.193	0.064	**0.163**	3.016	0.003	0.563	1.775
Place emotion							
(constant)	1.798	0.110		16.343	0		
Place cognition	0.619	0.031	**0.697**	20.098	0	1.000	1.000
Place cognition							
(constant)	0.357	0.157		2.277	0.023		
Place emotion	0.785	0.039	**0.697**	20.098	0	1.000	1.000
Behavioral intention							

(constant)	0.879	0.149		5.885	0		
Place emotion	0.461	0.052	**0.466**	8.946	0	0.514	1.946
Place cognition	0.192	0.046	**0.219**	4.2	0	0.514	1.946

Based on the above analysis, this paper constructs the vernacular landscape characteristic and sense of place model (Figure 3).

Figure 3. Vernacular landscape characteristic and sense of place model

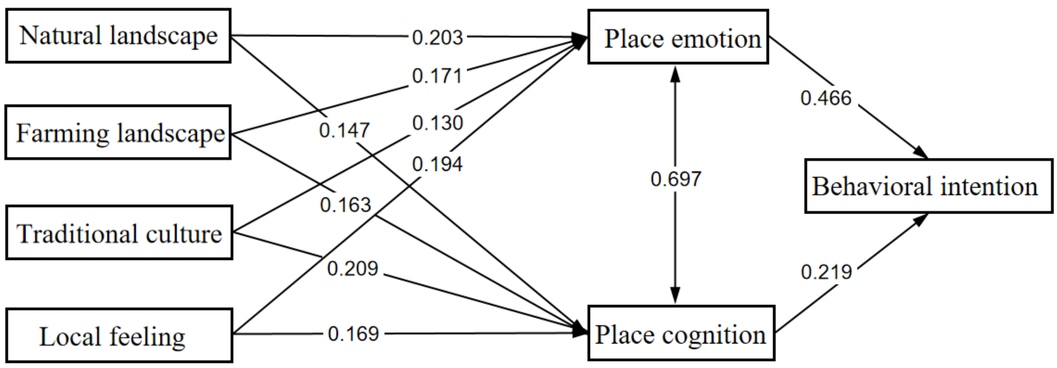


According to the size of the standardization coefficient of the regression equation, the effect of the influencing factors can be determined, and the relationship between the vernacular landscape characteristic and the sense of place is derived as shown in Figure 4. It can be seen that the place emotion factor is most affected by natural landscape, followed by local feeling, then farming landscape and traditional culture. Visitors' favorable impression of a village and the feeling of comfort and relaxation mostly come from the local natural ecological environment and the atmosphere of the whole village. At the same time, the farming landscape and cultural environment it presents are also very important for visitors to generate positive feelings. It is necessary to pay attention to the role of the vernacular landscape of Xixi South Village, and strengthen the protection of the vernacular landscape. Combined with the natural environment and cultural environment where it is located, it is necessary to pay attention to the display of living culture and the experience of visitors to create the sense of place.

The place cognition factor is most affected by traditional culture, followed by local feeling, farming landscape and natural landscape. As the core cultural area of Huizhou District, Xixi South Village is rich in various cultural heritages. It is a rare ancient village with a weak commercial atmosphere. The innovative tourism of the Xixi South Village coexists with the life of its inhabitants, and people can come here to experience a more primitive state of life. When visitors form memories of their past lives through visiting the village, it is mostly because of the similarities between the traditional folklore and traditional farming methods preserved in the village and their past lives, thus creating a sense of continuity of place for visitors, whose sense of place grows stronger as they become more and more socially connected to the environment.

Williams et al (2008) proposed that a strong sense of place depends on a combination of variables such as length of residence, participation in volunteer activities, community friendly relationships, and their perception of the social environment. Fang and Yang (2017) found that the higher the sense of identity of foreign businessmen with the local culture, the easier it is to establish an emotional connection with the place, that is, place cognition affects place emotion. This study further found that place emotion affects place cognition, that is, place emotion and place cognition have a mutual promotion effect. And visitors' place emotion and place cognition to a certain extent promote their behavioural intention, especially the place emotion factor. When visitors have a deeper attachment to a place, they are more inclined to recommend this place to others, and even willing to donate time and money to promote the construction and development of the village. At this time, visitors have a sense of social responsibility for this place, which motivates them Consciously take care of your own living environment, and ultimately achieve the sustainable and healthy development of people and the environment.

Figure 4. The relationship between vernacular landscape characteristic and sense of place



5. Conclusion & Discussion

5.1 Conclusion

Combined with the vernacular landscape characteristic and sense of place model, this paper discusses the visitors' perception of vernacular landscape characteristic and sense of place in Xixi South Village and the internal relationship between them. The findings are as follows:

First, among the five dimensions perceived by visitors' vernacular landscape characteristic, the top three are "natural landscape" (4.403), "local feeling" (4.256), and "vernacular building" (4.058). Perceptual scores for "farming landscape" (3.882) and "traditional culture" (3.922) were low. The overall natural features of Xixi South Village are very popular with visitors. The interpersonal relationships of the village are harmonious and the atmosphere is good. However, the excavation of traditional folk customs and historical culture in Xixi South Village needs to be improved.

Second, there are obvious differences among individuals in the three dimensions of the sense of place, among which behavioral intention and place cognition are both lower than place emotion. Visitors rely on resources to provide specific experiences and seek participation in specific activities, thus creating an emotional connection to local resources.

Third, the vernacular landscape as the sustenance of visitors' emotional attachment to the countryside, plays an important role in shaping the sense of place. The locality of a place's landscape will encourage visitors to construct a sense of place in terms of place emotion, place cognition and behavioral intention.

Fourth, there is an intrinsic connection between the three dimensions of sense of place, place emotion and place cognition interact, and place emotion and place cognition have a significant impact on behavioral intention. The vernacular landscape cannot be limited to the external form, it is fundamentally a concentrated expression of local culture and local spirit, connecting the past and present of the place. To create and cultivate the sense of place, we must pay attention to the human experience fundamentally, and effectively play the role of place emotion and place cognition in promoting the behavioral intention of the subject.

5.2 Discussion and implication

Understanding the connotation of sense of place is fundamentally about recognising that the visitor's experience of place is in having an identified understanding of the natural geography, historical and cultural environment, and social and human environment of a visitor destination. The process of interaction between visitors and visitor destinations culminates in a comprehensive sense of place experience process characterised by experiential behaviours such as enjoyment experience, uniqueness experience, originality experience and attachment experience (Wang et al, 2019). Strong correlation between place identity and sense of place belonging (Raymond et al, 2010), Rojek and Urry(1997) found that behavior itself is closely related to emotion. The sense of place as a human emotional attachment to a particular place can have an impact on mobility behaviour. Visitors generate sense of place through human-place interactions in places, thus reflecting the degree of integration and participation in the place and attitudes towards the spirit of the place, directly affecting visitors' sense of experience and willingness to revisit and recommend (Liang & Wen, 2021).

This paper found that the perception of vernacular landscape characteristic will promote its construction of the sense of place in terms of place emotion, place cognition and behavioral intention. Moreover, the higher the visitors' level of place cognition, the stronger the emotion, the higher the emotion level will also promote cognition, while the visitors place emotion and place cognition further promote its behavioral intention. Activating and integrating the material and non-material vernacular landscape resources of traditional villages is an effective way to enhance visitors' sense of place. Understanding the pivotal role of the vernacular landscape in shaping the sense of place for visitors is conducive to preserving valuable historical villages and providing more accurate advice for developers and builders. It is of great significance for reconstructing rural places and further maintaining the vitality of the vernacular landscape.

The evolution of the vernacular landscape is a natural development process, and its value presents diversity and complexity due to the different backgrounds of the times. In the system of vernacular society, the "homeland landscape" is the most representative, like the expression of a person, as a distinct visual impression (Peng,2018). Historical culture is the core content of the attraction of vernacular landscape, and the protection and rational utilization of historical and cultural resources are the first essentials of rural tourism (Liu et al., 2021). As the sustenance of tourists' emotional attachment to the countryside, the protection of vernacular landscape cannot restrict its own dynamic development. Considering the influence of rural culture and cultural changes of the times, it is necessary to excavate and restore traditional culture to make it a bond of local identity. Emotions are the key factor in transforming potential intentions into actual behaviors (Kaufmann, 2017). Considering the differences between different subjects, villages should systematically guide visitors to understand and respect vernacular culture in the systematic planning of tour routes or experience activities, so as to deepen local attachment and local identity. Meanwhile, give full play to the power of non-governmental organizations, carry out the promotion, training and education of vernacular inheritance activities, protect traditional culture and deepen the public's understanding of the importance of vernacular protection. Deepen visitors' experience of the village landscape, deeply understand the vernacular landscape and the vernacular culture and vernacular wisdom behind it connected with the place, establish a sense of place and promote the behavior of visitors to protect the vernacular landscape and the rural environment. Develop innovative rural tourism products based on vernacular culture, such as rural living experience, pastoral work, rural festivals, and pastoral wellness, so as to prolong the stay of visitors, truly experience the vernacular culture, and promote urban and rural harmony and common prosperity.

With the rapid development of urbanization, rural construction and rural tourism development in the process of modernization, many valuable villages have not been protected. There is an urgent need to refine and innovate the vernacular cultural core, and to preserve and inherit vernacular landscape. Based on the characteristics of Xixi South Village, this paper constructs a vernacular landscape characteristic and sense of place model, studies how the vernacular landscape of the village further constructs the sense of place for visitors, and discovers the internal relationship between the three dimensions of the sense of place, enriching the perspective and methods of related research. This paper lays a foundation for historical villages to recognize and understand visitors' sense of place, and provides a reference for excavating the deep meaning of vernacular landscape features from a multi-dimensional perspective, making specific management decisions, creating a sense of place, and promoting the sustainable development of rural tourism.

5.3 Limitations of this study and suggestions for future studies

Xixi South Village as the study area, located in Huizhou District, which is still in the initial stage of tourism development and has a better preservation of rural lifestyle. In the future, we can further explore traditional villages in different regions to better verify and explore the relationship between vernacular landscape characteristics and sense of place perception. At the same time, the study of the holistic development of villages will continue to be deepened.

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Examining the mediating effect of course satisfaction in a newly developed hospitality simulation system embedded with the business model canvas

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Abstract
System simulation pedagogy empowers students' deep understanding instead of surface learning that requires only memorization. This study motivated students to have a greater interest in hospitality revenue management by developing a new hospitality simulation system embedded with the business model canvas. This study used purposive sampling to distribute 92 questionnaires to graduate students in Taiwan after using this newly-developed simulation system. The empirical results indicate that situational interest (SI) has a significantly positive impact on course satisfaction (CS), learning effects (LE), and employability (EM). The CS has a significantly positive impact on LE and EM. The indirect effect from SI through CS toward EM is 0.450. The indirect impact from SI through CS toward LE is 0.512. The CS has a significantly positive and partial mediating effect between SI and EM, LE, indicating that the business model canvas creates a well-structured and more interests in the course.

Keywords: Situational Interest, Learning Effect, Employability, Hospitality Revenue Management.

Post-pandemic recovery: Giving hospitality career a second chance?

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Abstract
There is a need to revisit graduates' perceptions of the industry and their concerns about pursuing a career in the hospitality industry in the aftermath of the pandemic. The primary source of data for this research study will be narrative stories gathered through interviews. This study only seeks graduates who have recently completed their diploma or degree studies and have no more than 3-5 years of work experience. Five themes have emerged after thematic analysis has been carried out. 2 themes on perceptions towards the hospitality recoveries: 1) re-surging of demand, 2) evolving business models; 3 themes on concerns over career sustainability: 1) Vulnerability in the future outbreak, 2) Risk of exposure, 3) Expectancy Trade-off. In contrast to what is only discussed in Social Cognitive Career Theory (SCCT), SCCT proposed that there are three major aspects that will influence a person's career choice: self-efficiency, expectations on results, and personal goals.

Keywords: Post Pandemic, Hospitality Career, Talent Retention, Career Switch, Hospitality Recoveries

A study of school-to-work transition experiences among hospitality graduates

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Abstract
This conceptual paper positions an exploration of hospitality graduates' school-to-work transition (STWT) experiences. A hermeneutic phenomenological study is suggested to focus on the lived experience of the hospitality graduates from development aspects that are preparing, adapting, and how they achieve in their early career. The preliminary proposal will examine data collected from hospitality graduates with a minimum of five years' STWT experience. The findings intended to bridge the gap of education and industry-relevant, enhance teaching and learning programmes that may contribute to the success of the hospitality graduates.

Keywords: School-To-Work, Transition Experience, Hospitality, Phenomenological Study

Perceived employer integration of differences and attractiveness: A case of job pursuit intentions from hospitality majored students

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Abstract
This study aims to examine (1) the effect of perceived employer integration of differences on potential employee job pursuit intentions, and on (2) potential employee perceived employer attractiveness; (3) the effect of potential employee perceived attractiveness on their job pursuit intentions, (4) the mediating effect of employer attractiveness on the relationship between the perceived employer integration of differences and employee job pursuit intentions, and (5) the moderating effect of employee value congruence on the relationship between perceived employer integration of differences and employer attractiveness. An online survey is used to collect data from students in hospitality major. This study expects to investigate the effects of perceived employer integration of differences and attractiveness from multi-dimensions and provides valuable suggestions for hospitality employer strategies and talent acquisition.

Keywords: School-To-Work, Transition Experience, Hospitality, Phenomenological Study

Teaching Nutrition in a Culinary Arts Course – A Unique Approach

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Abstract
Graduates of culinary arts programmes are in a position to positively influence health of customers and communities, thus nutrition becomes integral in their study. Our unique approach involves a holistic view of food and health, with overarching wellbeing theme. Wellbeing pillars are explored using indigenous & Pacific models of health. The traditional nutrition topics, nutrients in food and their effect on health, are expanded upon to enable students to appreciate the role of culture, politics, environment, sustainability, food literacy on the food choices and food practices of our society.

Keywords: Nutrition, Culinary arts, Holistic wellbeing

Improving Oral Communication Skills of Hospitality Students through Vlogging and Peer Feedback

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Abstract
This study investigated the effectiveness of vlogging as an instructional strategy to improve hospitality students' oral communication skills and explored students' perception on the exchange of peer feedback in their vlogging assignments. There were significant differences in the first and fourth vlog scores in nonverbal communication, verbal communication, and organization of content. The students registered the highest improvement in organization of content. The most improved subskills were in the areas of purpose, enthusiasm, and composure. Majority perceived the exchange of peer feedback as motivating, useful, and reflective. Vlogging, which facilitates exchange of peer feedback, can effectively address the gap on the hospitality students' lack of confidence, insufficient opportunities for practice, and lack of motivation and active participation in the improvement of their oral communication.

Keywords: Vlogging, Instructional strategy, Oral communication skills, Hospitality students, Peer feedback

Teaching presence and learning engagement in a synchronous online learning of hospitality and tourism management students in One State University

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Abstract
Although all institutions in the Philippines shifted to education practice of both synchronous and asynchronous learning modalities, instructors in higher education are expected to assist and adequately guide their students to achieve the same competencies as they were in the face-to-face sessions. The presence of the instructors in facilitating synchronous online learning posts an essential role in attaining cognitive and social developments among learners. This study examines whether the instructor's teaching presence contributes to making students more engaged in learning competencies that follow descriptive and correlational research designs. The study used adopted research instruments participated by 124 hospitality management and 108 tourism management students during the second semester of the academic year 2020-2021 in one state university in the Philippines. The study revealed that the CHMT instructors in synchronous online learning sessions with their students show a great extent of teaching presence when it comes to ensuring the quality of instructional design and organization, facilitating discourse of the learning contents delivered, and conduct of direct instruction. The teaching presence of the instructors posted a positive strong significant relationship to the students' learning engagement. When the instructors have a great extent of teaching presence in synchronous online, it will contribute for students to be more engaged in doing all the tasks given to them for they are driven to get better grades.

Keywords: Teaching presence, Learning engagement, Instructional design and organization, Facilitating discourse, Direct instruction

Tourism development in the Marshall Islands: examining the challenges and opportunities

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Abstract

This paper aims to examine the challenges and potentialities of tourism development in the Marshall Islands, formally known as the Republic of the Marshall Islands. Based on past literature, this paper reviews on how the islands have been influenced and determined by the burdensome legacy of nuclear colonisation. In addition, the paper has takes an optimistic approach despite the past and ongoing challenges, including the ramifications of the COVID-19 pandemic to inbound tourism, particularly by focusing on the importance of tourism development opportunities and strategies.

Keywords: The Marshall Islands, Tourism development, Challenges, Potentialities, Pacific Islands.

Wildlife-related ecotourism in specific TDAs (Tourism Development Areas) of Zambia (Luangwa Valley and Lower Zambezi) and their development towards a sustainable ecotourism destination

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Abstract
This abstract presents research conducted for a dissertation on wildlife-related ecotourism in specific Tourism Development Areas (TDAs) of Zambia and their approach towards a sustainable ecotourism destination. Even though defined in various approaches, a different understanding of ecotourism exists, and its idea and implementation often sound easier than it actually might be. A first literature review on ecotourism in Africa shows that several authors still identify research gaps in the implication of ecotourism in Africa and various African countries. More preciously, it is demonstrated that the subject has barely been discussed for Zambia, and especially the Zambia Tourism Master Plan from 2017 has not yet been researched. Therefore, a clear research gap and a need for primary research exist.

Keywords: Eco-tourism, Policy development, Tourism development Areas

Holiday intention after COVID-19 pandemic in Malaysia and Singapore

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Abstract

Purpose –This paper presents people's intention toward holidays after COVID-19 and hope of recovering in the hotel industry using Malaysia and Singapore as a case study. The paper examination the intention of holiday by people and hope of healing in the hotel industry. Using Google Trend information to test the relationship between the top keyword search in the tourism industry to forecast the demand for hotels in Malaysia and Singapore. Search volume data are an early indicator of travellers' interest and can predict various types of tourist consumption and activities, such as hotel occupancy, spending, and event attendance. (Pan, Wu, and Song, 2012).

Design/methodology/approach – Google trend method used to capture the public's intention toward tourism from 1/1/2020 to 31/3/2022 in Malaysia and Singapore. A Google Trend Hotel Demand (GTHD) model 1 and 2 were developed to test the relationship of the keyword using a linear regression model. GTHD model 3 to test the moderating effect of the new cases to key variables, Travel (TRA), Holiday (HOL), Trip (TRP) and demand of holidays (DOH). The researcher conducted a pilot testing by trying the most popular keywords search related to holiday intention during the research period. After 1st round testing, the researcher focused on the top thirty keywords search. After a few rounds of testing finally arrived at the most popular top seven keywords. The sample size of the research will be based on the total population in Malaysia and Singapore by the state who used google to search for information related to tourism. Cevik (2020) indicate that Google Trends-augmented forecast models improve forecast accuracy by about 30% compared to the traditional autoregressive integrated moving average (ARIMA) model. Tseng et al. (2021) reported that GT could quickly assess the public's awareness and attitude toward a growing epidemic during an incubation period. Raubenheimer et al. (2021) GT data best detect voter intention.

Findings – The popularity keyword search in Malaysia and Singapore hit the max at 100 for Demand for the Hotel (DOH), Resort (RES), Agoda (AGO) and Holiday (HOL), Travel (TRA), Airbnb (ABNB) and Trip (TRP) when the COVID-19 case under control at a low level in certain months. However when the case is high the index drops to as low as 6 to 30 ranges.

Demand of Hotel is associated with trip significant at 1% and travel significant at 5% in Malaysia and Singapore. New Case is moderating trip keyword search and demand of a hotel during the COVID-19 pandemic in Malaysia significant at 5%. However, not enough supporting evidence to say that case is moderating trip in Singapore.

The researcher also found that Malaysian intention toward holidays is always there, and people are waiting for the day. The keyword search for each state is not the same because the familiarity of the keywords and intention of the holiday is not the same. Each of the keywords does bring a different effect for the advertisement. Jukić, Sharma, Nestorov, & Jukić (2015) viewed that data needs to be analyzed yesterday to generate new strategies to solve outcoming issues tomorrow. Önder (2017), using GT for comparing forecasting tourism demand in the two cities (Vienna and Barcelona) and the two countries (Austria and Belgium), concluded that GT is a valuable option for both cities and countries for forecasting tourism demand. The finding supported Möhring, Keller, Schmidt, and Dacko (2020) investigating an actual tourist customer visiting behaviour with behavioural data from Google to evaluate how such an online source is valuable to understand better, analyze and predict tourist's consumer behaviours.

Our paper provided several practical implications and closed the literature gap. First, Web search keywords understand the holidays' intentions during the COVID-19 pandemic and let the related parties generate more accurate forecasts. The keywords search method to test the holiday intention contributes to academic researchers, industry practitioners, operators and policy marketers on more precise and timely forecasts of tourism demand.

Second, the paper provides helpful information by the state on the intention of holidays and future directions available for business decision-makers related to these markets. Accurate and timely forecasts of future tourism demand will help governments and businesses to allocate limited resources more effectively and efficiently. The development of keyword search forecasting methods has facilitated a better understanding of holiday intention by state, providing valuable insights for effective hotel demand forecasting systems. The keywords search method to test the holiday intention contributes to academic research, industry practitioners, operators and policy marketers.

Third, Google Trend Hotel Demand (GTHD) modelling is the new forecasting demand modelling engaging the data sight to understand holiday intention better, providing valuable insights for effective hotel demand forecasting systems. GTHD also can use to forecast the recovery of the Tourist and hotel industry. As the new case is moderate, the intention of a holiday to recover the industry-government needs to act fast to get all people vaccinated and reopen the market to sustain Malaysia's tourism and hotel industry.

Research limitations/implications – The information gathered will help the government plan to sustain the hotel industry and hotel operators to particular target demand from each state in Malaysia and Singapore to maintain the hotel business. Limitation of using Google Trends data as it cannot assume that everyone searching the keyword on Google intends will go for a holiday, but it shows the person's interest. As a result, researchers need to implement Google Trends in their forecasting research.

Originality/value – No ethics approval is required as the study uses publicly available, anonymized country-level data. The paper illustrates that while this new tool can be a powerful instrument for policymakers as a valuable and timely complement for traditional statistics and further. Specially thanks to Sunway University Sustainability Cluster for the Funding of the study.

Keywords: Holiday intention, Travel, Hotel, Google Trend, Covid-19

1.Introduction

Tourism industry is a largest green industry in the world and able to projected long-term growth and development worldwide. In 2019, Malaysia Gross Value, Added of Tourism Industries (GVATI), has recorded a contribution of 15.9 per cent of Gross Domestic Product (GDP) as compared to 15.2 per cent in 2018, amounting to USD57.9873 billion compared to USD54.5224 billion). Out of this, 50.9 percent come from the domestic tourism. The statistic does show that tourism industries are a vital industry in Malaysia. (Tourism Satellite Account 2019). Tourism is also a major industry in Singapore, contributing to around four percent of its gross domestic product (GDP) about 14.976 billion USD in 2019.

Sustainability and Resilience in the Tourism Industry is a critical problem in the pandemic of COVID-19. The COVID-19 pandemic in December 2019 has affected the tourism sectors, especially hotels. Local and regional COVID-19 lockdowns, and international travel restrictions have affected Tourism industry. (Hao, Xiao & Chon, 2020).

The Malaysia Government Movement Control is a series of national quarantine and cordon sanitaire measures implemented by the federal government of Malaysia in response to the COVID-19 pandemic in the country starting on 18th March 2020. Since the outbreak of COVID-19 at the end of 2019, hotel industries have had high risk due to human mobility and close interaction in the tourism and hospitality industry. The hospitality industry was the first hit by the devastating impact of the lockdown in Malaysia during the COVID-19.

Malaysia detected its first three COVID-19 cases on 25th January 2020 - three Chinese nationals from Wuhan who entered Singapore. From 25th January to 15th February last year, the first wave of infections in Malaysia encompassed 22 cases. It dealt with reasonably quickly through immediate isolation of the patients and treatment. A major challenge came from a mass religious gathering held at the Sri Petaling mosque near Kuala Lumpur from 27th February to 1st March 2020. The event, attended by 16,000 people, eventually triggered a wave of COVID-19 infections across the country and formed what was dubbed the tab light cluster. The attendees who contracted the virus during the event brought it back home to their respective states, resulting in a spike in infections nationwide. The immediate government action is to close the borders and ban interstate travel. By the end of August 2020, Malaysia had 10,000 cumulative cases, and in July 2021, the new instances recorded a unique daily point at 15,000 cases.

In Singapore the first wave of COVID-19 on 3 April 2020 a stringent set of preventive measures collectively called the "circuit breaker lockdown", extended to 1 June on 21 April following continued untraced transmission within the community. Phase 1 lasted for 17 days from 2 June and ended on 18 June, with Phase 2 lasting for 6 months and 8 days from 19 June to 27 December. Singapore was in Phase 3 from 28 December 2020 until 7 May 2021. Chew, Hui Min (2020)

In this regard, to the best of our knowledge, this is the first study to explore the COVID-19 management framework in Singapore and Malaysia's hotel industry; the framework addresses phases, principles, and strategies of the industry anti-pandemic journey. This study contributes to practical implications by recommending the hotel industry to gain on the significant trends that may follow the fundamental and permanent changes that COVID-19 expected to bring to the industry; this discussion may shed light on the industry activation and revitalization during the post-pandemic era.

A pandemic refers to a widespread occurrence of an infectious disease that crosses the country and continent boundaries. At the same time, an epidemic is an outbreak mainly contained in a community at a particular time (French, Mykhalovskiy, & Lamothe, 2018). Previous studies highlight that tourism can be dramatically affected when pandemic outbreaks occur, and recovery can be slow (Novelli, Burgess, Jones, & Ritchie, 2018). Since tourists have to confront high risks and have no available precautions and medical care during the pandemic, their fear of infection and death may cause a sense of helplessness and long-term anxiety about travelling.

The researcher would like to find out during these during the COVID-19 periods how many intensions to plan for Tour or Holiday. These google trends will indicate the hotel industry for their future planning and business sustainability in Malaysia. This research paper will close the literature gap on tourists' responses and the suitability of the hotel industry. The study contributes to policy makers on development of tourism industry after the COVID-19 climate change.

2. Literature Review

In the modern world, we depend a lot on the google search engine to find information and google capture all our historical behavioural and store it in Big Data (BD). The Big Data (BD) analysis can transform the data into useful information up to date to make quick decisions. Search volume data are an early indicator of travellers' interest and can predict various types of tourist consumption and activities, such as hotel occupancy, spending, and event attendance. (Pan, Wu, and Song, 2012). Jukić, Sharma, Nestorov, & Jukić (2015) viewed that data needs to be analyzed to generate new strategies to solve the issues immediately.

The foremost advantage of the google trend model is that it has available information for decision making and is free of charge. Google acts as a vital search engine for people to search for information, and businesses use it for strategic decisions (France, Shi, and Kazandjian, 2021). Rivera (2016) concluded that Google Trends (GT) might improve short term forecasts of processes, especially when the primary time series of interest and the search query volume data can be forecast well. Besides that, GT technology can capture the data up to date, especially in a particular country on large sample size and across the country with speed as fast as one day lag (yesterday). GT can generate what people in a specific country search for on Google and its changes over time. Raubenheimer et al. (2021) GT data are best at detecting voter intention quite close to the actual referendum date. Besides that, GT can get more sample size and specific target issues and the market for our research. These will also provide some confidential information without bias when respondents answer the question related to their opinion. The GT is based on the record of personal behaviour, not what they say. GT report the information promptly, regularly with no cost to the users.

Many scholars use GT for their research, mainly targeting a large sample size in the population. Many scholars used GT in tourism and hospitality research (Chamberlin, 2010; Saidi et al., 2010; Gawlik et al., 2011; Artola and Galán, 2012; Artola et al., 2015). Choi and Varian (2012) use Google Trends data about destinations to predict visits to that destination in Hong Kong. Moro and Rita (2016), based on 50 relevant articles published on tourism between 2013 to June 2016, concluded that forecasting tourism demand is a top-rated subject for both researchers and practitioners, holding a profound impact on tourism and the hospitality industry. Dinis, Costa, and Pacheco (2016) use GT data to proxy foreign tourist inflows to Portugal. GT used to examine trends as timely and avoiding information lag too long before official statistical releases (Antolini and Grassini 2018; Jackman and Naitram 2015). Önder (2017), using GT to forecast the tourism demand in Vienna, Austria and Barcelona, Belgium, conclude that it is a valuable option for both cities and countries. GT also used to understand the behaviour of online consumers search for a restaurant based on two different search engine data, Baidu and Google (Tang, Qiu, Guo, and Liu, J. 2018). Wei, Guo, Yu, and Cheng, 2021 found out that investors' attention to Google Trends reflects the impact of events. Hu, Xiao, and Li (2021) used weekly aggregated search queries in Baidu to conclude that players in the tourism industry, including hotels, tourist attractions, and airlines, can identify effective searches to forecast tourism demand develop strategies in the industry. Pramana et al. (2021) used several significant data sources, Google mobility index, Google trend, flight tracker and reviews from Tripadvisor and Booking.com to investigate Indonesia's tourism industry during pandemic of the COVID-19.

Park, Lee, and Song (2017) utilize the Internet search data from GT to provide short-term forecasts for the inflow of Japanese tourists to South Korea. Camacho and Pacce (2018) reported that Google's search volume indices help economic agents with real-time predictions about travellers' checked-in and overnight stays in Spain. Dinis, Breda, Costa, and Pacheco 2019 review the literature published between 2006 to 2018 that used Google Insights for tourist attractions or destinations to increase awareness of its potential uses in tourism and hospitality to better understand its strengths and weaknesses as a research tool. Bokelmann and Lessmann (2019) used GT to predict short-term tourism demand forecasting in Germany. Möhring, Keller, Schmidt, and Dacko (2020) investigate actual tourist customer visiting using Google Popular Times to understand, analyze and predict tourist consumer behaviours. The finding suggested that data provided through Google Popular Times giving tourists' stakeholders and managers helpful information to make strategies decisions. Cevik (2020) indicate that Google Trends-augmented forecast models improve forecast accuracy by about 30% compared to the traditional autoregressive integrated moving average (ARIMA) model and more than 20% compared to the multivariate model incorporating macroeconomic indicators in the Bahamas from the United States.

Tseng et al. (2021) reported that GT could quickly assess the public's awareness and attitude toward a growing epidemic during an incubation period. Havranek and Zeynalov (2021) suggest that GT offers more accurate predictions in the context of tourism.

Hypothesis 1: Demand for a hotel is associated with the Travel keyword search during the COVID-19 pandemic.

Hypothesis 2: Demand for a hotel is associated with the Holiday keyword search during the COVID-19 pandemic.

Hypothesis 3: Demand for a hotel is associated with the Trip keyword search during the COVID-19 pandemic.

Hypothesis 4: Demand for a hotel is associated with the Agoda keyword search during the COVID-19 pandemic.

Hypothesis 5: Demand for a hotel is associated with the Airbnb keyword search during the COVID-19 pandemic.

Hypothesis 6: Demand for a hotel is associated with the Resort keyword search during the COVID-19 pandemic.

Hypothesis 7: New Case is moderating the travel keyword search and the demand of hotel during the COVID-19 pandemic.

Hypothesis 8: New Case is moderating the holiday keyword search and the demand of hotel during the COVID-19 pandemic.

Hypothesis 9: New Case is moderating the trip keyword search and the demand of hotel during the COVID-19 pandemic.

3. Methodology

Google Trends (GT) is used to search the keyword related to intention to tour over time, explore similar keywords, and compare how the popular search keyword is different in the regions of Malaysia and Singapre. GT also discovered the spikes in keyword search volumes triggered by real-world events such as COVID-19 to Malaysia and Singapore. With the help of GT to form the "Interest Over Time" (IoT) of the keyword among the users to gather the information on the user's intention or behaviour to do something. (Kamiński, Łoniewski, and Łoniewska, 2020; Nuti, Wayda, Ranasinghe, Wang, Dreyer, Chen, Murugiah, 2014).
Google Search Insights (GSI) and Google Trends (GT) classify search queries into local follow the region and country. It is tempting to think that Google searches in these topics may be related to filings for user benefits. The strategy goes as follows: adjust the best possible forecasting model using the usual statistics and the Google Trends index as an additional explanatory variable (Model 1) to assess the improvement in the predictions.

The pilot testing on the keywords search in GT summary at the below: -

- i) Tourism,
- ii) Cuti-cuti,
- iii) Holiday,
- iv) Place to Visit,
- v) Holiday Package,
- vi) Vocation,
- vii) Travel,
- viii) Resorts,
- ix) Homestay,
- x) Place to visit in Malaysia and Singapore,
- xi) sight,
- xii) Tour,
- xiii) hotel,
- xiv) place to stay
- xv) Agoda
- xvi) Booking dot.com
- xvii) Airbnb
- xviii) vacation packages
- xix) trip

xx) Honeymoon
xxi) travel sites
xxii) travel online
xxiii) Accommodation
xxiv) Tourist attractions
xxv) Sightseeing
xxvi) Safari
xxvii) Budget hotel
xxviii) Budget stay
xxix) Sighting
xxx) Relax place

GT is an excellent tool to gather people's data due to the current COVID-19; most people will stay at home and use google to look for information. After the pilot testing on the keyword, the final keywords are used for the research.

i) Hotel
ii) Travel
iii) Trip
iv) Agoda
v) Holiday
vi) Airbnb
vii) Resort

The researcher uses the case study in Malaysia and Singapore from 1st January 2020 to 31st March 2022, which has substantial state-to-state data to test the intention of a holiday with interstate, showing the importance of intrastate demand of hotels in spreading COVID-19. The sample size of the research will be based on the total population in Malaysia and Singapore by the state who used google to search for information related to holiday intension. Tang, Qiu, Guo, and Liu (2018) reveal that the online search behaviour of restaurant consumers in the US is strongly governed by weekly cycles, date but less dependent on annual cycles. Our research sample follows Tang et al. (2018) based on weekly GT data.

Model Specification Google Trend Hotel Demand (GTHD)

Below is the Google Trend Hotel Demand (GTHD) models used to measure the demand for a hotel.

$$DOH = \alpha + \beta_1 TRA + \beta_2 HOL + \beta_3 Trp + \varepsilon_{it} \text{ -------------------- } (GTHD\ Model\ 1)$$

$$DOH = \alpha + \beta_1 TRA + \beta_2 HOL + \beta_3 Trp + \beta_4 AGO + \beta_5 LRES + \beta_6 LABNB + \beta_7 CTRLCASE + \beta_8 CTRSI + \varepsilon_{it} \text{ ---------------- } (GTHD\ Model\ 2)$$

Moderating Effects of New Case on Trip and Demand of Hotel

$$DOH = \alpha + \beta_1 TRA + \beta_2 HOL + \beta_3 Trp + \beta_4 Trp\_CASE + \beta_5 AGO + \beta_6 LRES + \beta_7 LABNB + \beta_8 CTRLCASE + \beta_9 CTRSI + \varepsilon_{it} \text{ -- } (GTHD\ Model\ 3)$$

Note:

DOH	Measure the demand for a hotel proxy by the hotel popularity index.
TRA	TRA to measure the travel popularity index.
LABNB	LAbnb is to measure the Airbnb popularity index by transformed it to a logarithm.
TRP	Trip to measure the trip popularity index.
TRP_LCASE	Intercept between Trip and CASE to measure the trip popularity index.
AGO_{it}	Agoda to measure the Airbnb popularity index
HOL	Size is a control variable that used a logarithm transformed of the total assets to reduce the dependent variable's effect.
LRES	Control variable Res measures the Resort popularity index by transforming it into a logarithm.
CtrCASE	CASE used logarithm transformed of the case of COVID-19 in Malaysia
CtrS.I.	The Stringency Index of the safety regulations threatens business. Stringency Index measures nine response indicators, including school closures, workplace closures, and travel bans, rescaled to a value from 0 to 100 (100 = strictest) if policies vary at the subnational level. The index shows the response level of the strictest sub-region.

4.0 Analysis

4.1. Descriptive Statistics

Our weekly dataset from 1st January 2020 to 31st March 2022 with 117 observations in Malaysia and Singapore. The dataset from Google Trend and World Bank report. The descriptive statistic as below Table 1 and Table 2

Table 1. Descriptive Statistics - Popularity of the Keyword Search in Malaysia

Variable	n	Mean	Std.Dev.	Min	Max
DOH	117	46.98291	25.13549	15	100
TRA	117	50.65812	17.75852	30	100
TRP	117	43.19658	16.41448	23	100
HOL	117	47.38462	15.64743	17	100
AGO	117	42.05983	27.93659	6	100
ABNB	117	50.23077	26.98032	13	100
RES	117	42.06838	27.31733	8	100
SI	117	61.7435	17.38167	11.11	85.19
LCASE	117	5014.128	7335.528	0.262	29948.49

(Source: Google Trend analysis report)

Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the keyword. A value of 50 means that the keyword is half as popular. A score of 0 means there was not enough data for this keyword.

Table 1 represented the past 117 weeks of the popular keywords search in google related to hotel demand by Malaysians from 1/1/2020 to 31/3/2022. The average popularity keywords search index is 46.98291 for the market demand of Hotel (DOH), 47.38462 for Holiday (HOL), 47.38462 for Trip (Trip), 50.65812 for Travel (TRA), 42.06838 for Resort (RES) and 50.23077 for Airbnb (ABNB) and 42.05983 for Agoda (AGO). The index hit the highest on certain months when COVID-19 is under control the new case drops. The max of the index is 100 for DOH, TRA, TRP, HOL, AGO, ABNB and RES. When COVID-19 cases were peaked, the keywords are low at a range of 6 to 30. The control variable Stringency Index (LSI) recorded a max of 85.19, and (LCASE) a smooth number of new case index scored at high 29948.49. The popularity keywords search among Malaysian showed the holiday's intention is coming back. The hotel industry can hope to return to business when the COVID-19 case is under control.

Table 2. Descriptive Statistics - Popularity of the Keyword Search in Singapore

Variable	n	Mean	Std.Dev.	Min	Max
DOH	117	60.3504	14.2601	30	100
TRA	117	40.265	23.639	17	100
TRP	117	39.2821	14.997	22	100
HOL	117	45.4872	14.4566	26	100
AGO	117	28.9316	18.6787	9	100
ABNB	117	25.0598	14.1758	13	100
RES	117	34.7265	14.9612	16	100
SI	117	50.3416	10.7616	25	76.85
CASE	117	235.125	628.754	0.183	3271.731

(Source: Google Trend analysis report)

Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the keyword. A value of 50 means that the keyword is half as popular. A score of 0 means there was not enough data for this keyword.

Table 2 represented the past 117 weeks of the popular keywords search in google related to hotel demand by Singaporean from 1/1/2020 to 31/3/2022. The average popularity keywords search index is 60.3504 for the market demand of Hotel (DOH), 45.4872 for Holiday (HOL), 39.2821 for Trip (Trip), 40.265 for Travel (TRA), 34.7265 for Resort (RES) and 25.0598 for Airbnb (ABNB) and 28.9316 for Agoda (AGO). The index hit the highest on certain months when COVID-19 is under control the new case drops. The max of the index is 100 for DOH, TRA, TRP, HOL, AGO, ABNB and RES. When COVID-19 cases were peaked, the popularity keywords are low at a range of 9 to 30. The control variable Stringency Index (SI) recorded a max of 76.85, and a smooth number of new case (CASE) index scored at high 3271.731. The popularity keywords search among Singaporean showed the holiday's intention is coming back. The hotel industry can hope to return to business when the COVID-19 case is under control.

Table 3 presented the correlation among the variables of Demand Hotel (DOH), Travel (TRA), Airbnb (ABNB), Trip (TRP), Agoda (AGO), Holiday (HOL), Stringency Index (LSI) and Number of smooth new case (LCASE) in Malaysia. All the variable is significant at 1% with DOH. Only HOL Vs TRA and HOL VS LSI significant at 5% level.

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Table 3. Correlation of The Variables - Malaysia

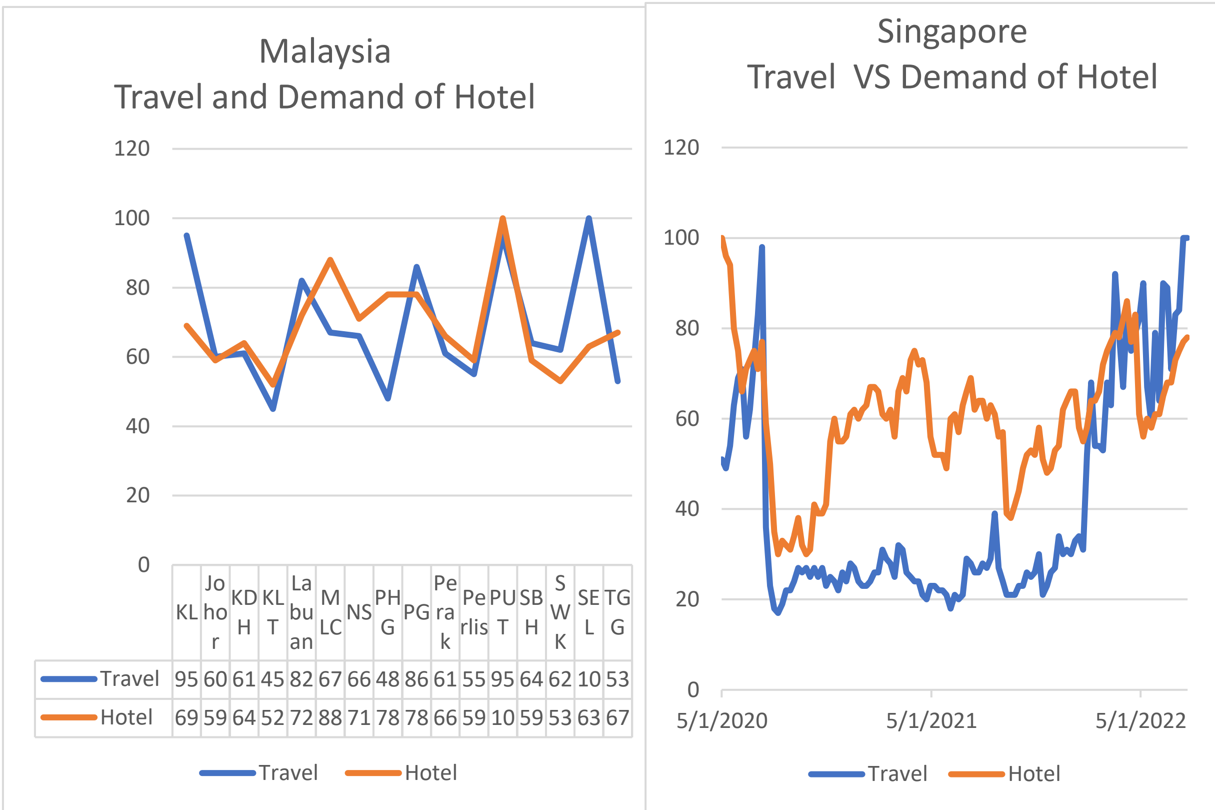
	DOH	TRA	LABNB	TRIP	AGODA	LSI	LCase	HOL	LRES
	1								
DOH	0.6099***	1							
TRA	0.9530***	0.6285***	1						
LABNB	0.7894***	0.7505***	0.8106***	1					
TRIP	0.9619***	0.5310***	0.9556***	0.7992***	1				
AGODA	-0.5393***	-0.8572***	-0.5758***	-0.8271***	-0.4915***	1			
LSI	-0.2844***	-0.4221***	-0.3773***	-0.6739***	-0.3822***	0.6393***	1		
LCase	0.5207***	0.4135***	0.5037***	0.5044***	0.4869***	-0.4037***	-0.3415***	1	
HOL	0.9136***	0.4671***	0.9468***	0.7010***	0.9373***	-0.4164***	-0.2405***	0.4181***	1

Table 4 presented the correlation among the variables of Demand Hotel (DOH), Travel (TRA), Airbnb (ABNB), Trip (TRP), Agoda (AGO), Holiday (HOL), Stringency Index (LSI) and Number of smooth new case (LCASE) in Singapore. All the variable is significant at 1% with DOH. Only HOL Vs TRA and HOL VS LSI significant at 5% level.

Table 4. Correlation of The Variables - Singapore

	DOH	TRA	LABNB	TRIP	AGODA	LSI	LCase	HOL	LRES
	1								
DOH	0.5792***	1							
TRA	0.5487***	0.5012***	1						
LABNB	0.6572***	0.6144***	0.7362***	1					
TRIP	0.7066***	0.5729***	0.7690***	0.7961***	1				
AGODA	-0.6737***	-0.2730***	-0.5534***	-0.5786***	-0.7363***	1			
LSI	-0.1392	0.4250***	-0.1652	-0.0616	-0.2835***	0.5659***	1		
LCase	-0.0212	-0.0295	-0.0371	0.1423	-0.0209	0.0666	0.0001	1	
HOL	0.8040***	0.6227***	0.7467***	0.7962***	0.8698***	-0.6426***	-0.1452	-0.0654	1

Figure 1. Travel Vs Hotel

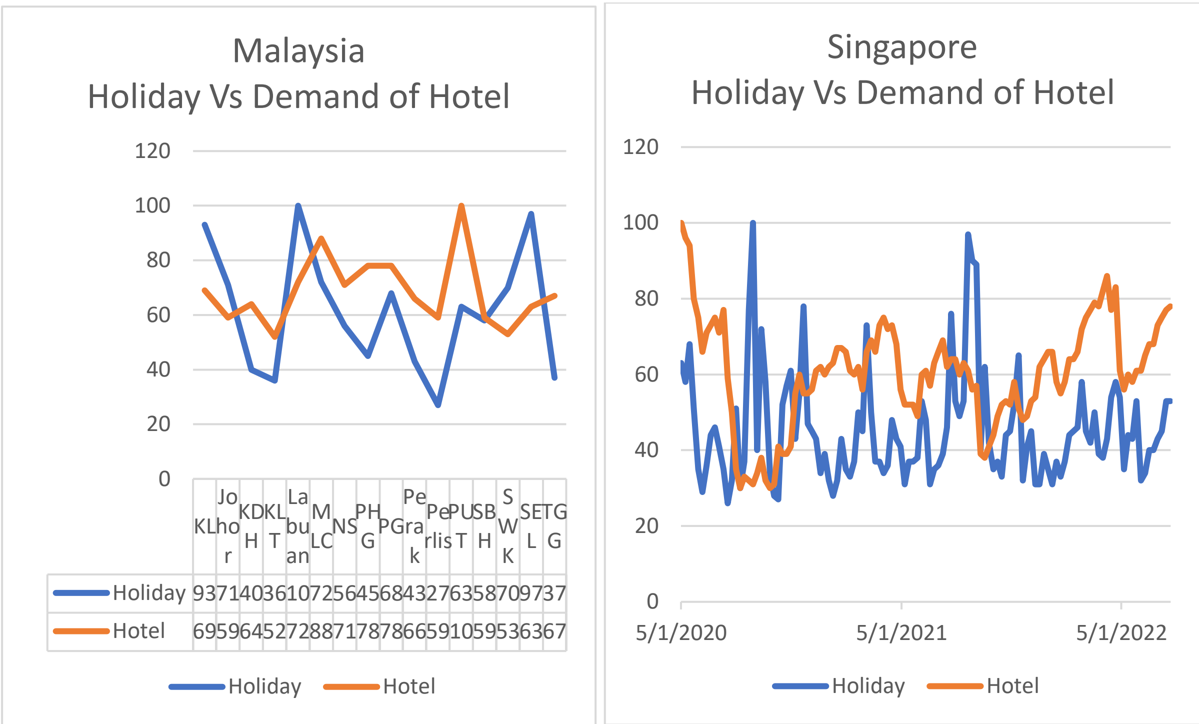


Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the word is half as popular. A score of 0 means there was not enough data for this term. For example, the above Hotel index is 100 mean the people in the particular state (Putrajaya) are looking for information on a hotel on google and record the peak popularity search compare to another keyword search in the same period.

Figure 1 shows the travel and hotel demand by state and their popularity in Malaysia and Singapore. The intention to travel and request of a hotel can divide into three groups. The first group of people come from Singapore and Malaysia's the 1st tier state, Selangor (SEL), with an index of 100 for Travel and 63 for hotel, followed by Kuala Lumpur (KL), 95 for Travel and 69 for Hotel, then Putrajaya (PUT) 95 and 67, Penang (PG) 86 and 78, Labuan 82 and 72. The majority of this group of people are in the city and depend on travel to make a living. They are the people who active travel due to work or relaxation. These people intend to travel and hope the lockdown is over soon and everyone will be able to back to everyday life.

They look for information for travel on google and become the top search keyword search in Malaysia. The second group of people is Malacca (MLC), 67 for Travel and 88 for Hotel, Negeri Sembilan (NS) 66 and 71, Sabah (SBH) 64 and 59, Sarawak (SWK) 62 and 53, Johor 60 and 59. The last group from Pahang (PHG) 48, Kelantan (KLT) 45. By looking at this information, the hotel operators who need to sustain the business should target people who intend to travel after the COVID-19 recovery in Malaysia and Singapore.

Figure 2. Holiday Vs Hotel



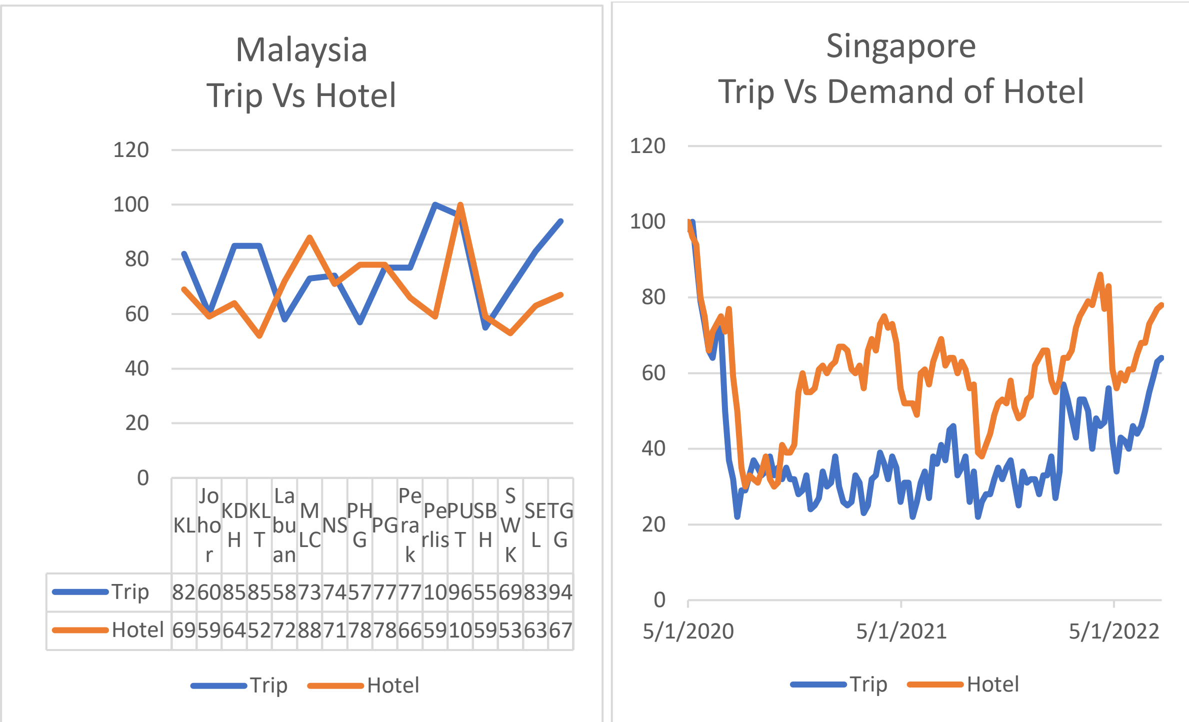
	KL	Johor	KDH	KLT	Labuan	MLC	NS	PHG	PG	Perak	Perlis	PUT	SBH	SWK	SEL	TGG
Holiday	93	71	40	36	10	72	56	45	68	43	27	63	58	70	97	37
Hotel	69	59	64	52	72	88	71	78	78	66	59	10	59	53	63	67

Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the word is half as popular. A score of 0 means there was not enough data for this term. For example, the above Hotel index is 100 mean the people in the particular state (Putrajaya) are looking for information on a hotel on google and record the peak popularity search compare to another keyword search in the same period.

Figure 2 shows the state's demand for holidays and hotels and their popularity in Malaysia and Singapore. The intention for a holiday and hotel can divide into three groups. The first group of people come from Singapore, Labuan with an index of 100 for holiday and 72 Hotel, followed by Kuala Lumpur (KL) 93 for travel and 69 for Hotel, Selangor (SEL) 97, 63. This group of people plan to go on holiday. These can see when COVID-19 slight recover or the new case is under control they are planning to go on holidays. Due to too long a lockdown, these also create significant effects that people are the intention for a holiday.

The second group is Malacca (MLC), 72 for Holiday and 88 for Hotel, Johor 71 and 59, Sarawak (SWK), 70 and 53. Penang (P.G.) 68 and 78 and Putrajaya (PUT) 63 and 100. The third group is Sabah (SBH) 58 and 59, Negeri Sembilan (NS) 56 and 71, Pahang (PHG) 45, 78 and others.

Figure 3. Trip Vs Hotel



Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the word is half as popular. A score of 0 means there was not enough data for this term. For example, the above Hotel index is 100 mean the people in the particular state (Putrajaya) are looking for information on a hotel on google and record the peak popularity search compare to another keyword search in the same period.

Figure 3 shows the state's demand for trips and hotels and their popularity in Malaysia and Singapore. The intention for a trip and hotels can divide into three groups. The first group of people come from Singapore, Perlis with an index of 100 for a trip and 59 for hotel, followed by Putrajaya (PUT) 96 and 100, Terengganu (TGG) 94 and Kedah (KDOH) 85 and 64, Kelantan (KLT) 85 for travel and 52 for Hotel, Selangor (SEL) 83, 63. Kuala Lumpur (KL) 82 for Travel and 69 for Hotel.

The second group is Penang (PG), 77 for trips and 78 for Hotel, Perak 77 and 66 Malacca (MLC) 73 for a trip and 88 for Hotel, Sarawak (SWK) 69 and 53. The third group is Johor 60 and 59, Labuan 58, 72 and Sabah 55 and 59.

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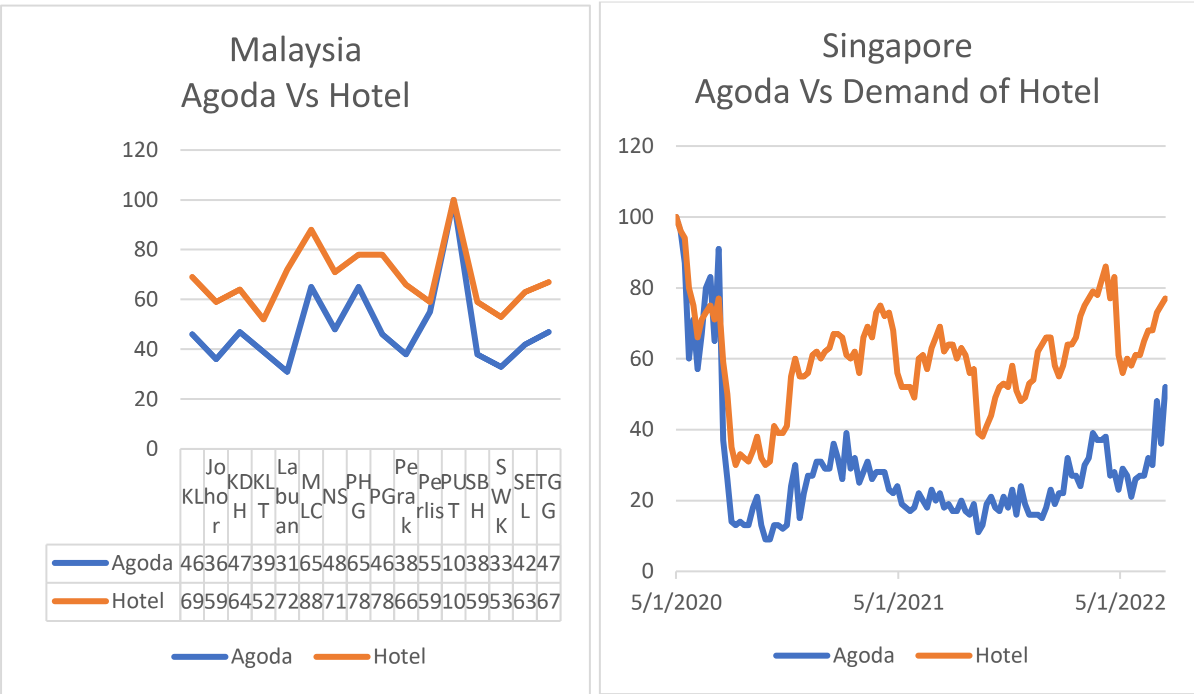
Figure 4. Agoda Vs Hotel



Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the word is half as popular. A score of 0 means there was not enough data for this term. For example, the above Hotel index is 100 mean the people in the particular state (Putrajaya) are looking for information on a hotel on google and record the peak popularity search compare to another keyword search in the same period.

The above result in Figure 4 showed the keywords Agoda (ARO) and Hotel in Malaysia and Singapore by state. Most people use the Agoda website to compare the hotel prices then only book the hotel. Figure 4 showed the keywords search for Agoda and keywords for the hotel are closely correlated. When Agoda keyword search is high, the Hotel keyword search also high. However, the Agoda search is not that popular for Malaysian compared to the keyword of Hotel search directly. However, this is also a tool for Malaysians to search for a place to stay for their holiday.

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Figure 5. Airbnb Vs Hotel

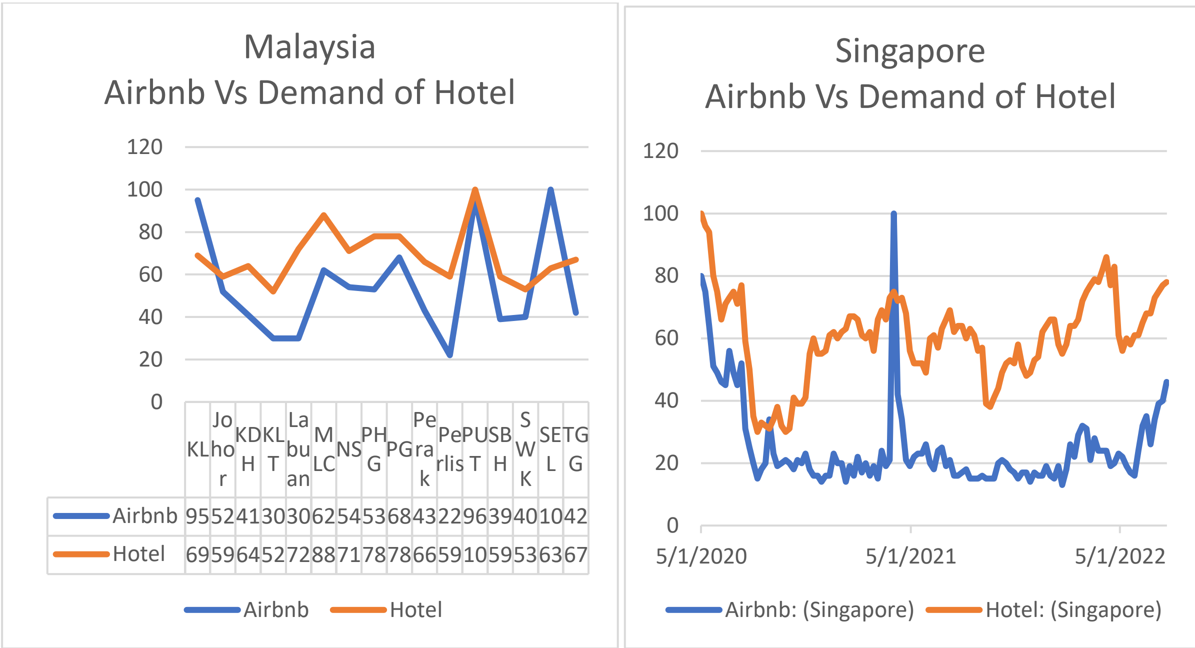

Figure 5 looking at the Airbnb and Hotel keywords search. Airbnb considers another alternative for travellers to stay. However, the demand is less due to the COVID-19 pandemic majority of travellers are more trusting in the risk management in the hotel than in Airbnb. By looking at this information in Figure 5, the hotel operators should target Singapore, Selangor, Putrajaya, and Kuala Lumpur people looking for the budget hotel due to the Airbnb market achieved 100, 95, 96. The intention showed that people who go for holidays might not necessarily go for the hotel; they have another alternative such as Airbnb. The majority of people are looking for a place to relax and release tension and less crowded areas. Tourism today is more concerned about the environmental, health, and safe event they would like to enjoy their holiday. They usually need short trips holidays 3 to 4 days in Malaysia and Singapore; however, they will still choose the safe place due to the COVID-19 pandemic.

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Figure 6. Resort and Hotel

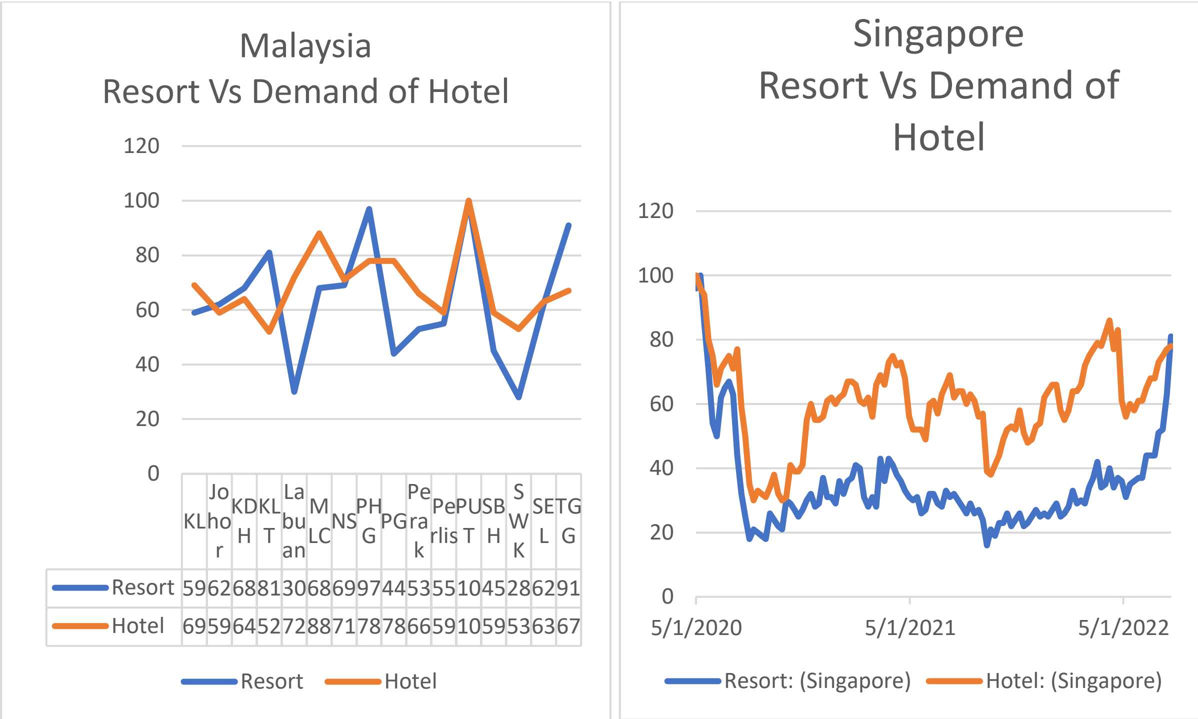

Figure 6 looks at the Resort and Hotel keywords search in Malaysia and Singapore. The keywords search for Resort is high for the Singapore, Putrajaya, Pahang, Terengganu and Kelantan people with 100, 97 and 81. The behaviour on the holidays is not the same for each state; some prefer a more prominent type of stay with more in-house facilities or natural life scenarios. They are looking for a more relaxed trip with family members. The trend of resort and hotel keywords search are correlated positively. The popularity of the keyword search in the state is not the same; however, it is related to the keywords of the hotel search in google. Some keywords are more prevalent in a particular state. This popularity of keywords search does set a basic concept for hotel operators for strategies planning. Hotel operators can focus on the need by a state to do their promotion and target the right customer.

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Table 5. Travel, Trip, Holiday and Demand of Hotel

	Malaysia	**Malaysia**	**Singapore**	**Singapore**
Variable	GTHD Model 1	GTHD Model 2	GTHD Model 1	GTHD Model 2
	β(SE)	β(SE)	β(SE)	β(SE)
Intercept	-12.79787	59.09668	38.82386	
	-2.49**	24.2804**	10.11***	
TRA	0.0382606	0.145697	0.1602913	0.1183472
	0.32	2.05**	3.08***	2.53**
HOL	0.2618459	0.0870891	-0.0842473	0.0535013
	2.50**	2.06**	-1.24	1.03
TRIP	1.051822	-0.1684246	0.4812534	-0.0176196
	7.65***	-1.66	5.81***	-0.19
AGODA		0.6908728		-0.1617309
		8.12***		-1.68*
LABNB		9.968647		-5.185501
		2.18***		-1.8*
LRES		-1.151621		27.7479
		-0.43		5.7***
CtrLSI		-1.553783		-28.41154
		-0.45		-5.11***
CtrLCase		0.0001759		0.0018543
		2.02**		1.05
R2	0.64.36	0.9491	0.4884	0.7388
F	68.01***	251.76***	35.95***	38.18***
n	117	117	117	117

GTHD Model 1

In Malaysia, the overall GTHD Model 1, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 64.36% of the variability in holiday intention and demand of hotels. The trip with a coefficient of 1.051822 and standard error of 7.65 is significant at a 1% level. The result rejected null hypothesis H1 and concluded the keyword search of trip was associated with the demand of hotels. The variable keywords of Travel with a coefficient of 0.0382606 and standard error of 0.32 insignificant at 10% level. Accepted the hypothesis H2. Travel was not an associated with demand of hotel. The variable keywords of Holiday with a coefficient of 0.2618459 and standard error of 2.50 significant at 5% level. The result rejected null hypothesis H3, concluded the Holiday was associated with demand of hotel.

In Singapore, the overall GTHD Model 1, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 48.84% of the variability in holiday intention and demand of hotels. The trip with a coefficient of 0.4812534 and standard error of 5.81 is significant at a 1% level. The result rejected null hypothesis H1 and concluded the keyword search of trips was associated with the demand of hotels. The variable keywords of Travel with a coefficient of 0.1602913 and standard error of 3.08 significant at 1% level. The result rejected null hypothesis H2. Travel was associated with demand of hotel. The variable keywords of Holiday with a coefficient of -0.0842473 and standard error of -1.24 insignificant at 10% level. The result accepted hypothesis H3, concluded the Holiday was not associated with demand of hotel.

GTHD Model 2

To further test the model by adding three new variables Agoda, Airbnb and Resort and two control variables, Stringency index and daily new cases. (GTHD Model 2) for both Malaysia and Singapore panel data.

In Malaysia, the overall Model 2, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 94.91% of the variability in holiday intention and demand of hotels. The travel coefficient of 0.145697 and standard error of 2.05 is significant at a 5% level. The result reject hypothesis H1 and concluded the keyword search of travel was associated with the demand of hotels during the COVID-19 pandemic.

The keywords of Holidays with a coefficient of 0.0870891 and standard error of 2.06 is significant at a 5% level. The result rejected hypothesis H2 and concluded that the keyword search of Holiday was an associated with the demand of hotels during the COVID-19 pandemic. The keywords of Trips with a coefficient of -0.1684246 and standard error of -1.66 is not significant at a 10% level. The result accepted null hypothesis H3 and concluded that the keyword search of HOL did not have sufficient evidence to show that it was associated with the demand of hotels during the COVID-19 pandemic. The keywords of Agoda with a coefficient of 0.6908728 and standard error of 8.12 is significant at a 1% level. The result rejected null hypothesis H4 and concluded the keyword search of Agoda was associated with the demand of hotels during the COVID-19 pandemic. The keywords of Airbnb with a coefficient of 9.968647 and standard error of 2.18 is significant at a 1% level. The result rejected null hypothesis H5 and concluded the keyword search of Airbnb was associated with the demand of hotels during the COVID-19 pandemic.

The keywords of resort with a coefficient of -0.43 and standard error of -1.553783 is insignificant at a 10% level. The accepted null hypothesis H5 and concluded the keyword search of resort was not associated with the demand of hotels during the COVID-19 pandemic.

In Singapore, the overall Model 2, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 95.43% of the variability in holiday intention and demand of hotels. The travel coefficient of 0.1183472 and standard error of 2.53 is significant at a 5% level. The result rejected null hypothesis H1 and concluded the keyword search of travel was associated with the demand of hotels during the COVID-19 pandemic.

The keywords of holidays with a coefficient of 0.0535013 and standard error of 1.03 is not significant at a 10% level. The result rejected hypothesis H2 and concluded that the keyword search of Holidays did not have sufficient evidence to show that it is associated with the demand of hotels during the COVID-19 pandemic.

The keywords of trip with a coefficient of -0.0176196 and standard error of -0.19 is not significant at a 10% level. The result accepted null hypothesis H3 and concluded that the keyword search of holiday did not have sufficient evidence to show that it is associated with the demand of hotels during the COVID-19 pandemic. The keywords of Agoda with a coefficient of -0.1617309 and standard error of -1.68 is significant at a 10% level. The result rejected null hypothesis H4 and concluded the keyword search of Agoda associated with the demand of hotels during the COVID-19 pandemic. The keywords of Airbnb with a coefficient of -5.185501 and standard error of -1.8 is significant at a 5% level. The result rejected null hypothesis H5 and concluded the keyword search of Airbnb was associated with the demand of hotels during the COVID-19 pandemic. The keywords of Resort with a coefficient of 27.7479 and standard error of 5.7 is insignificant at a 10% level. The accepted null hypothesis H5 and concluded the keyword search of Resort did not have sufficient evidence to show it was associated with the demand of hotels during the COVID-19 pandemic.

Table 6. Moderating Effect of Case Travel, Holiday, Trip and Demand of Hotel

	Malaysia	Singapore
Variable	GTHD Model 3	GTHD Model 3
	β(SE)	β(SE)
Intercept	81.46624	87.71705
	23.76452***	2.67***
TRA	0.1085861	0.129779
	1.43	2.6**
HOL	0.0757423	0.0543198
	1.61	0.96
TRIP	-0.2326284	-0.0319659
	-2.2	-0.32
TRA_CASE	-0.0000107	-0.0000625
	-1.2	-0.52
HOL_CASE	0.0000121	-0.0000274
	0.41	-0.09
TRIP_CASE	0.0000292	0.0001999
	2.36**	0.76

AGODA	0.7348775	-0.1724505
	8.52***	-1.75
LABNB	8.385474	-5.015137
	1.85*	-1.7*
LRES	-1.719925	28.05314
	-0.65	5.5***
CtrLSI	-4.814722	-28.54164
	-1.3	-4.88***
CtrCase	-0.0005068	-0.0026622
	-1.3	-0.25
R^2	0.9526	0.741
F	191.71***	27.31***
n	117	117

Further test on the moderating effect of the new case of Covid-19 on the keyword's variables in Malaysia and Singapore. Table 6, the moderating new case is moderating travel, holiday and trip keyword search and demand of hotel during COVID-19 pandemic in Malaysia and Singapore.

The overall GTHD Model 3 in Malaysia, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 0.9526 of the variability in holiday intention and demand of hotels. The moderating effect of TRIP_CASE with a trip coefficient of 0.0000292 and standard error of 2.36 is significant at a 5% level. The result rejected null hypothesis H9 and concluded that the new case of COVID-19 was moderating trip keyword search and demand of hotel during the COVID-19 pandemic. The moderating effect of the HOL_CASE coefficient of .0000121 and standard error of 0.41 is insignificant at a 10% level. The result accepted hypothesis H8, not enough evidence to show that the new case of COVID-19 is moderate holiday keyword search and demand of hotel during COVID-19 pandemic. The moderating effect of the TRA_CASE coefficient of -0.0000107 and standard error of -1.2 is insignificant at a 10% level. The result accepted hypothesis H7 Not enough evidence shows that the new case of COVID-19 is moderate travel keyword search and demand of hotel during COVID-19 pandemic. Case is a moderating the trip and demand of hotel in Malaysia.

The overall GTHD Model 3 in Singapore, F-value, was statistically significant at 1%. The R-squared indicates that this set of predictors accounted for 0.741 of the variability in holiday intention and demand of hotels. The moderating effect of TRIP_CASE with a trip coefficient of 0.0001999 and standard error of 0.76 is insignificant at a 10% level. The result accepted null hypothesis H9, not enough evidence shows the new case of COVID-19 is moderate the trip keyword search and hotel demand during the COVID-19 pandemic. The moderating effect of the HOL_CASE coefficient of -0.0000274 and standard error of -0.09 is insignificant at a 10% level. The result accepted null hypothesis H8, not enough evidence shows that the new case of COVID-19 is moderate holiday keyword search and demand of hotel during COVID-19 pandemic. The moderating effect of the TRA_CASE coefficient of -0.0000625 and standard error of -0.52 is insignificant at a 10% level. The result rejected H7, not enough evidence shows the new case of COVID-19 is moderate travel keyword search and demand of hotel during COVID-19 pandemic. Case is not a moderating of TRIP, HOL and TRA and demand of hotel in Singapore.

5.0 Conclusion

The research finalizes the keywords Hotel, Travel, Trip, Agoda, Holiday, Airbnb and Resort to test holiday intention and hope of recovering in the hotel industry after the COVID-19 pandemic in Malaysia and Singapore. Based on the above keywords, search the decision-makers from government, hotel operators, industry practitioners to sustainability of tourism and hotel industry. The popularity keywords used by each state is not the same on the intention to holiday and demand for a hotel. The researcher reports that the state level's popularity keywords can help decision-makers plan and develop strategies to sustain the industry. The Google Trend Hotel Demand (GTHD) development further enhances the literature gap. The Google Trend Hotel Demand (GTHD) Model 1, 2 and 3, help the operators of the hotel to plan the suitable keyword to advertise their website that can attract and capture more customers.

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Table 7. Summary of the Hypotheses in the research

Hypotheses		Malaysia M1	Malaysia M2	Malaysia M3	Singapore M1	Singapore M2	Singapore M3
H1	Demand for a hotel is associated with the Travel keyword search during the COVID-19 pandemic.	NS	5%		1%	5%	
H2	Demand for a hotel is associated with the Holiday keyword search during the COVID-19 pandemic.	5%	5%		NS	NS	
H3	Demand for a hotel is associated with the Trip keyword search during the COVID-19 pandemic.	1%	NS		1%	NS	
H4	Demand for a hotel is associated with the Agoda keyword search during the COVID-19 pandemic.		1%	1%		1%	NS
H5	Demand for a hotel is associated with the Airbnb keyword search during the COVID-19 pandemic.		1%	5%		1%	10%
H6	Demand for a hotel is associated with the Resort keyword search during the COVID-19 pandemic.		NS	NS		1%	1%
H7	New Case is moderating travel keyword search and demand of a hotel during the COVID-19 pandemic			NS			NS
H8	New Case is moderating holiday keyword search and demand of a hotel during the COVID-19 pandemic			NS			NS
H9	New Case is moderating trip keyword search and demand of a hotel during the COVID-19 pandemic.			5%			NS

Table 7 Summary of the result of hypotheses H1 to H9.

Demand for the Hotel (DOH) is associated with trip (TRIP) significant at 1% and travel (TRA) significant at 5% in Malaysia and Singapore. New Case of COVID_19 (CSE) is moderating trip (TRIP) keyword search and demand of a hotel during the COVID-19 pandemic in Malaysia significant at 5%. However, not enough supporting evidence to say that case is moderating trip in Singapore.

Our paper provided several practical implications. First, the keywords search method to test the holiday intention contributes to academic researchers, industry practitioners, operators and policy marketers on more accurate and timely forecasts of tourism demand in Malaysia and Singapore. It will help to get more information on tourists' intent, interests and engagement before the trip. These will help governments and businesses to plan and allocate limited resources more effectively. The significant data predictors, especially Web search keywords, can predict the cyclic patterns of the intention of a holiday, and with that, the researcher hopes to sustain the hotel industry. Second, tourism attraction for hotel operators, government, online marketing professionals and investors should closely monitor Web search keywords. Web search keywords metrics understand the holidays' intentions during the COVID-19 pandemic and let the related parties generate more accurate forecasts. Third, Hotel demand modelling (GTHD) is directly associated with tourism industries and hotel management operators. Closer engagement with the key stakeholders will significantly benefit academic research and tourism practice. The development of GTHD Modelling is an excellent example of engaging scientific research to convert the data sight to holiday intention and travelable information on time to capture the most up to date demand for the hotel and tourism industry. The development of GTHD of keyword search forecasting methods has facilitated a better understanding of holiday intention, providing valuable insights for effective hotel demand forecasting systems.

Future studies will focus on tourists' willingness to travel to Malaysia, Singapore and the sustainability of the tourism industry and hotel industry after Malaysia and Singapore reopens the international border. The recovery of COVID_19 is coming when the COVID-19 case is under control or if the population achieve 90% vaccination. Our results demonstrate that travel restrictions cannot control the rate of new case events; the early stages are practical. However, vaccination will be the more vital method to reduce the cases when the cases increase across the state. Government should act as fast as possible to get the public fully vaccinated. If the third vaccination is needed will start as early as possible. Currently, no medication is better than our human antibody. As a result, bursting our antibodies by vaccination is the way to bring back our daily lives. Without recovery, the tourism industry will reduce the country's total Gross Domestic Product (GDP) in Malaysia and Singapore.

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Compensatory travel in Post COVID-19 pandemic world: Can boredom caused by limited activities make a difference?

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Abstract
To promote tourism recovery, it is critical to understand the factors that affect the potential travel demands. This study attempts to explore the psychological mechanism and boundary condition behind the influence of boredom caused by limited activities on compensatory travel intention in the post COVID-19 pandemic world. Results reveal that people are more likely to generate compensatory travel intention when they feel bored from restricted activity during COVID-19 pandemic. This relationship is due to tourists' desire of sensation seeking. In particular, this effect is enlarged for tourists with autonomous self-motivating strategies. However, for tourists with high perceived susceptibility, boredom can't elicit compensatory travel intention significantly.

Keywords: Compensatory travel intention, COVID-19, boredom, autonomous, self-motiving, sensation seeking

Assessing the Wellness Spa tourists perceived restorative quality and the effect of perceived benefits in context of post COVID-19 pandemic

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Abstract
Considering the public health crisis induced by the COVID-19 pandemic, wellness spa tourism attracting more people want to healthier lifestyle. Research is lacking regarding the perceived spa benefits and restorative quality from the experience of spa resort with therapeutic and service landscapes. To address this gap, a conceptual model was developed to assess the relationship between the perceived benefits and each internal construct of perceived restorativeness. Data was collected from 319 respondents of wellness spa tourists who patronized after outbreak stage of pandemic, was analysed using the structural equation modelling technique. The finding confirmed the positive direct association between the perceived spa benefits and perceived restorativeness. Moreover, the finding also identified the inter relationships between each property of perceived restorativeness. It is therefore demonstrated that wellness spa with service and therapeutic landscapes provided tourists with quality of restoration and facilitated the health-oriented lifestyle in order to enhance well-beings of travellers.

Keywords: Perceived Restorativeness, PRS, Perceived Spa benefits, Wellness Spa.

1. Introduction

Urban residents often spend their leisure time for engaging in travel or outdoor leisure activities to alleviate stress (Ulrich, 1983), and gain restored. Researchers believed that the degree and effect of restoration depends on the characteristics of environment which a person stands, or at least different with their normal living circumstances. There exists a concept of recovery process named perceived restorativeness, it assert that people through interact with nature environment and then re-acquire the vitality from physiologically and psychologically (Kaplan, 1995). As previous scholars developed scale of perceived restorativeness (PRS)(Hartig et al., 1997), it not only has been adopted to examine the restorative effect in the domains of environmental psychology but also was employed to investigate travellers' restoration in the domains of tourism and hospitality(X. Y. Lehto, 2013). Moreover, the studies asserted that the restoration was often linked with tourists' perceived wellbeing and quality of life (X. Y. Lehto, 2013; Qiu et al., 2021).

Wellness Spa tourism were often recognized as spa tourism with health-related activities. This typical kind of wellness tourism certain suits for some customers who perceived there exists benefits from soaking hot spring and related Spa activities. Although therapeutic factors of the water (e. g. hot spring, mineral water) were not often emphasized in today, the water related sanatorium and Spa resorts still attracted a great mount of travelers to patronize. For instance, according to Global Wellness Tourism Economy report, the expenditures of Spa tourism were $309.1 billion in 2017, which represented about 48% of Global wellness tourism total expenditures (Yeung & Johnston, 2018). Therefore, wellness spa tourism remains a significant and high-growth segment within wellness tourism. However, the public health crisis of COVID-19 (Corona-virus disease) pandemic has lead millions life's loss and threatened billion people's both physical and psychological health (Johns Hopkins Coronavirus Resource Center, 2022). It also resulted in greatly recession of tourism and hospitality industries, especially for some regions which highly dependent on tourism economy. Because of prevention measures, the COVID-19 pandemic has been brought under control in some countries, for example, China. Thus, wellness spa resorts ushered in explosive growth in the recovery period after the outbreak stage.

Previous empirical studies demonstrated that the servicecape and therapeutic environment, like sanatorium, grocery store has positive association with patients perceived restorative effect (Mody et al., 2020; Rosenbaum et al., 2020). Considered that spas perhaps the mostly widely recognized therapeutic landscapes (Adongo et al., 2017). However, very few studies focused on the consumers' restoration based on these types of artificial environments in the domains of wellness tourism. Moreover, recent studies shown that the COVID-19 pandemic has created series negative impact on the mental health of people who experienced long time home quarantine and lockdown? And this restriction of mobility also caused anxiety, depression (Choi et al., 2020), boredom (Deng et al., 2020) and some related psychological issues which need to be recovered. In order to better understand Spa tourists' perceived resotrativness in the special context of post COVID-19 pandemic, it is necessary to examine its internal influence mechanism based on both service and therapeutic environment, such as spa resort. With respect to the potential factor that may has effect on PRS, this study will examine the relationship between perceived wellness Spa benefit and perceived restorativeness.

2. Literature Review

2.1 Wellness spa tourism and perceived Spa benefits

Wellness spa tourism was defined as a subcategory of health-related tourism as the core concepts of these type travel activities were related with maintaining health and well-being. In recent years, most wellness Spa tourists related studies were focusing on their motivations and preference. Global Wellness Institute (GWI) divided the hot spring tourists into medical and non-medical based on their travel purpose (Yeung & Johnston, 2018). Based on the previous studies which focusing on wellness spa market, the motivation of spa tourists compromising both physical and mental, such as relaxion (Kamata, 2016), stress release (Ahani et al., 2019), beauty and so on. Regarding the hospitality and services area, most studies focusing on the spa hotel attributes and characteristics, service quality and perceived value. With inspired by the concept of experience economy (Pine & Gilmore, 1999), researchers found that well spa industry can be described that selling the "experience" to the customers whom were seeking to improve their lifestyle (Lo et al., 2013). However, except those tourists for medical purpose, the research on the effect of perceived benefit for the wider range of tourists were still limited.

The perceived benefits refer to the spa customers' perception which attaining benefits from undertaking spa and related activities (Panchal, 2012). From health and restoration perspective, the extent of perceived benefits was strongly connected with their body feelings, such as feeling comfortable and refreshed (Liu et al., 2021). Therefore, this perception might further influence on their evaluation towards the spa experience, such as perceived value or satisfaction (Guo et al., 2016). But very few studies attempt to linked perceived benefits with other perceptions or evaluations such as perceived restorativeness.

2.2 Perceived Restorativeness

The scale of PR originally developed from Kaplan's attention restoration theory (ART) which was often employed in examining individual's perception of restoration in environmental psychology. The basic assumption of ART is that the mental fatigue could be recovered if switched into non-directed and effortless attention from the direct and effortful attention. And Kaplan discovered four properties that were considerable and could process to occur: being away, extent, compatibility and fascination (Hartig et al., 1996). These four properties were employed by the later scholars to examine the characteristics of restorative environment which perceived by humans (X. Y. Lehto, 2013).

The first property of "extent" is one such quality to present the characteristics of environment. It refers to the settings was surrounded by sufficient structure and content. Those elements could occupy one's mind in a relatively long period of time so that let individual's attention to have a rest. According to Kaplans' research, extent represents a function of both connectedness and scope. Connectedness refers to the degree of coherence between the perceived features and elements, and scope was related to the perceived spaces that out of one's sight (Pals et al., 2009). Therefore, in the traveling circumstances, the consequence of perceived extent reflects how much does the one's attention on surroundings environments and related activities were consumed.

The second characteristic of perceived restorative environment is fascination. It implies that one's attention was drawn effortlessly by the fascinated things of the environment (Pals et al., 2014). It expresses more concretely for the characteristics of environment and that helps the direct attention alleviated (Bagot, 2004). Compare to the other characteristics, the perceived fascination reflects a relatively higher aesthetic requirement to the surrounding and all elements.

The third component of "being away" was used to described that a person experiencing a sense of being way from his/her daily working living environment either physically or mentally. The surrounded settings were different with normal and let an individual feel able to escape from the daily routine. In this regard, this property is relatively suitable to examine those travellers to identify this feeling while during or completed a trip (Bagot, 2004).
The last property of compatibility refers to another characteristic of environment, which the surroundings of features and elements were coherence and therefore to reduce one's direct attention fatigue. This function reflects a person's inclination to be facilitate which dictated by his/her surroundings and then achieved a state of harmony (Joye & van den Berg, 2018). In other words, the compatibility means that very effortless direct attention was required to paid (X. Y. Lehto, 2013).

3. Conceptual Framework Construction

In this study, we conceptualized that wellness spa resorts provide services for bath soaking and related wellness activities which yield perceptual benefits to the spa tourists. The perceived restorativeness can be assessed by the characteristics of environment, as this place perhaps created the ambience of therapeutic landscape. Therefore, whether a person's perceived benefits towards spa have effect on his/her restorative qualities is deserved to be examined. As most studies examined perceived restorativeness by each property separately, this study will assess the relationship between those properties and perceived benefits accordingly (Huang, 2021; Qiu et al., 2021). Thus, we developed hypotheses as following:

Hypothesis 1a - 1d: Perceived benefits of Wellness Spa is positively related to each property of perceived restorativeness: (a) perceived extent; (b)perceived fascination; (c)perceived being away and (d)perceived compatibility.

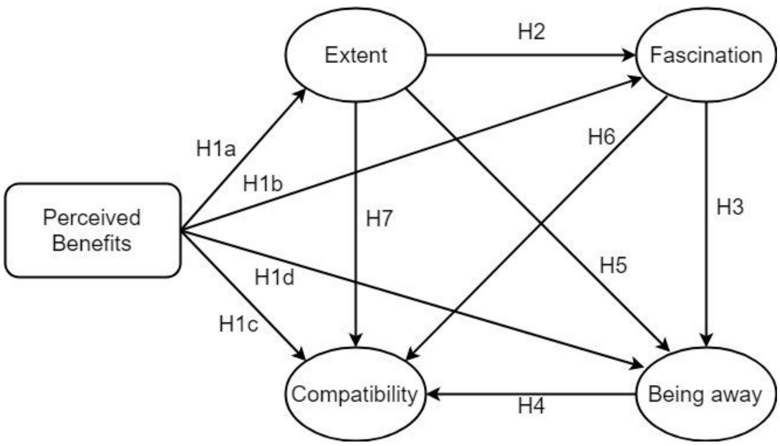
As more and more empirical studies demonstrated the significant effect of restorative quality in artificial buildings, service and therapeutic landscapes, scholars began to focus on the mechanism of restorative quality. Laumann indicated that there exists the inter-relationship between properties of perceived restorativeness as the four characteristics were belong to different hierarchies (Laumann et al., 2003). First, the perceived extent is very crucial and antecedent to the perceived fascination as there exist sufficient elements constituted the surrounding, thus it generalized the sense of fascination for a person to explore (Kuper, 2017). Second, as the perceived fascination drove one’s effortless attention, the various fascinating attractions therefore lead a person’s sense of being away from his/her everyday environment. Third, perceived compatibility was based on a person’s perception of a comparison between those two environments, it therefore aroused after the perception that one exists being away. Based on the above arguments, the hypotheses were developed as follow:

Hypothesis 2: Perceived extent is positively related to the perceived fascination.
Hypothesis 3: Perceived fascination is positively related to the perceived being away.
Hypothesis 4: Perceived being away is positively related to the perceived compatibility.

Based on our knowledge, the extent and fascination both reflects a persons’ perception towards the characteristics of landscape and environment. The being away and compatibility represents the later perception of one’s mindset that induced by the perception towards the landscape. In regard of this, it is reasonable to assume that perceived extent positively associated with perceived being away and compatibility. And the perceived fascination contributes to the compatibility accordingly. Therefore, the following hypotheses were presented:

Hypothesis 5: Perceived extent is positively related to the perceived being away.
Hypothesis 6: Perceived fascination is positively related to the perceived compatibility.
Hypothesis 7: Perceived extent is positively related to the perceived compatibility.

Figure 1. Conceptual Framework of hypotheses



4. Methodology

4.1. Research Measurement

The measurement scales of this research were derived from existing studies and modified to fit the study context. The survey was consisted of six measures: perceived spa benefits, perceived extent, perceived fascination, perceived being away and perceived compatibility, along with demographic profile. The scale of perceived Spa benefits was derived from Panchal's research on the study of Asia tourists' motivation towards Spa experience (Panchal, 2012). Lehto employed ART in tourism fields and developed measurement for evaluating perceived destination restorative qualities (PDRQ). This scale has been successfully adopted in examining tourist's perceived restorativeness in context of cross-culture (X. Lehto et al., 2017). Thus, this scale of study employed the scale of Lehto(X. Lehto et al., 2017) and Chen's (Chen et al., 2017) research on tourists' perceived restorativeness with slightly reworded. All the selected items were rated on a 4-point Likert scale (1 = strongly disagree, 4 = strongly agree). And the content of demographic profile section including gender, age, education level, marital status and monthly income accordingly.

4.2. Sampling and Data collection
This survey was conducted through questionnaire dispatch. The research targeted a Chinese Spa resort located in Zhuhai. Author and helpers used random sampling procedure to collect data which invite respondents who was leaving resort to answer the questionnaire on site. The data collection period was lasted about four weeks which from October 15 to November 12 at 2021. After filtered samples which meet the criteria, remain 319 questionnaires were adopted into analysis.

5. Results
In total, 40.1 percent of respondents were male and 59.9 percent were female. 48.0 percent were aged 18 to 24, 28.5 percent were aged 25 to 35 and 13.8 percent were aged 36 to 45. Thus, age 18 to 45 consisted of the majority (90.3 percent) of respondents. It somehow reflects that wellness spa resort relatedly attracted growing number of young people to patronized. 65.2 percent of respondents visited hot spring resorts were accompanied with couple, friends, or colleagues. It reflected the phenomenon of those people would spend leisure time together with friends in a closely social context to compensate themselves perceived loss gathering time during the pandemic. Table 1 showed the result of demographic profile.

Table 1. Demographic profile of respondents (N=319)

Demographic profile	Frequency	Percentage
Gender		
Male	128	40.1
Female	191	59.9
Educational level		
Secondary School or less	11	3.4
High School/Technical School	43	13.5
College	95	29.8
Bachelor	155	48.6
Post-graduate or above	15	4.7
Age		
18~ 24	153	48.0
25 ~ 35	91	28.5
36 ~ 45	44	13.8

45~ 55	19	6.0
56~ 60	7	2.2
Over 61	5	1.6
Type of accompanying		
Alone	17	5.3
Friends/couple/colleagues	208	65.2
Family (without children)	50	15.7
Family (with children)	23	7.2
Group	21	6.6
Monthly income (RMB)		
2000 or less	74	23.2
2001 ~ 4000	68	21.3
4001~ 6000	69	21.6
6001 ~ 10000	48	15
10000 ~ 20000	39	12.2
20001 or above	21	6.6

Confirmatory factor analysis (CFA) was conducted on total sample to determine the underlying dimensionality of each variable. This study used Partial Least Square based SEM technique to assess the research model as the follow reasons: (1) Considerations of the complexity of the structural model including mediating and moderating relations. (2) PLS-SEM can handle both reflective and formative measures. (3) It has minimum demands regarding sample size and normality of variables(Chin, 1998; Hair et al., 2012). To conduct assessment of the research model, two-stage procedure was proceeded. First, the indicators of reliability and validity of the measurement model (outer model) was evaluated. Second, structural model (inner model) was evaluated by assessing the path coefficients and indicators of model fit(Henseler et al., 2016). The result of CFA was shown in table 2. All Cronbach's alpha values of all factors ranging from 0.848 to 0.887, and thus the internal construct consistency and reliability was well confirmed for further analysis. The Average Variance Extracted (AVE) of latent variables ranging from 0.631(compatibility) to 0.688(being away and fascination), which surpass the 0.50 threshold(Hair et al., 2012). The Construct Reliability (CR) values of all constructs are greater than the criterion (0.70)(Fornell & Larcker, 1981).

Table 2. Results of Measurement model (N=319)

	Factor Loading	Cronbach's Alpha	Composite Reliability	Ave. Variance Extracted (AVE)
Perceived being away		0.848	0.898	0.688
BA1	0.855			
BA2	0.834			
BA3	0.821			
BA4	0.805			
Perceived compatibility		0.883	0.911	0.631
CO1	0.796			
CO2	0.780			
CO3	0.810			
CO4	0.795			
CO5	0.774			
CO6	0.810			
Perceived extent		0.882	0.914	0.680
EX1	0.806			
EX2	0.796			
EX3	0.859			
EX4	0.827			
EX5	0.832			
Perceived fascination		0.887	0.917	0.688
FA1	0.811			
FA2	0.833			
FA3	0.828			
FA4	0.837			
FA5	0.838			
Perceived Spa benefits		0.868	0.904	0.655
PB1	0.822			
PB2	0.834			
PB3	0.799			
PB4	0.829			
PB5	0.758			

To evaluate the inner model, there are parameters were checked: coefficient of determination(R2) and predictive relevance (Q2). The Coefficient of determination(R2) refer to the variance explained by the exogenous variables. As suggested by Chin's research, the R2 indicators has exceeded the moderate amount of 0.33(Chin et al., 2008). The predictive relevance(Q2) can be observed via cross-validated redundancy procedures whereas it should be greater than 0 as suggested (Hair, 2010). In this study, the value of Q2 of all constructs have a predictive relevance.

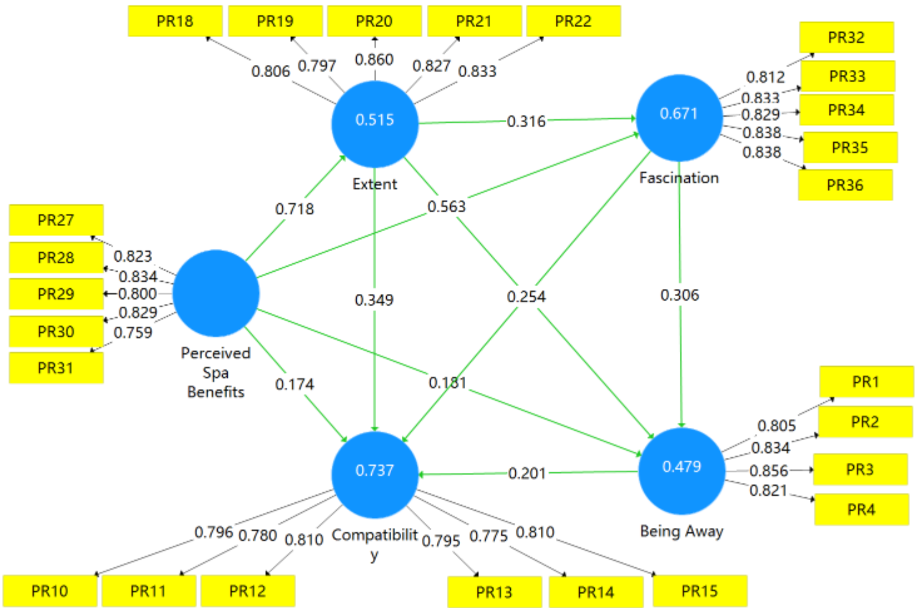
The next step was to examine the established paths hypotheses of the structural model. The significance of the path coefficients was examined by performing a bootstrapping with 5000 subsamples through SmartPLS 3.0. As shown in Table 3, which indicated that the perceived spa benefits have significant influence on each property of perceived restorativeness respectively, therefore H1 from a to d were all supported. In terms of internal mechanism of perceived restorativeness, the perceived extent has significant influence on fascination, being away and compatibility respectively. And the perceived fascination has significant influence on being away and compatibility. In addition, the perceived being away has significant influence on compatibility. Therefore, all hypotheses from H2 to H7 were supported.

Table 3. Results of path coefficients of structural model

Hypotheses	Path	Original Sample (O)	T-Statistics	P -Values	Remarks
H1a	Perceived Spa benefits => Extent***	0.717	27.76	0.000	Supported
H1b	Perceived Spa benefits => Fascination***	0.562	13.57	0.000	Supported
H1c	Perceived Spa benefits => Being away***	0.181	3.13	0.001	Supported
H1d	Perceived Spa benefits => Compatibility***	0.174	3.63	0.000	Supported
H2	Extent => Fascination***	0.315	7.00	0.000	Supported
H3	Fascination => Being away***	0.306	4.34	0.000	Supported
H4	Being away => Compatibility***	0.200	5.08	0.000	Supported
H5	Extent => Being away***	0.272	4.67	0.000	Supported
H6	Fascination => Compatibility***	0.253	4.72	0.000	Supported
H7	Extent => Compatibility***	0.348	7.89	0.000	Supported

Notes: ***p < 0.001, **p<0.01, *p<0.05, NS insignificant

Figure 2. The examination of structural model



5. Discussion and Conclusion

5.1. Conclusions and theoretical contributions

The current study proposed a framework for us to understand consumer behavior based on the perception of wellness spa tour in post-pandemic of COVID-19. In terms of theory, this study empirically demonstrated the perceived spa benefits can make contribution to an individual's psychological restoration in spa tourism. Furthermore, the study examined each property of perceived restorativeness and assessed the inter-relationships among them. Very limited studies in tourism and hospitality field have explored the effect of restoration for spa consumers in context of public health crisis. This study bridged the gap by examining the internal mechanism of perceived restorativeness for tourists in spa tourism domain.

The proposed structural model indicated that the perceived spa benefits have positive direct effect on each property of perceived restorativeness. This major finding of this study demonstrated that the quality of restorativeness was not simply determined by the characteristics of environment. In contrast, the imply of benefit which triggered by engaging spa activities in the service and therapeutic landscape had contributes to the restoration as well. For example, soaking in the hot spring water with service provided the resort was not an activity that can frequently enjoy for an urban resident (Chen et al., 2017). Thus, there exists the psychological distance for one's perceptions between the restorative and normal environments. The perceived spa benefits which based on one's physical and psychological feelings will facilitate one's intrinsic motivation to keeping good memories for the surrounded settings, or perhaps, services and therapeutic landscapes. Therefore, the perception of the benefits of a specific activity will have positive impact on the psychological evaluation of the person's interaction with the surroundings during travel.

Another main finding of this study was that the inter-mechanism of perceived restorativeness was empirically proven to be effective. The results of inter relationships of each property were in accordance with Qiu's research on mountain hiking tourists (Qiu et al., 2021). An interesting finding of the constructs was that the determinant effect of being away was relatively lower than other exogenous variables, which has not high relationships with other constructs. Perhaps the conducted survey was during period that there still has sporadic occurrence of COVID-19 pandemic in everywhere of China. Because of the permanent pandemic prevention and control, people would not expect much more opportunities to enjoy outdoor leisure and travel as usual. Everyone has possibility to be restrict mobility once the pandemic accidently happened around there. Thus, being away reflects the relatively similar attitude for most respondents while in special time.

5.2. Practical implications

The outcome of this study has some practical implications for wellness spa industry. As a growing number of younger people began to engage in wellness related tourism, and most of them travel with couples or friends. To managers and marketing related policy makers, it is opportunities to developed more service products (e. g. comic souvenirs) to catering young people. And managers can develop services products with discounts to attract those tourists coming with group. Further, in order to offer better quality of restoration to spa tourists, the concepts of spa benefit were necessary to be constantly emphasized in different channels of marketing.

5.3. Limited and future research

This study only examined the relationships between perceived spa benefits and perceived restorativeness. Although scholars from environment psychology assert that the predictors of restoration mostly derived from characteristics of environment and surroundings. This study demonstrated the perception of wellness activities can contributes to the restorative quality. In regarding of this, the finding of this study was in line with Ronsenbaum and Wong's research of gaming activities (Rosenbaum & Wong, 2015). Future studies are welcomed to employ the perceived restorativeness concepts into more different kinds of wellness and leisure activities. Thereby, the more landscapes would be explored and utilized to facilitated the quality of restorations.

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Malaysia Tourists' Visit and Revisit Intentions Post COVID Pandemic

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Abstract
Prior to the pandemic, Malaysia ranked 22nd tourism destination in the world. However, the number of tourist arrivals in 2020, decreased by -83.4% compared to 2019. Malaysia has the potential to be one of the top destinations for travellers due to different cultural attractions, heritage, and natural attractions. Considering the importance of international tourism to Malaysia’s economic growth, and the image of the country current research applies a mixed-method approach to explore the reasons for international tourists' intention to visit and revisit Malaysia and provide practical implications for the further development of international travel in Malaysia for the Covid-19 recovery.

Keywords: Visit intention, Revisit intention, Post-pandemic, Tourism Malaysia